PROGRAM	Master of Business Administration
SEMESTER	2
COURSE TITLE	Digital & Social Media Marketing
COURSE CODE	04MB0209
COURSE CREDITS	02
COURSE DURATION	28 Hours (28 Sessions of 60 Minutes each)

COURSE OUTCOMES:

- ❖ Understand the Digital Marketing Environment for business
- ❖ Compare and analyze various social media platforms used for marketing
- ❖ Comprehend the idea SEO & Digital Display Ads and their analytics

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	**Introduction to Digital Marketing:** Evolution of Digital Marketing - Role of Internet in Modern Day Business – Traditional V/s Digital Marketing - Drivers of the new marketing environment – POEM Framework – Role of Websites for Business - Digital Marketing Plan	06
II	**Social Media Marketing:** Use of Social Media Platforms for Marketing – Facebook – Instagram – Linked In – Twitter – Mobile Marketing	12
III	**Digital Advertising and Analytics:** Introduction to SEO – Introduction to Search Engine Marketing (SEM) – Digital Display Marketing – Web Analytics	10

EVALUATION:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

	Component	Weightage
A	Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.)	0% (C.E.C.)
B	Internal Assessment	50% (I.A.)
C	End-Semester Examination (Practical/Viva)	50% (External Assessment)

SUGGESTED READINGS:

Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
T-01	Seema Gupta	Digital Marketing	TMH	2nd Edition - 2020
T-02	Punit Bhatia	Fundamentals of Digital Marketing	Pearson	2nd Edition - 2019
T-03	Jeremy Kagan, Siddharth Shekhar Singh	Digital Marketing - Strategy & Tactics	Wiley	2020

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
R-01	Ryan Deiss, Russ Henneberry	Digital Marketing for Dummies	Wiley	2020
R-02	Guy Kawasaki, Peg Fitzpatrick	The Art of social media	Portfolio	2015
R-03	Punit Bhatia	Social Media and Mobile Marketing	Wiley	2019