

COURSE TITLE	MANAGING DIGITAL MARKETING CHANNELS
COURSE CODE	04DM0501
COURSE CREDITS	3

Objective:

- 1 NA

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

- 1 Evaluate the strategic role of digital marketing channels in the marketing mix with proper understanding
- 2 Apply tools and techniques for Paid, Organic, Mobile, and Conversational Marketing
- 3 Analyze campaign performance metrics using platforms like Google Ads, Meta Ads, and WhatsApp Business
- 4 Design integrated campaigns across search, mobile, email, and messaging platforms
- 5 Evaluate emerging platforms and technologies in digital marketing

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	Integrated Paid Search Marketing PPC advertising structure (Google Ads & Bing), Bidding: Manual vs. Automated, Campaign Types: Search, Display, Shopping, YouTube Conversion Tracking, Remarketing, Google Analytics Integration Programmatic & Performance Max Campaigns	10
2	Email, CRM & Marketing Automation Permission marketing & email laws (GDPR, CAN-SPAM), Tools: Mailchimp, Sendinblue, Zoho Campaigns, List building, segmentation, A/B testing, CRM integration, and lead nurturing. , Metrics: Open rate, CTR, bounce rate	8
3	Mobile & App-Based Marketing SMS, MMS, Push notifications, Mobile search, geo-fencing, beacon marketing, In-app advertising & mobile PPC, App Store Optimization (ASO), Tools: Google Firebase, AppsFlyer	9

Contents : Unit	Topics	Contact Hours
4	Conversational Marketing & Messaging Apps WhatsApp Business API & chatbot integration, Click-to-WhatsApp Ads & Automation, Personalization using message triggers, Telegram, Messenger, DM automation tools, Tools: Twilio, Gupshup, Interakt	9
5	Social & Video Platforms – Trends & Strategy Organic vs. Paid Content Planning (Instagram, LinkedIn, Twitter/X), YouTube Ads, Shorts, Monetization Models, Podcasts & audio platforms for brand storytelling, Strategy Integration: TOFU-MOFU-BOFU funnel, Measurement Tools: Meta Ads Manager, YouTube Studio	9
Total Hours		45

Textbook :

- 1 Digital Marketing for Dummies , Ryan Deiss, Russ Henneberry, Wiley, 2016
- 2 Digital Marketing , Seema Gupta, TMH, 2020

References:

- 1 Fundamentals of Digital Marketing , Fundamentals of Digital Marketing , Punit Bhatia,, Pearson, 2023

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 / Creative
0.00	0.00	35.00	35.00	30.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 University of Illinois at Urbana-Champaign—SEO Specialization
<https://www.coursera.org/specializations/seo>
- 2 University of California, Davis—Digital Marketing Specialization
<https://www.coursera.org/specializations/digital-marketing>