

Semester-III : Generic Elective

Semester	3	Course Credits	4	Specialization	NA
Course Code	OMBE-307			Type	Generic Elective
Course Title	Digital Marketing (DM)				

Course Description:

This course presents a systematic coverage Digital Marketing Concepts and practice. It covers all the types of digital marketing and its advantages. The objective is to help students understand the fundamental concepts of digital marketing; and tools and techniques of it. It is also intended to give an overview of the historical development, theoretical aspects, and practice application of digital marketing.

Course Objectives:

- 1) To expose the students to basic concepts of Digital Marketing.
- 2) To enable them to gain knowledge of different types of Digital Marketing.;and
- 3) To highlight professional challenges that a Digital marketer will face for different businesses.

Course Outline:

UNIT-1: Understanding the concepts of digital marketing, Internet WWW, Traditional marketing vs digital marketing, History and Evolution of Digital Marketing

UNIT-2: Introduction to CRM, CRM models, IDIC CRM model, Buttle's CRM Value Chain Model, Payne & Frow's Five-step Process Model, Use of CRM Tools. Introduction to e-commerce Type of commerce Advantages of e-commerce.

UNIT-3: Introduction of E-Commerce, Models of E-Commerce: Business – to – Business, Business – to – Consumer, Consumer – to – Consumer, Consumer – to – Business, Business – to – Government, Government – to – Business, Government – to – Citizen, Consumer to Government, Scope of E-Commerce, Advantages and Disadvantages of E-commerce, Ethics and E-commerce

UNIT-4: Concept of Web design and planning, Characteristics & content of Web planning, Behavioral Targeting, Behavioral Targeting Advertising, Types of websites

UNIT-5: Introduction to e-mail marketing, Challenges faced in bulk emails, Types of mail.

UNIT-6: Introduction of Social media marketing, Tools techniques of social media marketing, Various platforms of Social Media Marketing., Understanding online PR, The rules of engagement

UNIT-7: Introduction to mobile marketing, History of Mobile, Types of Mobile Marketing, Creating mobile marketing strategy, Benefits of Mobile Marketing

UNIT-8: Introduction to face book marketing, Advantages of Facebook Marketing, Creating Facebook page, Formats of Facebook Marketing, Creating visual identity.

UNIT-9: Introduction to Search Engine Optimization, Search Engine working, Search Engine, Marketing, Types of SEO, SEO Tools.

UNIT-10: Emerging Trends in Information Technology: M-Commerce: Overview of mobile-Commerce, Attributes of m-Commerce, Drivers of m-Commerce, m-Commerce Security issues, M-commerce Applications, e- Banking, Introduction to E-Banking, Advantages of E-Banking, Services Provided in E- Banking, e- Logistics: Introduction to Logistics, e-logistic, Warehousing Management, Transportation/Distribution Management e – Learning, Introduction to e-learning Definition, Features of e-Learning (Advantages), e- Learning Models, e-Learning Tools and Technologies

Course Outcome:

On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Outcomes
CO307.1	Remember	The concept of e-commerce to retail activities.
CO307.2	Understand	Understand types of website and planning of website activities.
CO307.3	Apply	Apply various types of email marketing activities to measure good result.
CO307.4	Analyse	Analyse Various platforms of social media marketing as a promotional activity.

Suggested Reading:

1. Blanchard O. (2014) Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization Pulizzi, J. (2013) Epic ContentMarketing
2. Marketing on Facebook– Best Practice Guide (2015) Facebook MarketingPress
3. Chaffey, D., & Ellis-Chadwick, F. (2012) Digital Marketing: Strategy, Implementation and Practice, 5/E, Pearson
4. Tapp, A., & Whitten, I., & Housden, M. (2014) Principles of Direct, Database and Digital Marketing, 5/E, Pearson