



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (Part-Time), 4<sup>th</sup> Semester

Subject Class: Functional\_Elective

Subject Name: Digital and Social Media Marketing (DSMM)

Subject Code: 4549987

With effective  
from academic  
year 2018-19

## 1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>Demonstrate an understanding of social media, the various channels through which it operates, and its role in marketing strategy.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>Exposure to the various tools of digital marketing and how to integrate the same in the overall marketing plan.</li> <li>Measure the effectiveness of digital campaigns.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>Identify globally acceptable best practices for digital and social media marketing.</li> <li>Evaluate the impact of social media on social groups and sub-cultural groups.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>Sensitization towards the need to tap digital marketing space without hampering the audience digital privacy and data misuse.</li> <li>Act ethically and follow through on commitments when communicating with varied audiences and build positive reputation within the community.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>Appreciate the importance of digital marketing tools as effective communication medium.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>Work cooperatively within a social media community by observing and listening critically with openness</li> </ul>

**2. Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

## 3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	<b>Introduction to Digital Marketing:</b> <ul style="list-style-type: none"> <li>Evolution of Digital Marketing from traditional to modern era, Role of Internet</li> <li>Current trends</li> <li>Info-graphics, implications for business &amp; society</li> <li>Emergence of digital marketing as a tool</li> <li>Drivers of the new marketing environment</li> <li>Digital marketing strategy</li> <li>P.O.E.M. framework</li> <li>Digital landscape</li> <li>Digital marketing plan</li> <li>Digital marketing models.</li> </ul>	10	17
II	<b>Internet Marketing and Digital Marketing Mix:</b> <ul style="list-style-type: none"> <li>Internet Marketing, opportunities and challenges</li> <li>Digital marketing framework</li> <li>Digital Marketing mix</li> <li>Impact of digital channels on IMC</li> </ul>	10	18



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	<p><b>Search Engine Advertising:</b></p> <ul style="list-style-type: none"><li>• Pay for Search Advertisements</li><li>• Ad Placement, Ad Ranks</li><li>• Creating Ad Campaigns</li><li>• Campaign Report Generation</li></ul> <p><b>Display marketing:</b></p> <ul style="list-style-type: none"><li>• Types of Display Ads</li><li>• Buying Models<ul style="list-style-type: none"><li>○ Cost per Click (CPC), Cost per Milli (CPM), Cost per Lead (CPL), Cost per Acquisition (CPA).</li></ul></li><li>• Programmable Digital Marketing</li><li>• Analytical Tools</li><li>• YouTube marketing</li></ul>		
III	<p><b>Social Media Marketing – Role of Influencer Marketing, Tools &amp; Plan:</b></p> <ul style="list-style-type: none"><li>• Introduction to social media platforms</li><li>• Penetration &amp; characteristics</li><li>• Building a successful social media marketing strategy</li></ul> <p><b>Facebook Marketing:</b></p> <ul style="list-style-type: none"><li>• Business through Facebook Marketing,</li><li>• Creating Advertising Campaigns, Adverts</li><li>• Facebook Marketing Tools</li></ul> <p><b>Linkedin Marketing:</b></p> <ul style="list-style-type: none"><li>• Introduction and Importance of Linkedin Marketing</li><li>• Framing Linkedin Strategy</li><li>• Lead Generation through Linkedin</li><li>• Content Strategy</li><li>• Analytics and Targeting</li></ul> <p><b>Twitter Marketing:</b></p> <ul style="list-style-type: none"><li>• Introduction to Twitter Marketing</li><li>• How twitter Marketing is different than other forms of digital marketing</li><li>• Framing content strategy</li><li>• Twitter Advertising Campaigns</li></ul> <p><b>Instagram and Snapchat:</b></p> <ul style="list-style-type: none"><li>• Digital Marketing Strategies through Instagram and Snapchat</li></ul> <p><b>Introduction to social media metrics</b></p>	10	18
IV	<p><b>Mobile Marketing:</b></p> <ul style="list-style-type: none"><li>• Mobile Advertising</li></ul>	10	17



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	<ul style="list-style-type: none"> <li>Forms of Mobile Marketing</li> <li>Features, Mobile Campaign Development</li> <li>Mobile Advertising Analytics</li> </ul> <p><b>Introduction to SEO, SEM, Web Analytics, Trends in Digital Advertising:</b></p> <ul style="list-style-type: none"> <li>Introduction and need for SEO</li> <li>How to use internet &amp; search engines</li> <li>Search engine and its working pattern</li> <li>On-page and off-page optimization, SEO Tactics</li> <li>Introduction to SEM</li> </ul> <p><b>Web Analytics:</b></p> <ul style="list-style-type: none"> <li>Google Analytics &amp; Google AdWords</li> <li>Data collection for web analytics, multichannel attribution, Universal analytics, Tracking code</li> </ul> <p><b>Trends in digital advertising.</b></p>		
V	<p><b>Application:</b> 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, LinkedIn Marketing, 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. Pedagogy:

- ICT enabled Classroom teaching Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations
- Experts from industry in can be invited frequently to share practical knowledge.

#### 5. Evaluation:

Students shall be evaluated on the following components:

A	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
C	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

#### 6. Reference Books:

Sr.	Author	Name of the Book	Publisher	Edition
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No.				
1	Seema Gupta	Digital Marketing	Mc-Graw Hill	2017 / 1 <sup>st</sup>
2	Ian Dodson	The Art of Digital Marketing	Wiley	2016 / 1 <sup>st</sup>
3	Vandana Ahuja	Digital Marketing	Oxford University Press	2016 / 1 <sup>st</sup>
4	Puneet Singh Bhatia	Fundamentals of Digital Marketing	Pearson	2017 / 1 <sup>st</sup>
5	Philip Kotler	Marketing 4.0: – Moving from Traditional to Digital	Wiley	2016 / 1 <sup>st</sup>
6	Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay, Mary Lou Roberts	Social Media Marketing: A Strategic Approach	Cengage	2016 / 2 <sup>nd</sup>
7	Ward Hanson, Kirthi Kalyanam	Internet Marketing & e-Commerce	Cengage	Latest Edition
8	Mary Lou Roberts, Debra Zahay	Internet Marketing: Integrating Online & Offline Strategies	Cengage	2012 / 3 <sup>rd</sup>
9	Dr. Ragavendra K. and Shruthi P.	Digital Marketing	Himalaya Publishing House Pvt. Ltd.	Latest Edition
10	Prof. Nitin C. Kamat, Mr. Chinmay Nitin Kamat	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 Journal of Digital and Social Media Marketing
- 2 Journal of Direct, Data and Digital Marketing Practice
- 3 <https://learndigital.withgoogle.com/digitalunlocked/>
- 4 <https://digitalskills.fb.com/en-in/>
- 5 <https://www.hubspot.com/digital-marketing>
- 6 <http://www.afaqs.com/>
- 7 <https://www.linkedin.com/learning/>