

SEMESTER-II
Skill Enhancement Course (SEC)
(Commerce)

<i>Course code</i>	<i>Course Title</i>	<i>Type</i>	<i>Marks</i>	<i>Credit</i>	<i>Lectures</i>
	Digital Marketing	SEC	60	3	40

Objective: To get the students acquainted with the basic concepts, tools, techniques and importance of Digital Marketing, and enable them to understand how successful Digital marketing strategies are planned.

Course Outcome: After completion of the course, students will be able to apply the knowledge by comprehending the process of Digital Marketing and its relevance in the current scenario for developing digital marketing strategies by identifying different tools and their respective pros and cons.

Course Contents:

Unit-I: Introduction (10 Lectures)

Digital Marketing: concept, scope and significance; Traditional Marketing Vs Digital Marketing; Evolution of Digital Marketing; Challenges and opportunities for digital marketers; Digital Marketing Landscape in India; Terminologies used in Digital Marketing - Mobile Marketing, Email Marketing, Content marketing, Social Media Marketing, Influencer Marketing, Affiliate Marketing, Content Management System (CMS), Web Analytics, Search Engine Optimization, PPC, CPC, Link building, cookies.

Unit-II: Digital Marketing Process (10 Lectures)

Digital Marketing Plan and Strategy: Consumer Decision journey, Segmenting & Customizing messages; POEM Framework; tools of digital advertising: Display Advertising, Social Media Advertising; Digital metrics Buying Models- CPC, CPM, CPL, CPA, fixed Cost/Sponsorship.

Unit-III: Social Media Marketing (10 Lectures)

Fundamentals of Social Media Marketing, significance, and tools of Social Media Marketing; Building a Successful strategy; Facebook, Twitter, LinkedIn, Instagram and Snapchat Marketing: basics, different types of Ad formats, setting up Ad Account, audience & types, Content Creation, content Strategy, Designing Advertising campaigns, Apps, Live, Hashtags.

Unit-IV: Search Engine Optimization (SEO) and Web Analytics (10 Lectures)

Search Engine Optimization (SEO): concept, history, functions, phases, techniques, keywords;Googlebot (Google Crawler).

Web Analytics: Introduction, scope, functions, significance; Analysis vs intuition; Social Media Analytics- Facebook insights, Twitter analytics, Youtube analytics, Social Ad analytics /ROI measurement. Common mistakes analysts make while using Web analytics tools.

Suggested Readings:

- 1. Digital Marketing –Kamat and Kamat-Himalaya*
- 2. Fundamentals of Digital Marketing, P.Singh Bhatia, Pearson*
- 3. Marketing Strategies for Engaging the Digital Generation, D. Ryan,*
- 4. Digital Marketing, V. Ahuja, Oxford University Press*
- 5. Digital Marketing, S.Gupta, McGraw-Hill*
- 6. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition*