

COURSE TITLE	DIGITAL MARKETING TOOLS I
COURSE CODE	04GB0304
COURSE CREDITS	4

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

- 1 Demonstrate an understanding of key concepts and strategies in digital marketing, articulating their importance in contemporary business practices.
- 2 Apply various digital marketing tools and techniques to develop effective marketing campaigns, utilizing content creation and social media strategies.
- 3 Critically analyze digital marketing metrics and consumer behavior data to evaluate the effectiveness of marketing strategies and make informed decisions.
- 4 Create comprehensive digital marketing plans that integrate new technologies and trends, proposing innovative solutions to enhance brand engagement and reach.
- 5 Develop and execute comprehensive social media marketing strategies, utilizing platforms, user-generated content, data analytics, influencer marketing, and emerging technologies to drive engagement and brand growth.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Digital Marketing Overview of Digital Marketing, Digital Marketing Strategy, Market Research in Digital Marketing, Digital Marketing Ecosystem	15
2	Content Marketing Understanding Of Content Marketing, Content Creation and Distribution, Content Management Systems (CMS), Visual and Video Marketing	15
3	Social Media Marketing Social Media Platforms and Strategies, Engagement and Community Building, Advertising on Social Media, User-Generated Content (UGC)	15
4	New Technologies in Digital Marketing Emerging Technologies, Data Analytics in Digital Marketing, Email Marketing Tools, Influencer Marketing, Marketing Automation	15
Total Hours		60

Textbook :

- 1 Digital Marketing: Strategy, Implementation, and Practice, Dave Chaffey and Fiona Ellis-Chadwick, Pearson, 2023
- 2 Digital Marketing for Dummies, Ryan Deiss and Russ Henneberry, Wiley, 2022

References:

- 1 Digital Marketing: Concepts and Strategies, Digital Marketing: Concepts and Strategies, Vandana Ahuja, Oxford University Press, 2023
- 2 Digital Marketing: A Practical Approach, Digital Marketing: A Practical Approach, Rahul Dutta, McGraw-Hill Education, 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					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Case Based Learning, Project Based Learning, Flipped Classroom, Collaborative Learning

Supplementary Resources:

- 1 <https://sproutsocial.com/insights/digital-marketing-tools/>
- 2 <https://zapier.com/blog/best-digital-marketing-tools>
- 3 <https://betasaurus.com/digital-marketing-tools/>
- 4 <https://www.seo.com/blog/best-content-marketing-tools/>
- 5 <https://www.edcparis.edu/en/faq/what-tools-are-used-digital-marketing>
- 6 <https://www.salesforce.com/marketing/digital-marketing/best-software/>
- 7 <https://www.startupicons.in/40-free-digital-marketing-tools/>