

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – III) (W.E.F. Academic Year 2018-19)

Specialization: Marketing Management

Subject Name: Digital Marketing (DM)

Subject Code: 3539215

1. Learning Outcome:

- Students gain an overall understanding of Digital Marketing
- Develop insight on Current Trends – Digital and Social Statistics (Infographics)
- Provide an introduction to Digital Marketing Platforms like Facebook, Twitter, YouTube, Pinterest, etc.
- Introduction to the basics of Search Engine Optimization (SEO) and Mobile Marketing
- Introduction to various strategies involved in Marketing products and Services Digitally.

2. **Course Duration:** The course duration will be of 36 sessions of 75 minutes each.

3. Course Contents:

Module	Content	No. of Sessions	Marks out of 70
I	Introduction to Digital Marketing- Evolution of Digital Marketing from traditional to modern era, Role of Internet;Current trends, Info-graphics, implications for business & society; Emergence of digital marketing as a tool; Drivers of the new marketing environment; Digital marketing strategy; P.O.E.M. framework, Digital landscape, Digital marketing plan, Digital marketing models.	8	14
II	Internet Marketing and Digital MarketingMix – Internet Marketing, opportunities and challenges; Digital marketing framework; Digital Marketing mix,Impact of digital channels on IMC; Search Engine Advertising: <ul style="list-style-type: none">- Pay for Search Advertisements, Ad Placement, Ad Ranks, Creating Ad Campaigns, Campaign Report Generation Display marketing: <ul style="list-style-type: none">- Types of Display Ads- Buying Models- Programmable Digital Marketing- Analytical Tools- YouTube marketing	10	21

III	<p>Social Media Marketing – Role of Influencer Marketing, Tools & Plan– Introduction to social media platforms, penetration & characteristics; Building a successful social media marketing strategy</p> <p>Facebook Marketing:</p> <ul style="list-style-type: none"> - Business through Facebook Marketing, Creating Advertising Campaigns, Adverts, Facebook Marketing Tools <p>Linkedin Marketing:</p> <ul style="list-style-type: none"> - Introduction and Importance of Linkedin Marketing, Framing Linkedin Strategy, Lead Generation through Linkedin, Content Strategy, Analytics and Targeting <p>Twitter Marketing:</p> <ul style="list-style-type: none"> - Introduction to Twitter Marketing, how twitter Marketing is different than other forms of digital marketing, framing content strategy, Twitter Advertising Campaigns <p>Instagram and Snapchat:</p> <ul style="list-style-type: none"> - Digital Marketing Strategies through Instagram and Snapchat <p>Mobile Marketing:</p> <ul style="list-style-type: none"> - Mobile Advertising, Forms of Mobile Marketing, Features, Mobile Campaign Development, Mobile Advertising Analytics <p>Introduction to social media metrics</p>	10	21
IV	<p>Introduction to SEO, SEM, Web Analytics, Mobile Marketing, Trends in Digital Advertising–</p> <ul style="list-style-type: none"> - Introduction and need for SEO, How to use internet & search engines; search engine and its working pattern, On-page and off-page optimization, SEO Tactics - Introduction to SEM <p>Web Analytics:</p> <ul style="list-style-type: none"> - Google Analytics & Google AdWords; data collection for web analytics, multichannel attribution, Universal analytics, Tracking code <p>Trends in digital advertising</p>	8	14
V	<p>Application: A group of two students (Maximum) has to work on creating an advertising campaign through any form of digital marketing viz: Mobile Marketing, Twitter Marketing, Facebook Marketing, LinkedInMarketing, Instagram or Snapchat Marketing. The student/s should work on creating the campaign, running the campaign, presenting the results of the campaign in terms of Lead Generation and / or sales and / or web analytics.</p>	---	(30 Marks CEC)

4. Teaching Methods

The course may use the following pedagogical tools:

- a. Lectures and Discussions

- b. Assignments & PPT presentations
- c. Case Studies
- d. Audio-Visual Material

5. Evaluation:

The evaluation of the students will be on continuous basis as follows:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

S. No.	Author	Name of the Book	Publisher	Edition
1	Seema Gupta	Digital Marketing	Mc-Graw Hill	1 st Edition - 2017
2	Ian Dodson	The Art of Digital Marketing	Wiley	Latest Edition
3	Puneet Singh Bhatia	Fundamentals of Digital Marketing	Pearson	1 st Edition - 2017
4.	Vandana Ahuja	Digital Marketing	Oxford University Press	Latest Edition
5.	Philip Kotler	Marketing 4.0: – Moving from Traditional to Digital	Wiley	2017
6.	Melissa S. Barker Donald I. Barker Nicholas F. Bormann Debra Zahay Mary Lou Roberts	Social Media Marketing: A Strategic Approach	Cengage	Latest Edition
7.	Ward Hanson , KirthiKalyanam	Internet Marketing & e-Commerce	Cengage	Latest Edition
8.	Roberts andZahay	Internet Marketing: Integrating Online & Offline Strategies	Cengage	Latest Edition
9.	Dr.Ragavendra K. and Shruthi P.	Digital Marketing	Himalaya Publishing House Pvt. Ltd.	Latest Edition
10.	Prof. Nitin C. Kamat, Mr.ChinmayNitinKamat	Digital Social Media Marketing	Himalaya Publishing House Pvt. Ltd.	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Magazines / Periodicals / Newspapers / e-resources, etc.

- 1 <https://learndigital.withgoogle.com/digitalunlocked/>
- 2 <https://digitalskills.fb.com/en-in/>
- 3 <https://www.hubspot.com/digital-marketing>
- 4 <http://www.afaqs.com/>
- 5 <https://www.linkedin.com/learning/>
- 6 Journal of Marketing
- 7 ET-Brand Equity
- 8 HBR

The list of reading sources is indicative and not exhaustive. The student and faculty are free to choose appropriate reading material for the teaching-learning process.