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| **Programme : Bachelor of Science Honours (Information Technology)** | | | | | | **Semester : I** | | |
| **Course : Digital Marketing** | | | | | | **Code :** | | |
| **Suggested Lectures per week** | | | | **2** | | | | |
| **Practical Session per week (per Batch)** | | | | **-** | | | | |
| **Teaching Scheme** | | | | **Evaluation Scheme** | | | | |
| **Lecture** | **Practical** | **Tutorial** | **Credits** | **Theory** | | | **Practical** | |
| **Internal** | **External** | | **Component 1** | **Component 2** |
| **30** | **-** | **Nil** | **02** | **20** | **30** | | **Nil** | **Nil** |
|  | | | | | | | | |
| **Internal Component (Theory Break up )** | | | | | | | | |
| **Class Test** | | | | **Assignments** | | | | |
| **10 Marks 20 Mins** | | | | **10 Marks** | | | | |
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| **Learning Objectives :** | | | | | | | | |
| * To understand significance of Digital Marketing and its applications in Business and Various Sectors * To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business * To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organization | | | | | | | | |
| **Learning Outcomes :** | | | | | | | | |
| 1. Core concept about e-commerce, m-commerce, e business and digital marketing and Search Engine Optimization 2. Ability to design Email and Mobile marketing concepts in Digital marketing 3. Birds Eye view and future view of DM | | | | | | | | |
| **Pedagogy :** | | | | | | | | |
| * PPTs, Case studies, Group discussions, Classroom Activity, Videos, Research papers, News articles etc. | | | | | | | | |

**Module 1 (10)**

**Introduction to marketing concepts:** definition & objectives of marketing, understanding marketing activities, P’s of marketing & marketing mix

**Introduction to digital Marketing**. Technology Behind DM. Concept of E-Commerce, M-Commerce and E-Business. Electronic Data Interchange (EDI)

**Digital Marketing Strategy**: Need, Defining. 4 Ps of Marketing and 10 Ps of Digital Marketing. Role of Web development in Digital Marketing.

**Module 2 (10)**

**Search**: Being found online. Search Engine Basics, Optimizing your website for SEO. Advertising on search engines, Mobile Search

**Understanding social media:**

Different forms of social media, social media dashboards.

**Understanding e-mail marketing**: Planning, measurement of success.

**Understanding mobile marketing:** Market size, Mobile gaming and applications. Mobile privacy, Mobile data. Building Multichannel Marketing Strategy

**Module 3 (10)**

**Various Software tools for Digital Marketing:** Marketo, Vocus, HubSpot, Yesware, Sailthru,

Optimove, LocalVox, MailChimp. Mind Mapping in Digital Marketing. Digital Marketing Process.

**Future of Digital Marketing:** Commercial Advantage, Censorship and privacy issues. Power of voice and thought Life without Google.

**References:**

Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation

Author: Damian Ryan

Digital Marketing for Dummies

Authors: Russ Henneberry, Ryan Deiss