

# **17BB308-DIGITAL MARKETING**

## **Course Objective**

To make the students understand dynamics of marketing in digital era.

## **Learning Outcomes**

On completion of this course, learners will be able to:

- Understand the basics of digital marketing.
- Develop a comprehensive digital marketing strategy.
- Analyze and understand the various tools of Digital Marketing.
- Use new media such as search engine and social networking.

## **UNIT-I**

### **Introduction to Digital Marketing**

**10 Hrs**

Introduction to marketing in the digital environment- types of web presence- common ecommerce business models( B2B, B2C, C2C, B2G) – History of digital marketing - Digital marketing channels and classifications - Understanding Marketing Process - Digital Marketing Vs traditional Marketing. - Understanding Digital Marketing Process- Digital media options-online- fulfillment options. Introduction to payment gateways- (Case Study of PayPal, SecurePay and Payroo).

## **UNIT-II**

### **Digital Marketing Research**

**10 Hrs**

Audience profiling and segmentation-Internet usage patterns -Post Internet consumer behaviour and understanding buyer behavior online-pillars of direct marketing-Online research and behaviour tracking methods-Introduction to behavioural targeting. Online surveys- blog mining- data mining- Building customer profiles using navigation and sales data- Competitor analysis online- Integrating online and offline strategies.

## **UNIT-III**

### **Search Engine Optimization and Marketing**

**10 Hrs**

Meaning and Intro - keywords - Different types of keywords - Google keyword planner tool - Keywords research process - Understanding keywords mix. Email campaign creation and management-Google Adwords-search and display on search engines- pricing models

online- Introduction to page rankings- Google Adwords analytics- Search Engine Optimization- Process and methodology

#### **UNIT-IV**

##### **Tools of Digital Marketing**

**15 Hrs**

**Email Advertising:** Introduction –Creating Marketing Message - Challenges faced in sending bulk emails - Types of email marketing- Opt-in & bulk emailing.

**Online Display Advertising-** Mobile and Web Marketing- Social Media Marketing Types of Online Advertising - Display Advertising - Contextual advertising - Top ecommerce websites around the world & it's scenario in India.

##### **Digital Marketing**

Understanding Mobile Devices - Mobile Marketing and Social Media - Mobile Marketing Measurement and Analytics - Advertising on mobile (App & Web) - Mobile marketing mix - SMS marketing

#### **UNIT-V**

##### **E-Public Relations**

**15 Hrs**

Introduction to online reputation management, Importance of managing online reputation for a business, strategies and tools of online reputation management, handling negative comments. How to use blogs-forums and discussion boards- Blogs, forums and communities- Viral campaigns and the social graph. Building relationships with different stakeholders online.

##### **Code of Practices in Digital Marketing**

Localization of content and advertising. Evolution of Indian banking industry – journey from brick and mortar to mobile banking, Consumer engagement – meaning and methods. Regulations and Code of Practice in Digital Marketing in India.

##### **Skill Development:**

*(These activities are only indicative, the Faculty member can innovate)*

1. To get well versed with Google AdWords and Google tools
2. Free tools for website designing.
3. Understanding the various measures taken to relate to enhance Public relations.

4. Create and maintain a page on Social Media Eg: Facebook- Twitter- Instagram- LinkedIn.
5. Help a start up promote their local business using Google AdWords or Facebook Promotes.

**Books for Reference:**

1. *Deepak Bansal , A Complete Guide To Search Engine Optimization, B.R Publishing Corporation, 1st Edition, 2009*
2. *Grienstein and Feinman- E-commerce –Security, Risk Management and Control (TMH,The Consumer Decision Journey, McKinsey Quarterly, No3, 2009*
3. *Strauss.J and Frost . R , “E- Marketing”, Pearson Education, 5th Edition, 2009*
4. *Ramsey , Seven Guidelines for Achieving ROI from Social Media, eMarketer , 2010*
5. *Godfrey Parkin , Digital Marketing: Strategies for Online Success ,New Holland Publishers Ltd, 2009*
6. *Damian Ryan , Understanding Digital Marketing : Marketing Strategies for Engaging the Digital Generation, Kogan Page, 3rd Edition, 2014*