



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Course / Subject Code: MB03092171

Course / Subject Name : Digital and Social Media Marketing

w. e. f. Academic Year:	2025-26
Semester:	3
Category of the Course:	MDC Elective

Prerequisite:	Any Graduate
Rationale:	<p>In today's rapidly-evolving media landscape, social media has not only become a fundamental tool for communication, but a must-have skill in a multitude of industries. With the right amount of practice and social media education, students and professionals are empowered with a competitive edge in their studies, careers and communications.</p> <p>This course will teach marketing students how to create and maintain a social media presence for business, including Facebook, Twitter, Google+, Tumblr, LinkedIn, YouTube, Instagram, etc. Students will learn to use social media and content marketing to grow their business and engage with customers.</p>

Course Outcome:

After Completion of the Course, the Student will be able to:

No	Course Outcomes	RBT Level
01	To interpret the current trends in digital marketing	Understand
02	To decide on the internet and digital marketing mix, SEA, display marketing, and the buying models	Evaluate
03	To discover the most used social media tools and the right social media	Analyze
04	To support the right analytical tools for mobile advertising, web analytics, digital advertising, SEO, and SEM	Evaluate
05	To successfully compile a detailed report after handling the social media plan for a small/medium-sized firm and applying the various concepts taught during the semester	Creating

**Revised Bloom's Taxonomy (RBT)*

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	0	0	3	70	30	50	0	150



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Course Content:

Unit No.	Content	No. of Hours	Weightage
1.	Introduction to Digital Marketing: <ul style="list-style-type: none">• Evolution of Digital Marketing from Traditional to modern era, Role of Internet and Current trends• Infographics, 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 marketing plan• Digital marketing models.	10	25
2.	Internet Marketing and Digital Marketing Mix: <ul style="list-style-type: none">• 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 Cost per Click (CPC), Cost per Milli (CPM), Cost per Lead (CPL), Cost per Acquisition (CPA).• Analytical Tools• YouTube marketing	12	25
3.	Social Media Marketing – Role of Influencer Marketing, Tools, & Plan: <ul style="list-style-type: none">• Introduction to social media platforms• Penetration & characteristics• Building a successful social media marketing strategy Facebook Marketing: <ul style="list-style-type: none">• Business through Facebook Marketing,	12	25



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	<ul style="list-style-type: none"> • 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>Introduction to social media metrics</p>		
4.	<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, 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 	11	25
5.	<p>Practical 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, LinkedIn Marketing, Instagram or Snapchat Marketing. The student/s should work on creating the campaign, running the campaign,</p>	-	-



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presenting the results of the campaign in terms of Lead Generation and / or sales and / or web analytics.		
Total	45	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
10%	15%	20%	20%	20%	15%

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

Suggested case studies: (More cases may be taken up in addition to these)

- Flipkart – Amazon of India
- Godrej -The Indispensables
- Starbucks

References/Suggested Learning Resources:

(a) Books:

- Barker & Barker Social Media Marketing: A Strategic Approach, 2e
- Seema Gupta Digital Marketing Mc-Graw Hill 2017 / 1st Edition
- Ian Dodson The Art of Digital Marketing Wiley 2016 / 1st Edition
- Vandana Ahuja Digital Marketing Oxford University Press 2016 / 1st Edition
- Puneet Singh Bhatia Fundamentals of Digital Marketing Pearson 2017 / 1st

(b) Reference Books:

- Philip Kotler Marketing 4.0: – Moving from Traditional to Digital Wiley 2016 /1st
- Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay, Mary Lou Roberts Social Media Marketing: A Strategic Approach Cengage 2016 / 2nd Edition
- Ward Hanson, Kirthi Kalyanam Internet Marketing & eCommerce Cengage Latest Edition
- Mary Lou Roberts, Debra Zahay Internet Marketing: Integrating Online & Offline Strategies Cengage 2012 / 3rd
- Dr. Ragavendra K. and Shruthi P. Digital Marketing Himalaya Publishing House Pvt. Ltd. Latest Edition
- Prof. Nitin C. Kamat, Mr. Chinmay Nitin Kamat Digital Social Media Marketing Himalaya Publishing House Pvt. Ltd. Latest Edition



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(c) Journals:

- Journal of Digital and Social Media Marketing
- Journal of Direct, Data and Digital Marketing Practice

CO- PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	-	-	-
CO2	3	3	-	-	-
CO3	3	2	2	2	3
CO4	-	-	2	2	3
CO5	-	1	3	3	3
Average	3	2.25	2.33	2.33	3

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.
