

CAREER ORIENTED COURSE
DIGITAL MARKETING
I Semester
PAPER-I
FUNDAMENTALS OF DIGITAL MARKETING

Max. Marks : 100

Course Outcome:

On successful completion of this course the students are able to:

CO1: Understand the Concept of Digital Marketing

CO2: Explain the Role of Digital Marketing in rapidly changing Business landscape.

CO3: Develop Skills in analyzing the useability of Website.

CO4: Setup web elements-page layout, colors scheme in the designs.

CO5: Understand the terminologies of Digital Marketing.

Unit I: Introduction to Digital Marketing:

Digital Marketing –Introduction-Evolution of Digital Marketing, Objectives, Importance, Purpose, function.

Unit II: Digital marketing process:

Digital marketing Process, 7C's of Digital Marketing, Digital Marketing v/s Offline Marketing (Traditional Marketing), Merits and Demerits of Digital Marketing, recent trends.

Unit III: Website Planning Process:

Internet, Domain names, Domain extensions, Types of Websites, Objectives of Websites, Essential of Website, Blog, Planning and Conceptualizing a website.

Unit IV: Website Design:

Web design- Meaning and definition, Website layout, elements of web design, importance, types of web design, free website.

Unit V: Terminology used in Digital Marketing:

PPC and online marketing through social media, Social Media Marketing, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing.

Suggested Readings:

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

CAREER ORIENTED COURSE
DIGITAL MARKETING
II Semester
PAPER- II
ADVERTISING TOOLS & ITS OPTIMIZATION

Max. Marks : 100

Course Outcome:

On successful completion of this course the students are able to:

CO1: Understand the importance of Digital Advertising.

CO2: Identify the best media type based on advertising goals and targets.

CO3: Analyze the principles, benefits of types of Online Advertising.

CO4: Understand Advertising Positioning with respect to the Digital marketing.

CO5: Understand the Buying Models of Digital marketing

Unit I: Digital Advertising:

Digital Advertising - Meaning, Purpose, Need, different kinds of digital advertising, Digital Advertising V/S Digital Marketing.

Unit II: Digital Advertising Platforms:

Effective use of online advertising, methods, top digital advertising platforms- Google, Face Book, Amazon, Pinterest, Twitter Etc.

Unit III: Digital Online Advertising:

Digital online Advertising- meaning, types of online advertising-Display advertising, Mobile advertising, search engine advertising etc.

Unit IV: YouTube Advertising:

YouTube Channels, YouTube Ads, Type of Videos, Buying Models, Targeting & optimization, Designing & monitoring Video Campaigns, Display campaigns.

Unit V: Buying Models:

CPC, CPM, CPL, CPA, fixed Cost/Sponsorship, Targeting - Contextual targeting, remarking, Demographics, Geographic & Language Targeting.

Suggested Readings:

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Digital Marketing, V. Ahuja, Oxford University Press
3. Digital Marketing, S.Gupta, McGraw-Hill
4. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition
5. Innovative Advertising for a digital world – Faris Yakob

CAREER ORIENTED COURSE
DIGITAL MARKETING
III Semester
PAPER- III
BRANDING AND COMMUNICATION

Course outcome:

On the successful completion of this course the students are able to:

CO1: Analyze the key frameworks on how to establish personal brand.

CO2: Understand the steps in creation of branding.

CO3: Identify the importance of Brand Positioning to sustain in market.

CO4: Understand the Digital Communication Channels.

CO5: Judge Digital Marketing Communication and strategies.

Unit I: Digital Branding

Digital Branding-Meaning and Definition, Importance, difference between Digital Branding and Digital Marketing, Steps to build brand.

Unit-II: Digital Branding Strategy:

Digital Branding Strategy- Meaning and Definition need for digital marketing strategy, Steps to create strategy.

Unit-III: Digital Brand Positioning:

Digital Brand Positioning-Meaning and definition, Types of positioning, Brand positioning in the target market. (Case studies).

Unit-IV: Digital Communication:

Digital Communication- Meaning, Importance, Types of digital communication, Digital Communication Channels.

Unit V: Digital Marketing Communication

Meaning, Digital Marketing Communication Mix, Steps to create Marketing Communication, Criteria and Judging Communication Management and Strategy.

Suggested Readings:

1. Digital Communication – R.N. Mutagi
2. Digital Branding - Danielrowles
3. Digital Communication – Dr. K.N Hari Bhat and Dr.D. Ganesh Rao
4. Marketing in the Digital Age – Dinesh Kumar

CAREER ORIENTED COURSE
DIGITAL MARKETING
IV Semester
PAPER- IV
SOCIAL MEDIA AND CONTENT MARKETING

Course Outcome:

On successful completion of this course the students are able to:

- CO1:** Access the use of Digital Marketing tools.
- CO2:** Identify and select the Digital Market Opportunities.
- CO3:** Explain the Nature of Social Media Marketing.
- CO4:** Understand why Content Marketing is important? and its key benefits.
- CO5:** Understand the principles, benefits of Affiliate Marketing.

Unit I: Social Media Marketing:

Social Media Marketing – Meaning, importance, Benefits, Methods used In Social Media Marketing.

Unit II: Social Media Platforms:

Digital Media Channel- Meaning, Functions, Purposes, Types of Social Media Networks-Facebook, Instagram, LinkedIn, Skype etc.

Unit III: Social Media Campaigns:

Social Media Campaigns- Meaning, Role, Importance, Objectives, Essentials for successful Social Media Campaigns. (Case Study)

Unit IV: Content Marketing:

Content Marketing - Meaning, Features, Types of Content Marketing, Traditional Marketing V/S Content Marketing.

Unit V: Affiliate Marketing:

Affiliate Marketing: 3 A's of Affiliate Marketing, Affiliate Marketing Secrets, Top Affiliate Network in the world, History of Affiliate Marketing, Affiliate Marketing Scenario in India.

Suggested Readings:

1. E-Marketing – Stewart & Westberg, Kate Adam
2. E-Marketing – Judy Strauses, Raymond Frost
3. E-Marketing – Raymond Frost, Alexa K. Fox
4. Social Media Marketing – Dan Zarrella

**CAREER ORIENTED COURSE
DIGITAL MARKETING**

V Semester

PAPER- V

Advertising and Public Relations

Max. Marks : 100

Course Outcomes:

On successful completion of this course the students are able to:

CO1: Understand the importance of Digital Advertising.

CO2: Identify the best media type based on advertising goals and targets.

CO3: Analyze the principles, benefits of types of Online Advertising.

CO4: Understand the role of Online Public Relations in the success of the business.

CO5: Provide information about Online Public Relations Agencies.

Unit I: Digital Advertising:

Digital Advertising - Meaning, Purpose, Need, different kinds of digital advertising, Digital Advertising V/S Digital Marketing.

Unit II: Digital Advertising Platforms:

Effective use of online advertising, methods, top digital advertising platforms- Google, Facebook, Amazon, Pinterest, Twitter Etc.

Unit III: Digital Online Advertising:

Digital online Advertising- meaning, types of online advertising-Display advertising, Mobile advertising, search engine advertising etc.

Unit IV: Online Public Relations:

Online Public Relations- Meaning, Need, Merits and Demerits, Online Public Relation Activities.

Unit V: Online Public Relations Agency:

Online Public Relations Agency - Meaning, Objectives, Functions, top public relation agencies in India.

Suggested Readings:

1. Digital Public Relations – Danny Whatmough
2. Public Relations – Tom Kelleher
3. Public Relations and Communication – Philip Lesly
4. Innovative Advertising for a digital world – Faris Yakob

CAREER ORIENTED COURSE
DIGITAL MARKETING
VI Semester
PAPER- VI
Global Digital Marketing

Max. Marks : 100

Course Outcome:

On successful completion of this course the students are able to:

CO1: Analyze Cross Cultural and ethical issues in Globalized Digital Markets.

CO2: Evaluate issues in adopting to Globalized markets.

CO3: Explain emerging trends in digital marketing.

CO4: Analyze the impact of digital marketing on International Trade.

CO5: Access the Role and importance of global online marketers.

Unit I: Global Digital Marketing:

Meaning, Building global digital markets, Cultural distances, Cultural Communication Style, Standardization v/s Adaptation. Types of global Digital Marketing.

Unit II: Issues and Challenges in Global Digital Marketing:

Barriers in digital marketing, measures to overcome barriers, opportunities, challenges facing global marketers.

Unit III: Global Digital Marketing trends:

Technology trend awareness- importance of recent trends-Artificial intelligence, chat bots, video marketing, international Ads (in brief).

Unit IV: Global Digital Marketing strategies:

Digital marketing strategies and its applicability, steps to develop an international strategy, impact of digital marketing on international trade.

Unit V: Global Digital Marketing industry:

Global digital market size, top global digital marketing companies. Global online marketer- Role and importance of global online marketers.

Suggested Readings:

1. Global Marketing for the Digital Age – Bishop Bill
2. Digital Marketing – Jerry Wind and Vijay Mahajan
3. Global Digital Marketing – Mike Berry
4. Digital Marketing Strategy- Simon Kingsnorth