

Digital Marketing and Analytics

Course Contents

1. The Technological Society

Introduction to technology and www including security

Introduction to Digital Marketing and e-Commerce

Business Models on the web

Public Policy: PEST issues for e-Commerce

Mobile Commerce – On demand economy

E-tailing

Pricing in – fluid markets

Channel conflicts

Online Content and monetization

2. Marketing in the age of Fragmentation

Mapping Digital marketing media

Economics of Attention economy

Customer experience – web design, customer service, quality of online experience

Characteristics of e-Marketing: Addressability, Interactivity, Accessibility, connectivity, control

3. Digital Marketing Tools

Website branding, Banner ads, Paid search

Search Engine Optimization (SEO)

Comparative Shopping engines

Email, RSS, Podcasts, Blogs, Viral, Wikis, CRM, Auctions, Portals

Social Media Optimization (SMO)

Online Branding

Search Engine Marketing (SEM)

Mass Collaboration & Crowd Sourcing: Innovation through Social Networks

4. Web Analytics and Marketing Metrics

Customer Intelligence: Lab Marketing, Customer Branding

Digital Analytics: Acquisition, Engagement, Conversion

Measuring Social Impact

Multi-touch Analytics

Mobile Analytics

Resources:		
1	Text Books	Understanding Digital Marketing: Marketing Strategies for engaging digital generation by Ryan Damian, Calvin Jone, Kogan Page
		DigiMarketing: Essential Guide To New Media And Digital Marketing by Kent W., Ian Fenwick
		Web Analytics 2.0: The art of online accountability and science of customer centricity by Avinash Kaushik
2	Reference Books	Advanced Web Metrics with Google Analytics by Brian Clifton
		Data Driven Marketing: The 15 Metrics - Everyone in Marketing should know by Mark Jeffery
3	Supplementary Material	Direct and Digital Marketing in Practice by Brian Thomas, Mathew Housden
4	Web Sites	http://knowledge.wharton.upenn.edu/
		http://www.technologymanagementchicago.org
		http://ifm.eng.cam.ac.uk/research/ctm/
5	Journals	Journal of Digital & Social Media Marketing