

Programme: PGDM Trimester: IV Period: July'19 – Sept'19

Course Code : PGDM-01-E-C01 Name of the subject: Digital Marketing Maximum marks: 100 (60+40)

No. of Sessions:10 (3 hrs each)

Name of the Faculty: Prof. Krunal K Punjani

Mobile No: 9819613639 Email: kpunjani@vpmthane.org

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

Reference Books:

- 1. The Art of Digital Marketing Ian Dodson Wiley Publication
- 2. Digital Marketing VandanaAhuja 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>Sessi</u>	<u>PI.</u>	<u>Topic</u>	Ref. Study Material	Course Outcomes
on No.	<u>Date</u>			
1		Introduction, History & 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		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 analyse the utility of SEO for business
3		How to Make Webpages Search Friendly, How Other Websites Can	Books: The Art of Digital Marketing –	Critical thinking on utilisation of



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	Work for Us, SEM, SEM Auction, What Makes Good Keywords, Making Ads Stand Out Case: Chumbak, Snickers, Kleenex	lan Dodson – Wiley Publication (Chapter 2) Digital Marketing – Vandana Ahuja – Oxford Publication (Chapter 7)	webpages for marketing & SEM effectiveness
4	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 analyse the business environment and achieve relevance in SEM
5	SMM – Paid, Owned & Earned Media, Social Media Impact, Usability for Marketers, essential feature of Social Media Case: ICICI 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
<u>6</u>	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 (Chapter 7) Digital Marketing – Vandana Ahuja – Oxford Publication (Chapter 11)	To analyse the effectiveness of social media for marketing purpose
7	Internal Test SMM campaigns – Facebook, LinkedIn, YouTube, Twitter, Instagram, WhatsApp 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
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 (Chapter 5)	Create & Deliver relevant marketing communication through Email to targeted audience in most creative way
9	Mobile Marketing- Key Benefits, Challenges, Mobile Marketing Strategies- Missed Call Marketing, Applications, Website, Gamification & AR, SMS, QR Codes 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 analyse innovative approach of marketers towards mobile marketing
10	Influencer Marketing, 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: Digital Marketing – Vandana Ahuja – Oxford Publication (Chapter 13 & 9)	Business analysis of E-commerce sector & Analysing Influencer Marketing pattern



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 using Digital Media	NA
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. <u>Innovative pedagogy adopted</u>:

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

Prepared by:	Reviewed by:	Approved by:



Date:

Date:

Faculty Specialisation ADC

A. Execution:

Date:

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



B. Evaluation:

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

C. Student Performance Analysis:

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

D. Attainment:

	CO1	CO2	CO3	
PO1				
PO2 PO3				
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