

## SEMESTER-V

### COURSE 6: DIGITAL MARKETING

Theory

Credits: 4

4 hrs/week

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#### **Course Objectives:**

- To understand the fundamentals of digital marketing.
- Basic knowledge of Digital Marketing and technical knowhow required for Digital Marketing.
- An overview of Digital marketing strategies and best practices.
- An Understanding of the concepts of Digital marketing.
- Understanding various types of Digital promotional formats

#### **UNIT-1 INTRODUCTION:**

Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing.

#### **UNIT-2: STARTING WITH THE WEBSITE:**

Building Website using Website/ Blog Foundations of analytics- Search engine optimization- Key Words, Key Word planner tools, SEO- One page and Off page Techniques: Indexing and Key word placing and content optimization.

#### **UNIT-3: E-MAIL MARKETING:**

E-Mail as Marketing Strategy- Email marketing segmentation, personalization and mobile friendly design – E-Mail Marketing as a process- Building Email list, Email Marketing Strategy and Monitoring, Email atomization.

#### **UNIT-4: CONTENT MARKETING FOUNDATIONS:**

Content Marketing Ecosystem, Content for Blogs and videos, Using contents for storytelling, Blogs for content marketing- Content marketing for staying relevant- Newsletters for content marketing. Integrated Content Marketing, Google Ads.

## **UNIT-5: DIGITAL MARKETING PROMOTION:**

Types of Various Ad Formats: PPC, Banners, Video Ads, App Ads, Facebook advertising, Twitter Advertising, YouTube Advertising, LinkedIn Marketing. Affiliate Marketing, Influence marketing.

### **Reference Books:**

1. Puneet Singh Bhatia: Fundamentals of Digital Marketing, 2nd Edition, Pearson
2. Dave Chaffey; Fiona Ellis- Chadwick: Digital Marketing Strategy, Implementation and Practice, 11th Edition, Pearson
3. Damian Ryan: Understanding Digital Market: Marketing Strategies for Engaging the Digital Generation, 4th Edition, Kogan Page
4. Swaminathan T.N and Karthik Kumar: Digital Marketing: From Fundamentals to Future, Cengage.
5. Seema Gupta: Digital Marketing , McGraw Hill Education (India) Private Limited.