



**Digital Marketing**  
**Digital Marketing**  
**[CORE COURSE]**

<b>Semester: III</b>	<b>Credits: 3</b>	<b>Subject Code: BC32101</b>	<b>Lectures: 48</b>
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**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

<b>Unit 1: E-Commerce</b>	<b>4</b>
<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Understanding Internet Marketing</li> <li>• Search Engine Optimization</li> <li>• Search Engine Marketing</li> <li>• Email Marketing</li> <li>• Digital Display Marketing</li> </ul>	

<b>Unit 2: Introduction to New Age Media (Digital) Marketing</b>	<b>8</b>
<ul style="list-style-type: none"> <li>• What is Digital Marketing</li> <li>• Digital vs. Real Marketing</li> <li>• Digital Marketing Channels</li> <li>• Types of Digital Marketing (Overview)-Internet Marketing</li> <li>• , Social Media Marketing, Mobile Marketing</li> <li>• <b>Creating Initial Digital Marketing Plan</b> <ul style="list-style-type: none"> <li>○ Content management</li> <li>○ SWOT analysis: Strengths, Weaknesses, Opportunities, and Threats.</li> <li>○ Target group analysis EXERCISE: Define a target group</li> </ul> </li> </ul>	

<b>Unit 3: Marketing using Web sites and CRM</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• <b>Marketing using Web Sites</b> <ul style="list-style-type: none"> <li>○ Web design</li> <li>○ Optimization of Web sites</li> <li>○ MS Expression Web</li> </ul> </li> <li>• EXERCISE: Creating web sites, MS Expression           <ul style="list-style-type: none"> <li>○ SEO Optimization</li> <li>○ EXERCISE: Writing the SEO content</li> </ul> </li> </ul>	

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<ul style="list-style-type: none"> <li>• Introduction to CRM</li> <li>• CRM platform</li> <li>• CRM models EXERCISE: CRM strategy Nested Queries</li> </ul>	
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<p><b>Unit 4: Social media marketing and Digital marketing Budgeting</b></p> <ul style="list-style-type: none"> <li>• Understanding Social Media Marketing</li> <li>• Social Networking (Facebook, LinkedIn, Twitter, etc.) Social Media (Blogging, Video Sharing - Youtube, Photosharing – Instagram, Podcasts)             <ul style="list-style-type: none"> <li>○ Web analytics - levels</li> <li>○ Modes of Social Media Marketing-                 <ul style="list-style-type: none"> <li>▪ <b>Creating a Facebook page</b> Visual identity of a Facebook page , Types of publications, Facebook Ads , Creating Facebook Ads , Ads Visibility</li> <li>▪ <b>Business opportunities and Instagram options</b> Optimization of Instagram profiles , Integrating Instagram with a Web Site and other social networks , Keeping up with posts</li> <li>▪ <b>Business tools on LinkedIn</b> Creating campaigns on LinkedIn , Analyzing visitation on LinkedIn</li> <li>▪ <b>Creating business accounts on YouTube</b> YouTube Advertising , YouTube Analytics</li> <li>▪ <b>E-mail marketing</b> E-mail marketing plan , E-mail marketing campaign analysis , Keeping up with conversions</li> </ul> </li> <li>○ Digital Marketing tools: Google Ads, FaceBook Ads, Google Analytic, Zapier, Google Keyword Planner EXERCISE: Social Media Marketing plan.</li> </ul> </li> <li>• EXERCISE: Making a Facebook page and Google Ads</li> <li>• <b>Digital Marketing Budgeting</b> <ul style="list-style-type: none"> <li>○ Resource planning</li> <li>○ Cost estimating</li> <li>○ Cost budgeting</li> </ul> </li> <li>• Cost control</li> </ul>	<b>24</b>
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#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”
- AvinashKaushik “Web Analytics 2.0”

**Websites:**

- [www.w3cschool.com](http://www.w3cschool.com)

Board Of Studies	Name	Signature	
Head of the Department	Prof. Smita Borkar		
Faculty*	Prof Monika Rajguru		
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 Shrutika Wayal		
One Alumni***	Ms. Vidhi Thakkar		

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