

INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER	3
COURSE TITLE	DIGITAL MARKETING
COURSE CODE	04OE0006
COURSE CREDITS	3

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

- 1 Understand the Digital Marketing Environment for business.
- 2 Compare and analyze various tools of Digital Marketing.
- 3 Understand Digital Display Ads, blogs and social media.
- 4 Comprehend the idea SEO & and their analytics.

Pre-requisite of course:NONE

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	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	6
2	Digital Marketing Tools Display Marketing - Types of Display Ads – Ad Buying – Ad Evaluation (CPC, CPM, CTR) – Programmable DM, Search Engine Advertising - Types of Search Ads – Payment Mechanism – Ad Ranks – Creating Ad Campaigns	12
3	Introduction to Digital Platforms Digital advertising - Websites – Blogs – Social Media Platforms – Mobile Marketing	8
4	SEO & Analytics Introduction to SEO – Search Engine Working Patterns – On Page & Off Page optimization, Introduction to SEM; Web Analytics Options – Google Analytics & Google AdWords	10
Total Hours		36

Textbook :

- 1 Digital Marketing, Seema Gupta, TMH, 2020
- 2 Fundamentals of Digital Marketing, Punit Bhatia, Pearson, 2019
- 3 Digital Marketing - Strategy & Tactics, Jeremy Kagan, Siddharth Shekhar Singh, Wiley, 2020

References:

- 1 Digital Marketing for Dummies, Digital Marketing for Dummies, Ryan Deiss, Russ Henneberry, Wiley, 2020
- 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
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://www.wordstream.com>
- 2 <https://www.entrepreneur.com>
- 3 <https://www.wikipedia.org/>
- 4 <https://www.investopedia.com>