

Department of Business Administration (UG)

Value-Added Course

VACBADM22 - DIGITAL MARKETING

Code	Title of The Paper	Hours
VACBADM22	Digital Marketing	30

Course Learning Outcomes:

1. To give an in-depth understanding and advanced knowledge of the digital marketing domains.
2. Impart skills to apply digital marketing tactics for achieving business objectives.
3. Empower participants to analyze and communicate public opinion of a brand or a company to stakeholders.
4. Provide a strategic framework to assess and implement various digital marketing practices.

Unit I - Introduction

Introduction to Internet Marketing - Overview of Industry - History of Internet Marketing - 2017 Trends - Setting Goals and defining Metrics - Social Media Marketing - An introduction to platforms and platform personality - Choosing social platforms for marketing - Facebook Marketing – best practices & case examples - Twitter Marketing – best practices & case examples - LinkedIn Marketing – best practices & case examples - Blog / Communities - – best practices & case examples

Unit II - Search Engine Optimization

SEO: Definition, history and evolution - SEO Trends - How does Search Engine work? - Basics of on page and off page SEO - SERP Analysis

Unit III - Google Analytics

Understanding various parameters under Google Analytics - How to get insights - Advantage of integrating website with Google Analytics -Influencer Marketing - What is influencer marketing - How to choose the right influencer - Tools to measure degree of influence by an influencer - Measurement of influencer marketing campaign

Unit IV - Mobile Marketing

Overview on Mobile Marketing - Introduction to Mobile Marketing - Understanding importance of User Interface and User experience while using Mobile - Types of mobile ads - Mobile marketing strategies

Unit V - Online Reputation Management

Online Reputation Management - Introduction to ORM - Trends in ORM - How ORM could be used to develop meaningful content - What are various Tools for online listening and how to use them.

Teaching Methodology

- Case Study Discussion

- Project Problem Solving
- Experiential Learning

Delivery Mode

- Blended Learning – Both Online and offline

Text Books

1. Chaffey, D., & Smith, P. R. , Digital marketing excellence: planning, optimizing and integrating online marketing. Taylor & Francis. (2017).
2. Dodson, I. , The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns. John Wiley & Sons. (2016).
3. Kaufman, I., & Horton, C. , Digital marketing: Integrating strategy and tactics with values, a guidebook for executives, managers, and students. (2014).

Reference Books

1. Routledge. Royle, J., & Laing, A ,The digital marketing skills gap: Developing a Digital Marketer Model for the communication industries. International Journal of Information Management. (2014).
2. Stokes, R., E-Marketing: The essential guide to digital marketing. Quirk e Marketing (2011).

E-resources

- <https://www.webmarketingacademy.in>
<https://www.digitalmarketer.com>