

CJ814

Digital Marketing

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Year of Introduction: 2022

Course Description: The program aims at developing an overall understanding of digital marketing / online marketing platforms, mainly web analytics, social media tools, marketing through search engines, search engine optimisation, mobile marketing, email marketing, Pay per click, digital display marketing, content marketing, online advertising and social media advertising.

Learning Objectives:

- To provide students with a comprehensive understanding of how digital technologies and the rise of social media are changing marketing strategies and tactics across different industries
- To provide students with insights into current digital marketing and social media trends
- To Understand the digital consumer
- To illustrate the use of search engine marketing, online advertising, and marketing strategies.
- To propose digital tactics, social media strategies to achieve marketing goals.

Pedagogy:

Theory classes will be conducted on various digital marketing concepts /strategies.

Syllabus:

Unit 1

Introduction to Digital Marketing:

Why Digital Marketing- Digital Marketing Platforms- Organic & Paid Digital Marketing- Difference between traditional marketing & Digital Marketing- Advantages of Digital marketing- Digital Marketing Manager-Role & Functions of a Digital Marketing Manager- Overview of Global E-Marketing Issues-Privacy – Online Expression

Unit 2

E-Marketing Research:

Data Drive Strategy –Monitoring social media – Technology-Enabled Approaches – Real-Space Approaches –Marketing Databases and Data Warehouses – Data Analysis and Distribution - Consumer Behavior Online – Segmentation – Targeting –Differentiation – Positioning Strategies

Unit 3

E-Marketing Management:

Product – Products on Internet – Creating Customer Value Online– Product Benefits – E-Marketing Enhanced Product Development – Price – Change in Pricing Strategies – Buyer and Seller Perspectives -Distribution– Online Channel Intermediaries – Distribution Channel Length and Functions

Unit 4

Search Engine Optimization (SEO):

Search Engine Optimization (SEO) Introduction- Understanding SEO- Search engine friendly website structure-SEO and key phrases-Link Popularity-User insights- Benefits and challenges- **Online Advertising:** Introduction, Key terms, and concepts- Types of display adverts -Targeting and optimizing -Advantages and challenges

Unit 5

Customer Acquisition and Retention: The introduction of social media

Profile of Consumers – Browsing Behavior Model – Elements of social media – Social Media Strategies – Social Media Performance Metrics – Building Customer Relationships -**Social Media Channels:** Introduction & Role of social media, Key terms and concepts, Traditional media vs Social media- Social media channels- **Social Media Strategy:** Introduction, Key terms and concepts-Using social media to solve business challenges-Social media risks and challenges.

References:

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- E-Marketing, Judy Strauss and Raymond Frost, Prentice Hall, 6th Edition, 2013
- Internet Marketing: Integrating Online and Offline Strategies. M. L. Roberts and Debra Zahay, 3rd edition, Cengage Publishing, 2013

- The Essential Guide to Online Marketing, Rob Strokes, Quirk, ISBN: 9781936126323
- E-Commerce: An Indian Perspective, P. T. Joseph, Prentice Hall, 4th Edition, 2013
- Electronic Commerce: A Simplified Approach, Munesh Chandra Trivedi, Jaico Publishing House, 2011.
- Chaffey, D., & Smith, P. R. (2017). Digital marketing excellence: planning, optimizing and integrating online marketing. Taylor & Francis.
- Dodson, I. (2016). The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns. John Wiley & Sons.
- Royle, J., & Laing, A. (2014). The digital marketing skills gap: Developing a Digital Marketer Model for the communication industries. International Journal of Information Management, 34(2), 65-73.
- Stokes, R. (2011). E-Marketing: The essential guide to digital marketing. Quirk e-Marketing.
- Social Media Marketing: A Strategic Approach, 2nd Edition by Barker & Barker ISBN 9781305502758 Copyright 2017

Course Outcome:

Student should be able to:

- CO1- Explain the concept of digital marketing
- CO2-Discuss the various digital marketing tools
- CO3-Explain the various trending digital marketing skills
- CO4-Learn the concept of Social Media Marketing
- CO5-Describe the process of Online Advertising
- CO6-Appreciate the e-commerce framework and technology

Evaluation Pattern:

Theoretical examinations will be conducted to evaluate the knowledge on digital tools, present marketing techniques and on the concepts of digital marketing.

Employability:

There are a wide range of digital marketing jobs with a huge variety of career options in the following fields:

- Video/audio production
- Interactive technology (such as AI)
- Mobile marketing
- Search engine optimization (SEO)
- Search engine marketing (SEM)

- Social media
- E-commerce
- Email marketing
- Marketing automation
- Content management and curation
- Web development
- Web design
- Copywriting and editing
- Analytics
- Business/marketing strategy