



Digital Marketing
Digital Marketing
[CORE COURSE]

Semester: III

Credits: 3

Subject Code: BC32101

Lectures: 48

Course Outcomes:

At the end of this course, the learner will be able to,

- Gain knowledge about using digital marketing in and as business.
- To analyze SWOT analysis, SEO optimization and use of various digital marketing tools..
- Develop marketing strategies using social networking sites.
- Analyze the various types of digital marketing types

Unit 1: E-Commerce

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- Introduction
- Understanding Internet Marketing
- Search Engine Optimization
- Search Engine Marketing
- Email Marketing
- Digital Display Marketing

Unit 2: Introduction to New Age Media (Digital) Marketing

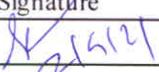
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- What is Digital Marketing
- Digital vs. Real Marketing
- Digital Marketing Channels
- Types of Digital Marketing (Overview)-Internet Marketing
- , Social Media Marketing, Mobile Marketing
- **Creating Initial Digital Marketing Plan**
 - Content management
 - SWOT analysis: Strengths, Weaknesses, Opportunities, and Threats.
 - Target group analysis EXERCISE: Define a target group

Unit 3: Marketing using Web sites and CRM

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- **Marketing using Web Sites**
 - Web design
 - Optimization of Web sites
 - MS Expression Web
- EXERCISE: Creating web sites, MS Expression
 - SEO Optimization
 - EXERCISE: Writing the SEO content

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- Introduction to CRM
- CRM platform
- CRM models EXERCISE: CRM strategy Nested Queries

Unit 4: Social media marketing and Digital marketing Budgeting

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- Understanding Social Media Marketing
- Social Networking (Facebook, LinkedIn, Twitter, etc.) Social Media (Blogging, Video Sharing - YouTube, Photosharing – Instagram, Podcasts)
 - Web analytics - levels
 - Modes of Social Media Marketing-
 - **Creating a Facebook page** Visual identity of a Facebook page , Types of publications, Facebook Ads
 - , Creating Facebook Ads , Ads Visibility
 - **Business opportunities and Instagram options** Optimization of Instagram profiles , Integrating Instagram with a Web Site and other social networks
 - , Keeping up with posts
 - **Business tools on LinkedIn** Creating campaigns on LinkedIn , Analyzing visitation on LinkedIn
 - **Creating business accounts on YouTube** YouTube Advertising , YouTube Analytics
 - **E-mail marketing** E-mail marketing plan , E-mail marketing campaign analysis , Keeping up with conversions
 - Digital Marketing tools: Google Ads, Facebook Ads, Google Analytic, Zapier, Google Keyword Planner EXERCISE: Social Media Marketing plan.
- EXERCISE: Making a Facebook page and Google Ads
- **Digital Marketing Budgeting**
 - Resource planning
 - Cost estimating
 - Cost budgeting
- Cost control

#12 hours for Library work, assignments practical or field work

Recommended Text Books:

- Rajeev Batra, John G. Myers, David A. Aaker “Advertising Management”

Reference Books:

- Ryan Deiss and Russ Hennesberry “Digital Marketing for Dummies”
- George Belch, San Diego University Michael Belch, San Diego University “Advertising and Promotion: An Integrated Marketing Communications Perspective,”
- Belch: “Advertising & Promotions” (TMH)

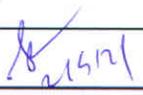
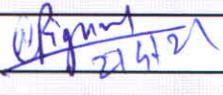
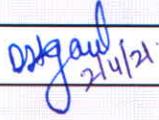
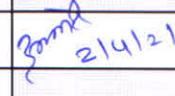
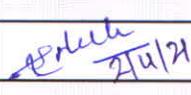
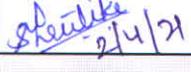
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- Lon Safko "The Social Media Bible: Tactics, Tools, & Strategies for Business Success"
- Avinash Kaushik "Web Analytics 2.0"

Websites:

- www.w3cschool.com

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Head of the Department	Prof. Smita Borkar	
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Faculty*	Prof. Deepali Gupta	
Subject Expert (Outside SPPU)	Dr. Sagar Jambhorkar	
Subject Expert (Outside SPPU)	Prof Sachin Bohite	
VC Nominee	Prof Anjum Patel	
Industry Expert	Ms Shruti Wayal	
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