

Digital Marketing**

*(**Student can study this paper if s/he has not studied 'Digital Marketing' in SEC)*

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Digital Marketing	4	3	1	0	Pass in Class XII	NIL

Learning Objectives

The course aims to provide knowledge about the concepts, tools, techniques, and relevance of digital marketing in the present changing scenario. It also enables the learners to learn the application of digital marketing tools and acquaint about the ethical and legal aspects involved therein.

Learning Outcomes

After completion of the course, learners will be able to:

1. Analyze and assess the impact of digital technology in transforming the business environment and also the customer journey.
2. Describe the way marketers think, conceptualize, test continuously to optimize their product search on digital platforms.
3. Demonstrate the measurement of effectiveness of a digital marketing campaign.
4. Demonstrate their skills in digital marketing tools such as seo, social media, and blogging for engaging the digital generation.
5. Describe the need for regulatory framework for digital marketing in India.

Course Contents:

Unit 1: Introduction (10 hours)

Concept, scope, and importance of digital marketing. Traditional marketing versus digital marketing. Challenges and opportunities for digital marketing. Digital penetration in the Indian market. Benefits to the customer; Digital marketing landscape: an overview.

Unit 2: Digital Marketing Management (10 hours)

Digital-marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment; Digital technology and customer relationship management. Digital consumers and their buying decision process.

Unit 3: Digital Marketing Presence (10 hours)

Concept and role of Internet in marketing. Online marketing domains. The P.O.E.M. framework. Website design and Domain name branding. Search engine optimization: stages, types of traffic, tactics. Online advertising: types, formats, requisites of a good online advertisement. Buying models. Online public relation management. Direct marketing: scope and growth. Email marketing: types and strategies.

Unit 4: Interactive Marketing and ethical concerns (15 hours)

Interactive marketing: concept and options. Social media marketing: concept and tools. Online communities and social networks. Blogging: types and role. Video marketing: tools and techniques. Mobile marketing tools. PPC marketing. Payment options. Ethical issues and legal challenges in digital marketing. Regulatory framework for digital marketing in India.

Exercises:

The learners are required to:

1. Prepare a report on the difference between the popularity of any brand using both digital advertising as well as traditional advertising tools; versus any one brand still focusing most of funds on traditional advertising tools.
2. Create a hypothetical advertising tools using google ads.
3. Prepare a report on all the possible sources of digital marketing like, Facebook, Instagram, etc.
4. Analyse social media marketing strategies of different firms.
5. Discuss the ethical and legal issues in digital marketing in India.

Suggested Readings:

- Blanchard O. A. (2011). Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization. Indianapolis: Que Publishing.
- Chaffey, D., Chadwick, F. E., Johnston, K., & Mayer, R. (2008). Internet Marketing: Strategy, Implementation, and Practice. New Jersey: Pearson Hall.
- Charlesworth, A. (2018). Digital Marketing: A Practical Approach. Abingdon: Routledge. Frost, R. D., Fox, A., & Strauss, J. (2018). E- Marketing. Abingdon: Routledge.
- Gupta, S. (2018). Digital Marketing. Delhi: Tata McGraw Hill Education.
- Gay, R., Charlesworth, A., & Esen, R. (2007). Online Marketing: a customer-led approach.
- Kapoor, N. (2018). Fundamentals of E-Marketing. Delhi: Pinnacle India.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Digital Marketing: 4.0 Moving from Traditional to Digital. New Jersey: John Wiley & Sons.
- Ryan, D., & Calvin, J. (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation. London: Kogan page. Oxford: Oxford University Press.
- Tasner, M. (2015). Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First. London: Pearson.

Note: Suggested readings will be updated by the Department of Commerce and uploaded on Department's website