



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

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof. Krunal K. Punjani

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Weblink:

Learning Objectives:

- 1. To understand the new media, Different types, their strengths and the way customer interacts with new / digital media.**
- 2. To 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, 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 Inndia | To develop understanding of how to achieve relevance in SEM | Case Discussion |
| 4 | Measuring the results of AdWords&SEM campaign, Ranking Factor Study | Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – VandanaAhuja – Oxford Publication | To enable students measure the SEM results | Class Discussion |



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|---|--|---|---|------------------------|
| | | Video: Google Marketing Next 2017 | | |
| 5 | Digital Vs. Traditional Marketing, How to Use Both Digital & Traditional Marketing, E-Customers, Behavioral& 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 | 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 Effectivenessof 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 | SMM Platforms – Facebook, LinkedIn, making ad campaign on Facebook | Books: The Art of Digital Marketing – Ian Dodson – Wiley Publication Digital Marketing – VandanaAhuja – Oxford Publication Case – Gillette, Vaseline, Volkswagen, Nissan | Develop understanding of how SMM campaigns can benefit from multiple platforms | Case Discussion |



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|----|--|---|---|------------------------|
| 8 | SMM 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 – Subject Line, Users List, Content, Design, Call To Action, Popular Email Marketing Models | 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-commerce – Understanding trends, Categories of E-Commerce, Use of e-tailers fo rpromotion and distribution of brands, Benefits to Customers, Benefits to Marketers, Analytics, Internal Test | 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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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