

Subject Code: 1MS2020454

Subject Title: Digital Marketing

1. Course Objectives and Outline:

Digital Marketing is a technology based new development in the field of marketing and promotion. It provides comprehensive coverage of the developments and use of Internet as a marketing planning tool. It also presents the ability of the digital world to increase efficiency in established marketing functions. It gives insights to students on how organizations can leverage the benefits of social media. The course focuses on cutting-edge business strategies such as differentiation, and cost leadership that generate revenue while delivering customer value.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Internal Assessment	
4	-	-	4	60 Marks	40 Marks	100 Marks

3. Syllabus

Module No.	Contents	Total Hours	Weight
1	Marketing in the Digital Era - E-marketing - The Online Marketing Mix - The Online Consumer - Customer Relationship Management in a Web 2.0 World	12	25%
2	Business Drivers in the Virtual World - Social Media - Online Branding - Traffic Building - Web Business Models - E-commerce	12	25%
3	Online Tools for Marketing - Engagement Marketing through Content Management - Online Campaign Management - Consumer Segmentation, Targeting, and Positioning using Online Tools - Market Influence Analytics in a Digital Ecosystem	12	25%
4	The Contemporary Digital Revolution - Online Communities and Co-creation - The World of Facebook	12	25%

	• The Future of Marketing Gamification and Apps • Case Study		
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4. Course Pedagogy

The pedagogy of the subject involves Lectures, Case Discussions, online assignments and seminars. Students will be given group tasks and assignments.

5. Suggested Readings

a. Books

- 1 Digital Marketing; by Vandana Ahuja; Oxford University Press
- 2 Internet Marketing and e-Commerce; by Ward Hanson; Cengage
- 3 Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World; by Chuck Hemann Ken Burbary; Que Publishing
- 4 The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns; by Ian Dodson; Wiley publication

b. Journals/Magazines

- Journal of Direct, Data and Digital Marketing Practice by Springer
- Journal of Interactive Marketing by Elsevier
- www.marketingjournal.org

6. Evaluation Scheme

Sr. No.	Component	Weight
1	University Examination	60%
2	Internal Assessment -Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub-components; <i>Class Test, Quiz, Assignments, Case Presentation, Class Participation, Projects, Team/Individual Assignments.</i> -The weightage of a sub-component should not exceed 50% of internal assessment component weight. - The bifurcation of sub-components shall be communicated by the instructor before commencement of the academic sessions.	40%