



DIGITAL MARKETING

23MBPC612

(COURSE HANDBOOK)

MBA

Course Co-ordinators:

Ms. Verina Dsouza & Ms. Akshitha

1. GENERAL INFORMATION

Welcome to Digital Marketing

This course offers students a comprehensive understanding of the strategies, tools, and platforms required to thrive in the digital marketing space. Whether you aspire to work in a corporate setting, manage a startup, or become a digital entrepreneur, this course equips you with the skills needed to succeed in a digital-first world. This course being a trending subject helps you gain expertise in SEO, social media marketing, mobile marketing, and web analytics, enhancing your career prospects and marketability. It provides hands-on training through Practical lab sessions to ensure students can apply theoretical concepts to real-world situations, building confidence and proficiency.

On completion of the course, you will be proficient in executing digital marketing strategies that align with business objectives, driving measurable outcomes. The versatile skills developed during this course will enhance your career opportunities enabling you to work in diverse professional environments.

We look forward to an engaging and productive semester together!

1.1.Course Objectives

This course is designed to:

- **Impart knowledge of digital marketing tools and techniques** by introducing the foundational frameworks and terminologies of digital marketing
- **Provide hands-on training** to develop business ads and marketing content on social media platforms
- **Develop proficiency in SEO techniques** by training students on how to track and enhance the visibility of websites, ultimately attracting more traffic from search engines.
- **Provide familiarity with mobile media marketing** by teaching to develop and track ads on mobile phones.

1.2.Course Outcomes

By the end of the course, students will be able to:

- **CO1:** Relate the knowledge of Digital Marketing Channels for business development.
- **CO2:** Make use of the facets of Search Engine Optimization techniques to enhance brand visibility.
- **CO3:** Apply digital marketing strategies for measuring and improving digital media effectiveness.
- **CO4:** Apply a Mobile Marketing Plan with its various components

1.3.Set Text and Suggested Sources

All the below-mentioned books are available in the 1st Floor Library.

Key Text Books:

1. Puneet Bhatia “Fundamentals of Digital Marketing”, 2nd Edition, Pearson, 2014
2. Seema Gupta “Digital Marketing”, McGraw Hill Education, 2017

References Books

1. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, "Marketing 4.0: Moving from Traditional to Digital", Wiley 2017
2. Tracy L Tuten, Michael R Solomon, "Social Media Marketing", 3rd Edition, Sage Publications, 2020.
3. The Essentials of E-Marketing, 4th edition by Quirk Education (E-Book)

Web Links:

1. Ad auction : https://www.youtube.com/watch?v=vreJJ8_tDsw
2. Keyword bidding: https://www.youtube.com/watch?v=SZV_J92fY_I
3. Display Advertising: https://www.youtube.com/watch?v=qzLdig9WW_o
4. SEO tactics: <https://www.searchenginejournal.com/white-hat-vs-black-hat-vs-gray-at-seo>

2. THE COURSE

2.1.Course Description

DIGITAL MARKETING			
Semester	III	CIE Marks	50
Course Code	23MBPC612	SEE Marks	50
Teaching Hrs/Week (L:T:P)	2:0:2	Exam Hrs	03
Total Hrs	50 (26 + 24)	Credits	03

The Digital Marketing course provides a comprehensive introduction to the fundamentals of digital marketing, including essential technologies and frameworks. Over 13 weeks, with four lectures per week, students will explore current trends and potential career paths in the field. With 26 hours of theory and 24 hours of laboratory instructions, this 3-credit course emphasizes effective communication, relationship-building skills, and the ability to navigate diverse communication contexts. Assessment includes Continuous Internal Evaluation (CIE) worth 50 marks and a Semester-End Examination (SEE) worth 50 marks. This course shapes career readiness by developing expertise to venture into specific channels and digital marketing platforms

2.2.Initiating Contact with Staff and Other Students

We encourage open communication and welcome your inquiries about the course, whether via email or face-to-face interaction. However, given the large number of students, we ask that you use email and office hours thoughtfully. Before reaching out with administrative questions, please check previous communications or the course handbook.

For academic assistance or queries, you may approach the respective faculty during breaks. Scheduling an appointment in advance is recommended unless the matter is urgent. Additionally, engaging in discussions and collaborative learning with your peers will enhance your understanding of the course material and contribute to a supportive academic community.

2.3.Resources

Students have access to a range of resources via the college website, including the VTU Consortium and government portals like NPTEL and NDLI. These digital tools provide e-books, research papers, video lectures, and interactive tutorials, facilitating a flexible learning experience.

E-learning and digital library can be accessed via the college website <https://mite.ac.in/> (Campus Life section > Library > VTU Consortium/e-learning platforms/additional sources)

2.4.Staff

This course, offered by MITE, is led by digital marketing experts Mr Kautilya Roshan and Mr Charan Raghav who enhance student learning through focus on various platforms and tools, including SEO. Collaborating with Business Toys Ltd., the curriculum integrates real-world insights and practical sessions that involve analysing live business cases. For inquiries, students can directly contact Business Toys team.

2.5.Topics and Reading materials for each module

Module 1

No. of Hours: 05 +08

- Topic: Introduction

- Traditional versus Digital Marketing. Digital Marketing Strategy- The P-O-E-M Framework, Segmenting and Customizing Messages, Digital Landscape. Digital advertising Market in India. Skills required in Digital Marketing, Digital Marketing Plan.

- Laboratory Components

- Launch your startup website, Framework for developing a website and landing page, Low and Fidelity Design
- Designing a website using no-code platform and website launch,
- Set up SEO for the website
- Set up Facebook and Instagram business accounts and create and post 7 days content for the same.

- Essential Reading

- Seema Gupta “Digital Marketing”, McGraw Hill Education, 2017 (Chapter 1)

- Additional Reading:

- Puneet Bhatia “Fundamentals of Digital Marketing”, 2nd Edition, Pearson, 2014 (Chapter 1)

- Additional Web Link:

- The Essential Guide to Online Marketing, Rob Strokes, Quirk, ISBN: 9781936126323 <https://www.lingayasvidyapeeth.edu.in/sanmax/wp-content/uploads/2024/01/02> (Chapter 1)

Module 2

No. of Hours: 06+06

- Topic: Search Engine Optimization and Web Analytics

- Concept of search engine optimization (SEO), How search engines work, On Page Optimization, Off Page Optimization, Maintenance- SEO tactics, Google Ads, Pay-Per-Click. Web Analytics-Key concepts-(A/B Test, Behavior Analysis, Visit, Unique visitors, Click, Bounce rate, Page view.)

- Lab Component:

- Digital Marketing Plan of any company: develop a comprehensive digital marketing plan for a hypothetical company, Focusing on content marketing, social media engagement and influencer partnerships.
- Utilize a mix of videos, interactive campaigns, and User-generated content to engage their audience globally.

- Essential Reading

- Seema Gupta “Digital Marketing”, McGraw Hill Education, 2017 (Chapter 10 and 11)

- Additional Reading:

- The Essential Guide to Online Marketing, Rob Strokes, Quirk, ISBN: 9781936126323 <https://www.lingayasvidyapeeth.edu.in/sanmax/wp-content/uploads/2024/01/02.-eMarketing-The-essential-guide-to-marketing-in-a-digital-world-author-Rob-Stokes-and-the-Minds-of-Quirk-min.pdf> (Chapter 9)

- Additional Web Links:

- SEO tactics: <https://www.searchenginejournal.com/white-hat-vs-black-hat-vs-gray-at-seo/365142/>

Module 3

No. of Hours: 05+06

- Topic: Search Engine Advertising and Social Media Marketing

- Understanding Ad Placement, Understanding Ad Ranks, Creating First Ad Campaigns, and Performance Reports.
- Social Media Marketing: Blogging and Microblogging, Social media marketing of Engagement, Content Marketing, and Strategy building process, Email Marketing and Process, Steps for recovering from online Brand attack

- Lab Components:

- Search Engine Advertising Campaign of any company: Developing a search engine advertising campaign, PPC campaigns and keyword relevance, Ad copy and launch page experience, High visibility and conversion rates.

- **Essential Reading:**
 - Seema Gupta “Digital Marketing”, McGraw Hill Education, 2017 (Chapter 3 and 4)
- **Additional Reading:**
 - The Essential Guide to Online Marketing, Rob Stokes, Quirk, ISBN: 9781936126323 <https://www.lingayasvidyapeeth.edu.in/sanmax/wp-content/uploads/2024/01/02.-eMarketing-The-essential-guide-to-marketing-in-a-digital-world-author-Rob-Stokes-and-the-Minds-of-Quirk-min.pdf> (Chapter 10)
- **Additional Web links:**
 - Search Advertising: <https://www.youtube.com/watch?v=ka4tCkYXHIE>

Module 4

No. of Hours: 06

- **Topic: Display Advertising and Online Reputation Management (ORM)**
 - Concept of Display Advertising, types of display ads, buying models, and display plan Targeting: Contextual, Placement, Remarketing, Interest Categories, Geographic and Language Tagging, Demographics, Mobile, and Other Targeting methods. Programmatic digital advertising. Introduction to the concept of ORM
- **Essential Reading:**
 - Seema Gupta “Digital Marketing”, McGraw Hill Education, 2017 (Chapter 2)
- **Additional Reading:**
 - Puneet Bhatia “Fundamentals of Digital Marketing”, 2nd Edition, Pearson, 2014 (Chapter 8)
- **Additional Web Links:**
 - Forbes Agency Council. "Online Reputation Management: How to Protect Your Brand." *Forbes*, 15 Feb. 2024, <https://www.forbes.com/councils/forbesagencycouncil/2024/02/15/online-reputation-management-how-to-protect-your-brand/> LINK.
 - Display Advertising: https://www.youtube.com/watch?v=qzLdig9WW_o

Module 5

No. of Hours: 04+04

- **Topic: Mobile marketing**
 - Mobile Advertising- Models and advantages, Mobile Marketing Toolkit, Mobile Marketing features- Location-based services, social marketing on mobile, QR Codes, Augmented Reality, Gamification. Tracking mobile campaigns- Mobile Analytics.
- **Lab Components:**
 - SEO and Web Analytics for Moz, audit a website and analyze its important metrics for SEO and website analytics.
 - Exploring comprehensive SEO tools and resources, Conducting website audit,

- Analysing important metrics like traffic source, user engagement and conversion rates to improve the search engine ranking.
- **Essential Reading:**
 - Seema Gupta “Digital Marketing”, McGraw Hill Education, 2017 (Chapter 9)
- **Additional Reading:**
 - Tuten & Solomon, Social Media Marketing, Sage Publications 3/e, 2020 (Chapter 4)
- **Additional Web Links:**
 - Mobile Marketing: https://www.youtube.com/watch?v=Yt_8e5UfBhk

3. ASSESSMENT

The assessment for the Digital Marketing modules is divided into two components: Continuous Internal Evaluation (CIE) and Semester End Examination (SEE), each accounting for 50% of the total marks.

The Continuous Internal Evaluation (CIE) consists of two internal tests scheduled for the 8th and 14th weeks, contributing a total of 30% to the overall marks. The remaining 10% of the marks are allocated for activity based assignments. Students are expected to adhere to deadlines and submit assignments punctually, as active participation is a key criterion for the activity segment. Additionally, the course includes a laboratory component, with a maximum of 10 marks distributed as follows: 5 marks for experiment conduction, record maintenance, and viva, and 5 marks for the laboratory test. Students are expected to adhere to deadlines and actively engage in all assessments to maximize their CIE scores.

Semester End Examination (SEE) constitutes the remaining 50% of the total marks, and is a 3 hour written examination. Key information regarding examination dates and related details can be accessed via the college website (Academics and Courses section > Calendar of Events > PG Odd Sem).

Rubrics for Other Assessment (Total: 20 Marks / 40% of CIE)

Rubrics for Other Assessments		
	Total Marks allotted	Criteria
Assignment 1-Launching start up website	10	<ul style="list-style-type: none"> ● On-time submission ● Creativity ● Application of basic guidelines ● Accuracy
Post 7 day content on social media pages	10	