



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

		Work for Us, SEM, SEM Auction, What Makes Good Keywords, Making Ads Stand Out Case: Chumbak, Snickers, Kleenex	Ian 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
6		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



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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. Innovative pedagogy adopted:

- **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:



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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:

<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