

INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
SEMESTER	6
COURSE TITLE	CONTEMPORARY PRACTICES OF DIGITAL MARKETING
COURSE CODE	04BB0611
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the Contemporary forms of Digital Marketing for business
- 2 Explore Blogging, Affiliate and Influencer Marketing tool
- 3 Comprehend and Execute ORM and CRM practices
- 4 Draft Promotional Emails campaigns embedded with Interactive tools.
- 5 Explore means of Mobile Based Marketing

Pre-requisite of course:NONE

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	50	0	0	0

Contents : Unit	Topics	Contact Hours
1	Bloggng and Affiliate Marketing Meaning of blogging - Process of blogging - Dos and Donts in blogging - Monetization of blogging , Reasons for brand investing in blogs - Meaning of affiliate marketing - Amazon affiliate partner - Money making through affiliate marketing	14
2	Influencer Marketing Meaning of influencer Marketing - Types of influencers based on niche and size - Criteria for choosing influencer - Collabroration with influencer, Expectation & budget mapping - Influencer marketing pricing models	6
3	Online reputation management & customer relationship management Meaning of online reputation management - Online reputation Marketing v/s. online reputation management, Steps to be taken for effective ORM - Role of ORM specialist in an agency - Meaning of CRM - Benefits of CRM - CRM for business	8

Contents : Unit	Topics	Contact Hours
4	Email marketing Uses of Email in Marketing - Objectives of Email Marketing - Types of Email - Importance of Email Marketing, Essentials of Email designing - Email Marketing tools - Creating email campaigns	14
5	Mobile marketing Meaning of mobile Marketing - Techniques for mobile Marketing - App optimization - Mobile Marketing tools	6
Total Hours		48

Textbook :

- 1 Digital Marketing for Dummies, Ryan Deiss, Russ Henneberry, Wiley , 2020
- 2 Digital Marketing , Seema Gupta, TMH, 2020
- 3 Digital Marketing - Strategy & Tactics, Jeremy Kagan, Siddharth Shekhar Singh, Wiley , 2020

References:

- 1 Fundamentals of Digital Marketing, Fundamentals of Digital Marketing, Punit Bhatia, Pearson, 2019
- 2 The Art of Social Media, The Art of Social Media, Guy Kawasaki, Peg Fitzpatrick, Portfolio, 2015
- 3 Social Media and Mobile Marketing, Social Media and Mobile Marketing, Punit Bhatia, Wiley, 2019

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 coursera
- 2 parsehub