

DSEM001 – Digital Marketing

**Masters of Commerce
Semester I
DSE – Marketing
DSEM001- Digital Marketing**

Course Type/ Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Pre-requisites
DSE - DSEM001	Digital Marketing	3	1	0	4	NIL

Learning Objective: The course aims to provide knowledge to the students regarding the analytical and theoretical framework to explore the emerging world of Digital Marketing. It will give the exposure to the students about the concepts, tools, techniques and relevance of digital marketing in the current scenario and also enables them to practical application of the Digital Marketing tools.

Learning Outcomes: After completion of course, learners will be able to:

- Conceptualize, test continuously to optimize the product search on different digital platforms.
- Drive traffic to a website and will be critically evaluating the effectiveness of an online campaign to improve the Return on Investment for any digital marketing program.
- Explore significant digital marketing tools, like, SEO, on-page optimization, off-page optimization, social media platforms, online advertising, blogging etc.
- Use AI in Digital Marketing.
- Recognize the concept of digital marketing and its role in overall branding and marketing of products and services.

Unit I

(10 hours)

Concept, Scope and Importance of Digital Marketing, Traditional Marketing vs Digital Marketing, Understanding the strategic need for digital and social media marketing, Digital marketing plan and strategy, Personas in Digital Marketing, Developing, Using and Refining Personas, The Personas and User Journeys, Consumer Journey Mapping Frameworks, Digital Marketing Mix and Digital Models, Case-based Discussions.

Unit II (12 hours)

SEO and it's working, On-page and Off-page SEO, Keyword research techniques, Technical SEO, Mobile SEO, Social SEO, Local SEO, and International SEO, SEO Audits, SEO Tools, etc., Improving website ranking, Google AdWords, Google Ad Campaign, Google Analytics, (PPC) Pay Per Click.

Unit III (10 hours)

Social Media Optimization, its Benefits, Different Platforms, Affiliate Tracking on a Website, Handling Affiliates, Handling Fraudulent Transactions, Tips and Tricks, The P.O.E.S.M. Framework, Facebook marketing, YouTube and Video marketing, X Marketing, Instagram Marketing: types and strategies.

Unit IV (13 hours)

Introduction of Artificial Intelligence in Marketing, AI working, Benefit of AI in Marketing Automation, Content creation with AI, AI Tools available for Digital marketing, Understanding Visitors' Behaviour using Multiple Metrics, Slicing and Dicing Data, Understanding Growth Patterns, Building a Marketing Strategy through Traffic Patterns, Channel Performance, Setting Goals, and Creating Reports and Dashboards, Measuring ROI as an Integrated Approach and Strategy Creation

Tutorial Exercises: The students would be asked to examine the important tools to collect data using bulk downloads, tapping APIs, and scraping web pages. They would be designing e-mail marketing campaigns using mail chimp or other free software available online and also advertising campaign and run it on various social media handles like, Facebook, Instagram, X, LinkedIn, etc.

Suggested Readings:

- Kumar and Kaur (2023). Digital Marketing, Taxmann publications.
- Maity, M. (2022). *Digital Marketing*. Delhi, India: Oxford Universty Press.
- Kapoor, N. (2021). *Concept Building Approach to Digital Marketing*. Delhi, India: Cengage Learning India Pvt. Ltd.
- Hartman, K. (2020). *Digital Marketing Analytics: In Theory and In Practice* (Black & White Print Version). (n.p.): Independently Published.
- Mathur, V., & Arora, S. (2020). *Digital Marketing*. Delhi, India: PHI Learning Pvt. Ltd.
- Hemann, C. & Burbary, K. (2018). *Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World*. United Kingdom: Pearson Education, Incorporated.
- Sponder, M. & Khan, G. F. (2017). *Digital Analytics for Marketing*. United Kingdom: Taylor & Francis.

- Kotler, P., Kartajaya, H & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*. Wiley.
- Winston, W.L. (2016). *Marketing Analytics: Data-Driven Techniques with Microsoft Excel*. Wiley.
- Ian, Dodson I. (2016). *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. Wiley.
- Kotler, P., Kartajaya, H & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*. Wiley.
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