

## OBE based Teaching Lesson Plan 2019-20

**Program: Elective – BCom/BBA**

**Course Name: Digital Marketing**

**Course Code: EL 15 MK 606**

**Semester: VI**

**Lecture hours: 60**

**Faculty in-charge: Ms Raveena Roy & Dr.Ritty Francis**

<b>Course Outcome No.</b>	<b>Course Outcomes</b>	<b>T level Indicator</b>
CO1.	Compare and contrast the different Digital marketing channels, media options and marketing process of Digital Marketing and Traditional Marketing.	T4
CO2.	Use a Digital marketing Research to evaluate the buying behavior of consumers online.	T3
CO3.	Plan for search engines optimization techniques in digital marketing for a wide accessibility of vast consumers.	T6
CO4.	Utilize a set tools of Digital Media Advertising for digital marketing of different platforms of both online and offline Business.	T3
CO5.	Use the different types of electronic platforms to build relationship with stakeholders of hypothetical organization online.	T3
CO6.	Adopt the practices of digital marketing within the code of practices prescribed by regulatory.	T3

<b>Module No. &amp; Topics Covered</b>	<b>Course Outcome No.</b>	<b>No. of Lecture Hours</b>	<b>Pre-Class Activity</b>	<b>Instructional techniques</b>	<b>Assessment</b>	<b>T level</b>
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<p><b>1.Introduction to Digital Marketing</b>  Introduction to marketing in the digital environment-  types of web presence-  common ecommerce business models( B2B, B2C, C2C, B2G)  - History of digital marketing -  Digital marketing channels and classifications -  Understanding Marketing Process -  Digital Marketing Vs traditional Marketing. -  Understanding Digital Marketing Process- Digital media options-online-fulfilment options.  Introduction to payment gateways- (Case Study of PayPal, SecurePay and Payroo)</p>	CO1	10	Read – Evolution of Digital Marketing	Presentation , lecture and discussion	Quiz	T4
<p><b>2. Digital Marketing Research</b></p>	CO2	10	Read – Buyer	Presentation , lecture and	Case study	T3

<p>Audience profiling and segmentation-  Internet usage patterns -Post Internet  consumer behaviour and understanding  buyer behavior online-pillars of direct  marketing-  Online research and behaviour tracking  methods-  Introduction to behavioural targeting.  Online surveys-  blog mining-  data mining-  Building customer profiles using  navigation and sales data-  Competitor analysis online-  Integrating online and offline  strategies</p>			<p><b>behaviour</b></p>	<p><b>discussion</b></p>		
<p><b>3. Search Engine Optimization and Marketing</b>  Meaning and Intro -  keywords -  Different types of keywords -  Google keyword planner tool -  Keywords</p>	<p><b>CO3</b></p>	<p><b>10</b></p>	<p><b>Read – SEO and SEM</b></p>	<p><b>Presentation , lecture and discussion</b></p>	<p><b>Case study</b></p>	<p><b>T6</b></p>

<p>research process - Understanding keywords mix. Email campaign creation and management- Google Adwords- search and display on search engines- pricing models online- Introduction to page rankings- Google Adwords analytics- Search Engine Optimization- Process and methodology- Long tail in SEO- Link building- Key word analysis- process and optimization. Search Engine Marketing - Paid versus natural Search- SEM landscape- Landing pages and their importance in conversion analysis- Google vs. Bing vs. Yahoo. Search Methodology.</p>						
<p><b>4. Tools of Digital Marketing</b> Email Advertising:</p>	CO4	15	Read – Types of Online advertisin	Presentation , lecture and discussion	Quiz and Case study	T3

<p>Introduction -          Creating Marketing Message -          Challenges faced in sending bulk emails - Types of email marketing- Opt-in &amp; bulk emailing.          Online Display Advertising-          Mobile and Web Marketing-          Social Media Marketing          Types of Online Advertising -          Display Advertising -          Contextual advertising -          Top ecommerce websites around the world &amp; it's scenario in India          PPC (Pay per Click) Advertising-          Google AdWords and Google Analytics          Understanding inorganic search results -          Introduction to Google AdWords&amp; PPC advertising -          Intro to SM Advertising -          Creating a Page - Increasing fans on fan</p>			g			
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<p>page -  marketing on  fan page Fan  engagement -  Types on  Facebook-  Twitter-  Instagram-  LinkedIn and  Video  advertising -  Measuring  Results. Digital  Marketing  Understanding  Mobile Devices  - Mobile  Marketing and  Social Media -  Mobile  Marketing  Measurement  and Analytics -  Advertising on  mobile (App &amp;  Web) - Mobile  marketing mix -  SMS marketing</p>						
<p><b>5. E-Public Relations</b>  Introduction to online reputation management, Importance of managing online reputation for a business, strategies and tools of online reputation management, handling negative comments.   How to use blogs-forums</p>	CO5	10	<b>Discussion on Viral campaign and examples</b>	<b>Presentation, lecture and discussion</b>	<b>Case study</b>	<b>T3</b>

and discussion boards- Blogs, forums and communities- Viral campaigns and the social graph. Building relationships with different stakeholders online						
<b>6. Code of Practices in Digital Marketing</b> Localization of content and advertising. Evolution of Indian banking industry - journey from brick and mortar to mobile banking, Consumer engagement - meaning and methods. Regulations and Code of Practice in Digital Marketing in India.	CO6	5	Read – Regulation & code of practice in Digital Marketing in India	Presentation , lecture and discussion	Quiz	T3

**Continuous Internal Assessment –**

- Power point presentation in class on the given topic – 1<sup>st</sup> week of December, 2019.
- Test – through ERP – 2<sup>nd</sup> week of January, 2020.
- Case study on the given topic - 2<sup>nd</sup> week of February,2020.

**Books for Reference:**

- Deepak Bansal , A Complete Guide To Search Engine Optimization, B.R Publishing Corporation, 1st Edition, 2009

- Grienstein and Feinman- E-commerce -Security, Risk Management and Control (TMH,The Consumer Decision Journey, McKinsey Quarterly, No3, 2009
- Strauss.J and Frost . R , “E- Marketing”, Pearson Education, 5th Edition, 2009
- Ramsey , Seven Guidelines for Achieving ROI from Social Media, eMarketer , 2010
- Godfrey Parkin , Digital Marketing: Strategies for Online Success, New Holland Publishers Ltd, 2009
- Damian Ryan , Understanding Digital Marketing : Marketing Strategies for Engaging the Digital Generation, Kogan Page, 3rd Edition, 2014
- Jonah Berger , Contagious Why Things Catch On , Simon & Schuster, 2013