

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

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

Specialization: Entrepreneurship and Family Business

Subject Name: Digital Marketing for Start-ups (DMS)

Subject Code: 3549261

1. Learning Outcomes:

- An overall understanding of Digital Marketing as an effective marketing mix element for marketing products and services.
- Insights into how digital marketing platforms like Facebook, Twitter, YouTube, Pinterest, etc. can be highly effective media at negligible cost.
- Introduction to the basics of Search Engine Optimization (SEO) and Mobile Marketing.

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	<p>Digital Marketing- Introduction and Strategic Setup Evolution of Digital Marketing from traditional to modern era, Opportunities and Challenges, 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 Framework – ASCOR Model, Critical Success Factors for Digital Marketing, Digital marketing Business models, Customer Behaviour Model – Evolution, Managing Customer Demand, Digital marketing strategy – Digital Marketing Mix & Roadmap and Introduction to Digital Marketing Channels.</p>	10	18
II	<p>Digital Marketing Mix – Search Engine Advertising: - Pay for Search Advertisements, Ad Placement, Ad Ranks, Creating and Enhancing Ad Campaigns, Evaluating Campaigns</p> <p>Display marketing: - Display Ads – Concepts and Types - Buying Models (CPC, CPM, CPL, CPA) - Targeting Display Ads - Programmable Digital Marketing - Analytical Tools - YouTube marketing</p>	8	17

III	<p>Social Media Marketing: a cost effective strategy –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 & Insights <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>Introduction to social media metrics</p>	10	18
IV	<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 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 	8	17
V	<p>Application: Students should identify a business of interest in which they plan to start their venture and should create advertising campaign through any form of digital marketing viz: Mobile Marketing, Twitter Marketing, Facebook Marketing, LinkedIn Marketing, Instagram or Snapchat Marketing. Such campaign should be trial run and its results should be analysed 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:

Sr. No.	Author	Name of the Book	Publisher	Edition
1.	Seema Gupta	Digital Marketing	Mc-Graw Hill	1 st Edition - 2017
2.	Puneet Singh Bhatia	Fundamentals of Digital Marketing	Pearson	1 st Edition - 2017
3.	Ian Dodson	The Art of Digital Marketing	Wiley	Latest Edition
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 , Kirthi Kalyanam	Internet Marketing & e-Commerce	Cengage	Latest Edition
8.	Roberts and Zahay	Internet Marketing: Integrating Online & Offline Strategies	Cengage	Latest Edition
9.	Dr. Ragavendra K. and Shruthi P.	Digital Marketing	Himalaya	Latest Edition
10.	Prof. Nitin C. Kamat, Chinmay Nitin Kamat	Digital Social Media Marketing	Himalaya	Latest Edition

7. List of Journals / Magazines / Periodicals / Newspapers, 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 Digital and Social Media Marketing
- 7 The Startup Journal
- 8 Journal of Marketing
- 9 ET-Brand Equity
- 10 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.