



(Master of Business Administration) (Management)
Semester III

MARKETING SPECIALISATION
PM03EMKT58: DIGITAL MARKETING

Course Code	PM03EMKT58	Title of the Course	DIGITAL MARKETING
Total Credits of the Course	04	Hours per Week	04
Course Objectives:	<ul style="list-style-type: none">• To understand the role of digital marketing in marketing strategy• To understand the use of advanced search engine features in digital marketing• To understand the key components of social media marketing strategy• To understand how video marketing can be leveraged by using different online marketing platforms		

Course Content: 30 sessions		
Unit	Description	Weightage (%)
1.	Introduction to Digital Marketing: origin and development of digital marketing, digital marketing strategy, digital advertising market in India, digital marketing plan. Search Engine Optimization (SEO): Concept of search engine, on-page optimization, off -page optimization, Google search engine, SEO-Visual search, subdomain Vs subfolders, SEO-UX and UI Digital Analytics: Introduction, data collection, key matrices, outcome analysis, experience analysis, types of tracking codes.	25
2.	Display Advertising: Concept of display advertising, digital matrices, Types of display ads, targeting in digital marketing, programmatic digital advertising, challenges faced by display advertising. Search Engine Advertising: understanding ad placement, understanding ad ranks, creating ad campaign, performance reports. Video Marketing: Types of marketing video, video optimization for improving reach, YouTube marketing, video analytics	25
3.	Social Media Marketing: Introduction, Goal setting, implementation, measure, different forms of social entertainments, gamification. Facebook Marketing: Organic Marketing, Paid Marketing, Facebook insights, Marketing with 3D posts. LinkedIn: LinkedIn strategy, LinkedIn website demographics, content strategy, LinkedIn Native video, LinkedIn analytics. Twitter: How is Twitter different, Building a content strategy, Twitter Usage, Twitter ADS, Twitter analytics, Twitter tools and tips for	25



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Vallabh Vidyanagar, Gujarat
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Syllabus with effect from the Academic Year 2022-2023

	Marketers.	
4.	Emerging Platforms: Instagram, Snapchat, Pinterest Mobile Marketing: Introduction, Mobile Advertising, Mobile Marketing Toolkit, Mobile Marketing features, Mobile Apps. Online Reputation Management (ORM): Tools to implement ORM, Social Commerce, E-Word of Mouth, User Generated Content, Advertising on Quora, Blogs, Influencer Marketing, content marketing. Technological advancements in digital marketing: Voice search, Beacon technology, Artificial Intelligence, Chatbots, Virtual Reality, Augmented reality, Blockchain Technology. Ethics and laws in internet marketing – concept	25

Teaching-Learning Methodology	Class session, Lab session for software demonstration, Assignments, Presentations, Discussion, Quiz, and projects
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination	30%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance	30%
3.	University Examination	40%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Use extensions of advance search engine features in digital marketing
2.	Plan and execute a social media strategy step by step
3.	Effectively utilize the synchronization between video content and digital marketing platform
4.	Enhance employability and skills capability.



Suggested References:

Sr. No.	References
1.	Gupta S (2018), Digital Marketing, ISBN:13: 978-93-5316-979-4, McGraw Hill Education (India) Private Limited, Second Edition.
2.	Kotler P., Kartajay H., and Setiawan I. (2016). Marketing 4.0: Moving from Traditional to Digital, ISBN: 978-1-119- 34120-8, Wiley, USA.
3.	Bhatia P., Fundamentals of Digital Marketing, ISBN: 978-93-534-3514-1, Pearson India, Second Edition.
4.	Kaushik, Avinsh (2009). Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity, ISBN: 978-0-470-52939-3, SYBEX, A Wiley Brand, USA.
5.	Holmes, S. (2017). Social Media Marketing 2018: How to boost your Company's Success With Facebook, Twitter, Instagram & Co., Open Web Learning Institute, Germany.
6.	Clarke, A. (2017). SEO 2017: Learn Search Engine Optimization with Smart Internet Marketing Strategies, Simple Effectiveness Publishing, USA.
7.	Brodie, Ian. (2013). Email Persuasion: Captivate and Engage your Audience, Build Authority and Generate More Sales with Email Marketing, Rainmaker Publishing, USA
8.	Reardon, Joe and Reardon Dale (2015). Blogging: Practical Guide to Plan your Blog: Start your Profitable HomeBased Business with a Successful Blog, Copyrighted Material, Amazon.com
9.	Rabazinski, C. (2015). Google AdWords for Beginners: A Do-It-yourself Guide to PPC Advertising, E-Book distributed by Smashwords