



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (PGDM)**  
**Academic Year (2018-2019)**

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Programme Name: PGDM

Trimester: VI

Name of the subject: Digital Marketing

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof. Krunal K. Punjani

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**Learning Objectives:**

- To enable students to understand and analyse the new media, different types, their strengths and the way customer interacts with new/ digital media.
  - To develop the skills to strategize and execute campaigns on new/ digital media
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**Reference Books:**

1. The Art of Digital Marketing – Ian Dodson – Wiley Publication
2. Marketing 4.0 Moving from traditional To Digital – Philip Kotler, Hermawan Kartajaya, Iwan Setiawan – Macmillan Publication
3. Digital Marketing – Vandana Ahuja – Oxford Publication
4. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation – Damian Ryan – Kogan Page
5. Digital Marketing: Strategy, Implementation & Practice – Dave Chaffey & Fiona Ellis-Chadwick
6. Convert! Designing Websites For traffics and Conversions – Ben Hunt
7. The Social Media Bible: Tactics, Tools & Strategies for Business Success – Lon Safko
8. Global Content Marketing – Pam Didne
9. The Power of Visual Storytelling – Ekaterina walter
10. Digital Marketing – Dr. Hari Krishna Maram



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**Plan:**

<b>Session No</b>	<b>Topics to be covered</b>	<b>Books referred/ Recommended/ References-Print/Articles/ News/Research papers/ Online database/ Software /Simulations used</b>	<b>Learning outcomes</b>	<b>Evaluation of Students understanding by MCQs, Quiz, Short Test</b>
1	Introduction, History & Evolution of Digital Marketing, Types of digital media, Using Digital Media for Business, Key attributes of Improving Customer Experience	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – Vandana Ahuja – Oxford Publication Case (Video): Hindustan Pencils, Lakme, KLM Airlines, Nerolac paints	To develop the domain knowledge of digital media	Case Discussion
2	SEO, Website – important aspect to be considered for better user experience, Usability of Website, Steps to Create SEO Plan	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – Vandana Ahuja – Oxford Publication	To analyse the utility of SEO for business	MCQ
3	How to Make Webpages Search Friendly, How Other Websites Can Work for Us, SEM, SEM Auction, What Makes Good Keywords, Making Ads Stand Out	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – Vandana Ahuja – Oxford Publication	Critical thinking on utilisation of webpages for marketing & SEM	Case Discussion



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		Case: Snickers, Kleenex, Chumbak	effectiveness	
4	SEM - Factors Influencing Relevance Score, How to structure SEM campaigns to achieve greater relevance, Keyword Match Types, Measuring the Value of SEM campaign	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – Vandana Ahuja – Oxford Publication Case: MTS India	To analyse the business environment and achieve relevance in SEM	Case Discussion
5	SMM – Paid, Owned & Earned Media, Social Media Impact, Usability for Marketers, essential feature of Social Media	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – Vandana Ahuja – Oxford Publication	To develop the domain knowledge of SMM	Discussion & Quiz
6	Steps to Social media success, Introducing Social Media Platforms, Measuring Effectiveness of Social Media, social media analytics	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – Vandana Ahuja – Oxford Publication Case: Dangal	To analyse the effectiveness of social media for marketing purpose	Case Discussion
7	SMM campaigns – Facebook, LinkedIn, YouTube, Twitter, Instagram, WhatsApp Influencer Marketing	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – Vandana Ahuja – Oxford Publication Case: MMT, Vaseline, Swiggy, Nissan	Critical thinking on usability of various social media platforms for marketing purpose	Case Discussion & Quiz



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8	Email Marketing – Subject Line, Users List, Content, Design, Call To Action, Popular Email Marketing Models Internal Test	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – Vandana Ahuja – Oxford Publication Case: PayPal	To learn effective marketing communication through Emails	Case Discussion & Test
9	Mobile Marketing- Key Benefits, Challenges, Mobile Marketing Strategies- Missed Call Marketing, Applications, Website, Gamification & AR, SMS, QR Code	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – Vandana Ahuja – Oxford Publication Case: Pedigree, Colgate	To understand innovative approach of marketers towards mobile marketing	Case Discussion
10	E-commerce – Understanding trends, Categories of E-Commerce, Use of e-tailers for promotion and distribution of brands, Benefits to Customers & Marketers, Web Terminologies	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – Vandana Ahuja – Oxford Publication	Business analysis of E-commerce sector	Discussion & Quiz

**Practical Approach: Other activities**

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play			



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2	Industry Visit			
3	Academic Projects	Digital Marketing Tools	Developing understanding of how companies using Digital Media	
4	Book Review			
5	Group Discussion			
6	Business Quiz / Business News sharing	Recent trends in Digital Media	Practical understanding of the topics	Economic Times
7	Videos / Simulation	SEM & Social Media Campaigns	Practical understanding of the topics	Youtube
8	Use of Software and Labs	Developing FB campaign	How to design a social media campaign on FB	
9	Any other activity			

**Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences: -**

**Use of ICT for effective teaching with Learning Management Systems (LMS), E-Learning resources etc.: -**



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- Developing SEM & Social Media campaigns on google & FB

**Innovation and Creativity in teaching- learning: -**

- Use of relevant & recent case studies of innovative campaigns on digital platform, to enable students creative usage of the digital mediums
- Hands on training to develop digital campaigns

**Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -**

- Google Ads certification
- Facebook Blueprint certification



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**Evaluation:**

**Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test		20
Presentation		10
Case Study		5
Participation		5

**Signature of Faculty**

**Signature of the Co-ordinator**