



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

Programme Name: PGDM

Term: VI

Name of the Course: Digital Marketing and Analytics

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof. Krunal K. Punjani

Mobile No: 9819613639

Email: kpunjani@vpmthane.org

Weblink:

Learning Objectives:

- 1. To Understand the emergence of technology affecting marketing, value creation, and consumer perceptions**
- 2. To Differentiate traditional and contemporary methods of marketing in digital world**
- 3. To understand the new media, Different types, their strengths and the way customer interacts with new / digital media.**
- 4. To provide insights and develop the skills to strategize and execute campaigns on new / digital media**

Reference Books:

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



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Plan:

Session No.	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Introduction to technological changes in the market, 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 – VandanaAhuja – Oxford Publication Video: Nerolac Paints, KLM Airlines, L’Oreal Virtual app	To understand the growing importance of digital media	Discussion
2	SEO, Key words, Website basics, Usability of Website, Steps for SEO Plan, Making webpages search friendly, Backlinks, SEM, Ad Words, Auction	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – VandanaAhuja – Oxford Publication	Familiarizing the students with techniques of SEO& Website	Class Discussion & Quiz
3	SEM - Factors Influencing Relevance Score, How to structure SEM campaigns to achieve greater relevance, Keyword Match Types	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – VandanaAhuja – Oxford Publication Case: Chumbak, MTS India	To develop understanding of how to achieve relevance in SEM	Case Discussion
4	Measuring the results of	Books:	To enable students	Class Discussion



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	AdWords&SEMcampaign, Ranking Factor Study	The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – VandanaAhuja – Oxford Publication Video: Google Marketing Next 2017	measure the SEM results	
5	Digital Vs. Traditional Marketing, How to Use Both Digital & Traditional Marketing, E-Customers, Behavioural& Contextual Targeting, E-Products - Creating Customer value in an Online World, Customers and E-Shopping Issues , Role of Digital Media in ConsumerDecision Making Process	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – VandanaAhuja – Oxford Publication	To familiarize students with how Digital marketing is different than Traditional, E-Customers, E-Products	Class Discussion
6	SMO & SMM – Paid, Owned & Earned Media, Social Media Impact, Usability for Marketers, essential feature of Social Media, Steps to Social media success, Introducing Social Media Platforms, Measuring Effectiveness& Impact of Social Media	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – VandanaAhuja – Oxford Publication Case: Chennai Express	To familiarize students with the concept of Social Media Marketing	Case Discussion & Quiz
7	Social Media Platforms – Facebook, LinkedIn, making ad campaign on Facebook	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – VandanaAhuja – Oxford Publication	Develop understanding of how SMM	Case Discussion



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		Case – Gillette, Vaseline, Volkswagen, Nissan	campaigns can benefit from multiple platforms	
8	Social Media Platforms: YouTube, Twitter, Mobile Marketing- Key Benefits, Challenges, Mobile Marketing Strategies- Missed Call Marketing, Applications,	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – VandanaAhuja – Oxford Publication Case – Dove, Dabur, Colgate, Pedigree	Familiarize students with Social media platforms & Mobile marketing strategies	Case Discussion & Quiz
9	Mobile Marketing -Website, Gamification& AR, SMS, QR Code, Email Marketing	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – VandanaAhuja – Oxford Publication Case –Faber-Castell, Run Keeper	Delivering relevant marketing communication through Email to targeted audience in most creative way	Case Discussion
10	E-tailing &E-commerce – Understanding trends, Categories of E-Commerce, Use of E-tailers for promotion and distribution of brands, Benefits to Customers, Benefits to Marketers, Web Analytics, Marketing Metrics	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – VandanaAhuja – Oxford Publication	To understand the E-commerce and its usability for customers & marketers	Discussion& Test



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	&Dimensions Internal Test			
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2. Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play			
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	<u>Economic Times</u>
7	Videos / Simulation	Social Media Campaigns	Practical understanding of the topics	
8	Use of Softwares and Labs	Developing FB campaign	How to design a social media campaign on FB	
9	Any other activity			



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test		15
Presentation		20
Case Study		-
Participation		5
Others		-

Signature of Faculty

Signature of the Co-ordinator