

Branch Name:	Management
Program Code:	MS301
Course Name:	Digital Marketing
Course Code:	1MS3010854
Pre-requisite Course:	Marketing Management

Course Objectives:

- 1) To familiarize students with an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing.
- 2) To Enrich students with the essential principles and practices of marketing in the digital economy.
- 3) To provide an understanding of the ever evolving digital landscape and examines the strategic role of digital marketing processes and tools in designing the overall Marketing strategy and the Digital Marketing Plan.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Subject Contents:

Module No.	Topic	Total Hours	Weightage (%)
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	- Business Drivers in the Virtual World - Social Media - Online Branding - Traffic Building - Web Business Models - E-commerce	12	25%

4	- The Contemporary Digital Revolution - Online Communities and Co-creation	12	25%
	- The World of Facebook - The Future of Marketing Gamification and Apps - Case Study		

Text Books:

Sr. No.	Books
1	Digital Marketing; by Vandana Ahuja; Oxford University Press

Reference Books:

Sr.No.	Books
1	Internet Marketing and e-Commerce; by Ward Hanson; Cengage
2	Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World; by Chuck Hemann Ken Burbary; Que Publishing
3	The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns; by Ian Dodson; Wiley publicaiton

List of Open-Source Software/learning website:

- https://onlinecourses.swayam2.ac.in/ugc19_hs26/preview
- https://onlinecourses.swayam2.ac.in/cec23_mg08/preview

LAB/Practical

- Case Studies
- Field Assignments
- Digital Marketing Exercises

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Analyse the confluence of marketing, operations, and human resources in real-time delivery.	1 Remember
CLO2	Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.	2 Understand
CLO3	Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.	2 Understand 3 Apply
CLO4	Investigate and evaluate issues in adapting to globalised markets that are constantly changing and increasingly networked.	3 Apply
CLO5	Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.	6 Create
CLO6	Comprehend the importance of conversion and working with digital relationship marketing	4 Analyse 5 Evaluate

Mapping of CLOs with POs & PSOs

Course	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	M		L			L				
CLO2	L	H								
CLO3	H	L		M	L			L	M	
CLO4	L	M	H	H	L	M				
CLO5		H		M				L	M	M
CLO6		H				M		L		M

H: High, M: Medium, L: Low