

<b>INSTITUTE</b>	<b>FACULTY OF MANAGEMENT STUDIES</b>
<b>PROGRAM</b>	<b>BACHELOR OF BUSINESS ADMINISTRATION (HONS.)</b>
<b>SEMESTER</b>	<b>5</b>
<b>COURSE TITLE</b>	<b>ESSENTIALS OF DIGITAL MARKETING</b>
<b>COURSE CODE</b>	<b>04BB0520</b>
<b>COURSE CREDITS</b>	<b>4</b>

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

- 1 Understand the Digital Marketing Environment for business
- 2 Understand Various Digital Marketing Platforms and its applications
- 3 Compare and Analyze Various forms of Content used for Digital Marketing
- 4 Explore the Design essentials for Digital Marketing Posts
- 5 Comprehend various career opportunities in the domain of Digital Marketing

**Pre-requisite of course:**NONE

#### Teaching and Examination Scheme

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
4	0	0	0	30	20	25	25

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Digital Marketing Essentials</b> Introduction to Digital Marketing – Importance of Digital Marketing – Traditional Marketing Vs Digital Marketing, Understanding Brand – Concept of USP – AIDA Model – Target Audience – Primary & Secondary Audience, Role of Consumer Survey in Digital Marketing – Concept of Buyer Persona	8
2	<b>Essential Digital Marketing Vehicles</b> Website – Social Media Platforms – Search results (SEO/SEM), Email Marketing – Online Reputation Marketing – Influencer Marketing	8
3	<b>Essentials of Digital Content</b> Understanding Content Formats (Text, Visuals, Audio & Motion) – Content Categories (Entertainment, Inspiration, Education, Conversation, Promotional), Concept of Content Calendar – Connecting Content with AIDA Model – Platform based Content Creation	12

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
4	<b>Digital Design Essentials</b> Meaning of Design – Design Elements – Design Principles – Color Psychology, Branding Guidelines/ Brand Mood Board (Logo, Color Palette, Typography), Platform based dimension specification – Using Canva to create Designs	10
5	<b>Essential Career opportunities at Digital Agencies</b> Difference between Traditional & Digital Agency – Types of Agencies (Creative Agency, Media Agency, Video Production Agency, ORM & CRM Agency, Influencer Agency & Integrated Solutions), Various job roles in Digital Agency – Job opportunity as beginner	10
<b>Total Hours</b>		<b>48</b>

#### **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					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking</b>
10.00	20.00	25.00	25.00	10.00	10.00

#### **Instructional Method:**

- 1 Theory
- 2 Lab based Practicals

**Supplementary Resources:**

- 1 <https://w3-lab.com/evolution-of-digital-marketing/>
- 2 <https://www.infidigit.com/blog/importance-of-digital-marketing/>
- 3 <https://www.drift.com/blog/digital-marketing-vs-traditional-marketing/>