

PHD19020	DIGITAL MARKETING	L	T	P	C
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COURSE RATIONALE					
<p>Today much of the business world has gone digital. Information technology permeates all aspects of a business. Digital marketing and e-Commerce has become very relevant concepts for businesses. This course aims at providing the fundamental knowledge about digital marketing and e-Commerce to students. Students will be exposed to digital marketing concepts such as digital society, digital economy, marketing strategy, search engine marketing and optimization, digital and web analytics, social media and marketing and more.</p>					
LEARNING OUTCOMES					
<ul style="list-style-type: none"> • Develop student understanding of the processes and techniques of digital marketing • Understand the Digital Subscribers and Digital Economy • Assess the challenges and the opportunities of digital marketing • Develop digital marketing strategies and digital campaign • Perform search engine optimizations and Digital and web analytics. 					
UNIT I-Marketing, Digital and Web Analytics					
<p>Marketing & the internet: Digital Marketing: Definition, Strategies & Example; The Evolution & Growth of Digital Marketing</p> <p>The Internet: Internet Connectivity and Communication Standards, E-commerce & M-commerce: Buying & Selling on the Web & Mobile Devices</p> <p>Digital & Web Analytics: Digital Analytics: Paid, Owned, & Earned Media; Using Digital Analytics in Marketing; Marketing Analytics & Metrics;</p>					
UNIT II-The Digital Subscribers and Digital Economy					
<p>Digital Subscribers: The Influence of digital subscribers: Youth, Women and Netizens, Understanding Human using Digital Anthropology</p> <p>Digital Economy: Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing. The new customer path, understanding how people Buy: from four A's to Five A's (Aware, Appeal, Ask, Act and Advocate)</p> <p>Digital Marketing Productivity Metrics: Introducing and Decomposing of PAR and BAR (Purchase Action Ratio and Brand Advocacy)</p> <p>Digital Marketing Strategies: Strategies for Digital Content Marketing; Promoting & Measuring Success of Digital Content Marketing; Consumer-Generated Marketing (CGM): Definition & Strategies</p>					
UNIT III- Segmentation & Targeting Of Digital marketing					
<p>Segmentation & Targeting: Market Segmentation: Geographic, Demographic, Psychographic & More; Customer Segmentation & Targeting in Digital Marketing; How to Apply Contextual</p>					

Advertising & Behavioral Targeting using Digital Tools

Online Marketing & Advertising: Pay Per Click (PPC) Advertising: Definition & Strategy; Display Advertising in Online Media: Formats & Impact; What is A/B Testing? What Are Web Cookies? - Use & Controversy;

Social Media Marketing & Analysis: Internet Communication: Twitter, Email, IM, Blogging, RSS & Newsgroups; Social Media Marketing Channels: Facebook, Twitter, Pinterest & More; How to Incorporate Social Media Into a Marketing Campaign; Trends in Social Media Marketing; Measuring the Success of Social Media Marketing;

UNIT IV- Search Engine Optimization

Search Engine Optimization: Search Engines, Keywords & Web Portals; What is SEO? - Definition & Examples; Social Media & Search Engine Optimization; What is Email Marketing? - Definition & Types; Effective Email Marketing Tips; Email Marketing Design: Text, Graphics, Audio & Video Components; Opt-Out Procedures for Email Marketing; How to Measure Email Marketing Results;

Mobile Marketing: Mobile Marketing: Definition & Examples; Trends in Mobile Marketing; Incorporating Mobile Technology in a Marketing Plan; Mobile Ads: Types & Usage;

UNIT V- Digital Campaigns and Customer Engagement & Relations

Creating Digital Campaigns: What is a Marketing Plan? - Definition & Sample; Marketing Research: Definition, Purpose and Role in Marketing Strategy; Measuring ROI of Digital Marketing Methods; Ad Campaign: Strategy & Examples; Revenue Sharing & Affiliate Marketing;

Customer Engagement & Relations: The Tactical Communication Mix in Digital Marketing; Understanding the Consumer Decision-Making Process: A Marketing Must; Customer Relationship Management and Marketing Technology; Using CRM to Improve Marketing & Customer Acquisition; Brand Awareness: Definition, Strategy, Metrics & Measurement; Brand Awareness vs. Intent to Buy; Promotion and the Consumer Communication Process; Business & Consumer Communication in the Digital Age; The Significance of a Professional Online Presence; Protecting Consumer Privacy Online

TEXT BOOK: Bhatia Puneet. (2017) Fundamentals of Digital Marketing. Pearson

REFERENCES: Eric Greenberg E., Kates A. (2013). Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo).