



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2019-2020)

Programme: MMS Semester: III Period: July'19 – October'19
 Course Code : MMS-XX-X-XXX
 Name of the subject: Digital Marketing
 Maximum marks: 100 (60+40) No. of Sessions: 13/14 (3 hrs each)

Name of the Faculty: Prof. Krunal K Punjani Email: kpunjani@vpmthane.org
 Mobile No: 9819613639

Program Outcomes (PO)	Course Outcomes (CO)
1. Leadership 2. Decision Making 3. Technology 4. Social 5. Analytical	1. To evaluate different types of digital media, their strengths and the way customer interacts with the digital media. 2. Create and analyse the campaigns on digital media

Reference Books:

1. The Art of Digital Marketing – Ian Dodson – Wiley Publication
2. Digital Marketing – Vandana Ahuja – Oxford Publication
3. Marketing 4.0 Moving from traditional To Digital – Philip Kotler, Hermawan Kartajaya, Iwan Setiawan – Macmillan 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

A. Plan:

<u>Session No.</u>	<u>Pl. Date</u>	<u>Topic</u>	<u>Ref. Study Material</u>	<u>Course Outcomes</u>
1		Introduction to digital marketing, Evolution of Digital Marketing, Types of digital media, Using Digital Media for Business, Key attributes of Improving Customer Experience Case (Video): KLM Airlines, Nerolac paints, Lakme App, Hindustan Pencils Pvt. Ltd	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication (Chapter 1) Marketing 4.0 Moving from traditional To Digital – Philip Kotler, Hermawan Kartajaya, Iwan Setiawan – Macmillan Publication (Chapter 1.1)	To develop the domain knowledge of digital media & marketing
2		Digital Vs. Traditional Marketing, Segmentation, Targeting & Positioning to Digital Consumers, How to Use Both Digital & Traditional Marketing ET Article: Johnson's Baby	Books: Marketing 4.0 Moving from traditional To Digital – Philip Kotler, Hermawan Kartajaya, Iwan Setiawan – Macmillan Publication (Chapter 1.4, 2.5) Digital Marketing – Vandana Ahuja – Oxford Publication (Chapter 2, 3)	Critical thinking on how Digital marketing is different than Traditional, E- Customers, E- Products
3		E-Customers, Behavioural & Contextual Targeting, E-Products - Creating Customer value in an Online World E-Shopping Issues, Role of Digital Media in Consumer	Books: Marketing 4.0 Moving from traditional To Digital – Philip Kotler, Hermawan Kartajaya, Iwan Setiawan – Macmillan Publication	To analyze the role of Digital media in consumer decision making



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		Decision Making Process	(Chapter 1.3, 2.5); Digital Marketing – Vandana Ahuja – Oxford Publication (Chapter 4)	
4		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 (Chapter 2) Digital Marketing – Vandana Ahuja – Oxford Publication (Chapter 7)	To analyze the utility of SEO for business
5		How To Make Webpages Search Friendly, How Other Websites Can Work For Us, SEM, SEM Auction, What Makes Good Keywords, Making Ads Stand Out Case: Chumbak, Snickers, Kleenex	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication (Chapter 2) Digital Marketing – Vandana Ahuja – Oxford Publication (Chapter 7)	Critical thinking on utilization of webpages for marketing & SEM effectiveness
6		Internal Test SEM - Factors Influencing Relevance Score, How to structure SEM campaigns to achieve greater relevance, Keyword Match Types, Measuring the Value of SEM campaign Case: MTS India	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication (Chapter 3) Digital Marketing – Vandana Ahuja – Oxford Publication (Chapter 7)	To analyze the business environment and achieve relevance in SEM
7		SMM – Paid, Owned & Earned Media, Social Media Impact, Usability for Marketers, essential feature of Social Media Case: IICI Lombard, Dangal	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication (Chapter 6) Digital Marketing – Vandana Ahuja – Oxford Publication (Chapter 5)	To develop the domain knowledge of SMM
8		Steps to Social media success, Introducing Social Media Platforms, Measuring Effectiveness of Social Media	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication (Chapter 7) Digital Marketing – Vandana Ahuja – Oxford Publication (Chapter 11)	To analyze the effectiveness of social media for marketing purpose
9		SMM campaigns – Facebook, LinkedIn, YouTube, Twitter Case: Johnson's Baby, Airtel, MMT, Swiggy	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication (Chapter 6) Digital Marketing – Vandana Ahuja – Oxford Publication (Chapter 11 & 15)	Critical thinking on usability of various social media platforms for marketing purpose
10		Email Marketing – Subject Line, Users List, Content, Design, Call To Action, Popular Email Marketing Models	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication (Chapter 5)	Create & Deliver relevant marketing communication through Email to targeted audience in most creative way
11		Mobile Marketing- Key Benefits, Challenges, Mobile Marketing Strategies- Missed Call Marketing, Applications, Website, Gamification & AR, SMS, QR Code Case: Fabre Castle, Pedigree, Colgate	Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication (Chapter 8) Digital Marketing – Vandana Ahuja – Oxford Publication (Chapter 16)	To analyze innovative approach of marketers towards mobile marketing
12		Internal Test Influencer Marketing, E-commerce – Understanding trends, Categories of E-Commerce, Use of e-tailers for promotion and distribution of brands, Benefits to Customers, Benefits to Marketers	Books: Digital Marketing – Vandana Ahuja – Oxford Publication (Chapter 13 & 9)	Business analysis of E-commerce sector & Analysing Influencer Marketing pattern
13		Presentations	NA	NA

B. Practical Approach: Other activities

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Case study (Current Affairs)	SEO, SEM, Social Media Marketing	Practical understanding of the topics	Economic Times, Sage Case Studies
2	Academic Projects	Digital Marketing Tools	Developing understanding of how companies	NA



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			using Digital Media	
3	Group Discussion	Digital Vs. Traditional Marketing	Developing understanding of effectiveness of both	NA
4	Role Play			
5	Industry Visit			
6	Business Quiz / Business News sharing	Recent trends in Digital Media	Practical understanding of the topics	Economic Times
7	Videos / Simulation	Social Media Campaigns	Practical understanding of the topics	
8	Use of Software and Labs	Developing FB campaign	How to design a social media campaign on FB	
9	Any other activity			

C. Innovative pedagogy adopted:

- **Social Media Marketing competition among the student teams, to enable them practically experience the tools of social media marketing.**

Prepared by:
Faculty

Reviewed by:
Specialisation

Approved by:
ADC

Date:

Date:

Date:



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A. Execution:

<u>Session No.</u>	<u>Actual Date</u>	<u>Topic Covered</u>	<u>Attendance %</u>	<u>Evaluation Method</u>	<u>Case Study Ref.</u>	<u>Quiz Ref.</u>	<u>CR Sign</u>
1							
2							
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B. Evaluation:

Component	Details	Marks
Presentations & Viva	Mandatory	5+5
Class Test (2 for MMS)	Mandatory (MCQ, Descriptive, Etc)	20
Assignments / Others	Mandatory	5
Participation/Attendance	Mandatory	5
Final Exam	Mandatory	60

C. Student Performance Analysis:

<u>Avg. Attendance</u>	<u>Avg. Internal Marks</u>	<u>% Failed in Internals</u>	<u>Avg. Final Marks</u>	<u>% Failed in Final</u>	<u>No. of best students > 80%</u>	<u>No. of students needs improvement</u>

D. Attainment:

	CO1	CO2	CO3		
PO1					
PO2					
PO3					

Comments / Suggestions / Recommendations:

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

Online Courses related to Digital marketing & Social Media Marketing on:

- <https://learndigital.withgoogle.com/digitalunlocked>
- www.coursera.org
- www.edx.org

Signature of Faculty

Signature of the Co-ordinator / ADC