

DISCIPLINE SPECIFIC ELECTIVE
DSE HP 5C2: Digital Marketing and Advertising

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
Digital Marketing and Advertising	4	2	0	2	XII Pass	Appeared in Fundamentals of Communication

Learning Objectives

- To introduce the concept of marketing and digital marketing.
- To develop an understanding of the core elements of Digital Marketing.
- To introduce current practices and tools of Digital Marketing.
- To provide comprehensive understanding of the use of digital media, social media, and mobile applications for marketing applications.
- To familiarize students with the concepts and techniques of advertising.

Learning Outcomes

- Build basic Concepts of Digital marketing and the road map for successful Digital marketing strategies.
- Understand the fundamentals and best practices-audience engagement, content curation, campaign planning and execution, tools and resources, and measuring results for using social media for marketing on current, new and emerging platforms.
- Understand the concepts and skills required for advertising and the importance of effective brand positioning using integrated marketing communications.
- Learn to critically evaluate advertisements and understand the importance of ethical practices in advertising.
- Examine the scope for making advertising and digital marketing a future career

SYLLABUS OF DSE HP 5C2

THEORY
(Credits 2; Hours 30)

UNIT I: Introduction to Digital Marketing**8 Hours**

This unit elucidates upon the concept of marketing and digital marketing. It will enable the learners to understand the core elements of Digital and critically appraise the integration of digital marketing into broader design and development strategies.

- Understanding concept of Marketing Process
- Understanding Concept of Digital Marketing Process
- Digital Marketing VS traditional marketing
- Benefits of Digital Marketing and various Digital Platforms
- Digital Marketing Landscape
- Understanding Digital Business Models
- Digital Marketing Strategy Concept of visibility, its type and visitors' engagement
- Introduction to Search Engines for Marketing Applications

UNIT II: Introduction to Advertising**12 Hours**

The idea of the unit to explore the concept of advertising world to the students. Beside introducing the concept, the unit will further elaborate the models of advertising along with the classification of the same. The ethics regulating the field of advertising will also be covered.

- Understanding concept, importance and functions of Advertising
- Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising
- Types of advertising and new trends
- Economic, cultural, psychological and social aspects of advertising
- Ethical & regulatory aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes
- Types of Media for advertising and their characteristics
- Marketing mix, role of advertising in the marketing mix
- Media selection, Planning, Scheduling for effective advertising

UNIT III: Digital Marketing VS Advertising: Tools and Techniques**10 Hours**

This unit describes the tools and techniques used in digital marketing and advertising. Concepts of Search Engine Optimization, Search Engine Marketing and Search Media Marketing will be thought. The unit also will bring clarity upon Integrated Marketing Communication and executing Digital Strategy and Digital Marketing Analytics.

- Digital marketing: tools and techniques
- Advertising: tools and techniques
- Performance of Digital Advertising:- Process & players, Display Advertising Media, Digital metrics
- Understanding website planning process
- Search Engine Optimization and Search Engine Marketing
- Social Media marketing, Email marketing, Content marketing, Affiliate marketing
- Elements of Branding and Integrated Marketing Communication
- Crafting and Executing Digital Strategy and Digital marketing analytics

PRACTICAL
(Credits 2; Hours 60)

1. Design an ad copy for a product
2. Developing advertisements for media
3. Planning & Designing advertising campaigns
4. Critical evaluation of Digital Media Marketing campaigns
5. Designing and implementation of Digital Media Campaigns
6. Analysis of websites and development of web pages, blogs and vlogs
7. Creating effective Ad Words campaign & Advertising Positioning with respect to the Digital marketing

Essential Readings:

- Broom, G.M. (2012). *Cutlip and Center's Effective Public Relations*. Pearson Prentice Hall.
- Chunawalla S.A. (2018). *Advertising Theory and Practice*. Himalaya Publishing House.
- Deiss, R., Henneberry, R. (2017). *Digital Marketing for Dummies*. For Dummies.
- Jethwaney, J., Jain, S. (2012). *Advertising Management*. Oxford University Press India.
- Jefkins, F. (1994). *Public Relation Techniques*. A Butterworth-Heinemann Title.
- Kingsnorth, S. (2019). *Digital Marketing Strategy: An Integrated Approach to Online Marketing*, Kogan Page.
- Rowles, D. (2014). *Digital Branding: A complete step-by-step guide to strategy, tactics and measurement*. Kogan Page.

Suggested Readings:

- George, B.E., Michael, B.A., Keyoor, P. (2007) *Advertising & Promotion, an Integrated Marketing Communications Perspective*. McGraw Hill.
- Heath R.L. (2010). *The Sage Handbook of Public Relations*. SAGE Publications, Inc.
- Hinton, S and Larissa, H. (2013). *Understanding Social Media*. Sage Publications India.
- Jefkins, F. (1985). *Advertising Made Simple*. Made Simple.
- Kaul J.M. (1982). *Public Relation in India*. Noya Prakash.
- Lister, M, Dovey, J. (2003). *New Media: A Critical Introduction*. Routledge.
- Ogilvy, D. (1995) *Ogilvy on Advertising*. Prion Books.
- Wilcox D.L., Glen T, Reber, B. (2014). *Public Relations: Strategies and Tactics*. Pearson

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time