

<b>COURSE TITLE</b>	<b>CAPSTONE PROJECT: DIGITAL MARKETING STRATEGY FOR INDIAN BUSINESS</b>
<b>COURSE CODE</b>	<b>04GB0503</b>
<b>COURSE CREDITS</b>	<b>4</b>

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

- 1 Apply digital marketing tools and techniques such as SEO, social media marketing, and content marketing to design strategies for Indian businesses.
- 2 Apply data analytics and performance metrics to optimize digital marketing campaigns in the Indian market context.
- 3 Analyze consumer behavior, market trends, and competitive landscapes in India to develop targeted and effective digital marketing strategies.
- 4 Analyze the effectiveness of various digital channels (search engines, social media, email marketing, etc.) in reaching diverse Indian customer segments.
- 5 Evaluate digital marketing strategies and campaign outcomes to recommend improvements and ensure alignment with business objectives and ROI.

**Pre-requisite of course:** Basic Knowledge of Research Methodology

#### 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
<b>Total Hours</b>		

#### Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
<b>Total Hours</b>		

#### Textbook :

- 1 Digital Marketing: Strategy, Implementation and Practice, Chaffey, D., & Ellis-Chadwick, F., Pearson Education, 2019
- 2 Digital Marketing, Ahuja, V., Oxford University Press, 2015
- 3 Research Methodology, C R Kothari, New Age Publishers, 2023

**References:**

- 1 Digital Marketing Strategy: An Integrated Approach to Online Marketing, Digital Marketing Strategy: An Integrated Approach to Online Marketing, Kingsnorth, S., Kogan Page, 2016
- 2 The Art of Digital Marketing, The Art of Digital Marketing, Dodson, I., Wiley, 2016
- 3 Digital Marketing for Dummies, Digital Marketing for Dummies, Deiss, R., & Henneberry, Wiley, 2020

**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
0.00	0.00	35.00	35.00	30.00	0.00

**Instructional Method:**

- 1 Project