**SHYAMA PRASAD MUKHERJI COLLEGE**

**TEACHING PLAN (August 2022-December 2022)**

**Course and Year:** B.Com (H) Second Year

**Semester:** III( SEC)

**Faculty:** **Dr. Prabha Rani (Commerce)**

Taught individually or shared: **Individual**

Paper: **BCH 3.5 (c) Digital Marketing**

Duration: 3 Hrs.

Credits: 4

Marks: 100

**Course Objectives** This course seeks to provide knowledge about the concepts, tools, techniques, and relevance of digital marketing in the present changing scenario. It also enables the student to learn the application of digital marketing tools and acquaint about the ethical and legal aspects involved therein.

**Course Learning Outcomes** After completing the course, the student shall be able to:

**CO1:** identify and assess the impact of digital technology in transforming the business environment and also the customer journey.

**CO2:** understand how marketers think, conceptualize, test continuously to optimise their product search on digital platforms.

**CO3:** Illustrate how the effectiveness of a digital marketing campaign can be measured

**CO4:** demonstrate their skills in digital marketing tools such as SEO, Social media, and Blogging for engaging the digital generation.

**CO5:** appreciate the need for regulatory framework for digital marketing in India.

**No. of Classes (per week)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Faculty Name** | **Section** | **Lectures** | **Section** | **Lectures** |
| Dr. Prabha Rani | A | 4 | B | 4 |
|  |  |  |  |  |

**SYLLABUS:**

**Unit I**

**Introduction**

* Concept, scope, and importance of digital marketing. Traditional marketing versus digital marketing. Challenges and opportunities for digital marketing. Digital penetration in the Indian market. Digital marketing landscape: an overview.

**Unit II**

**Digital Marketing Management**

* Digital-marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment; Digital technology and customer-relationship management. Digital consumers and their buying decision process.

**Unit III**

**Digital Marketing Presence**

* Concept and role of Internet in marketing. Online marketing domains. The P.O.E.M framework. Website design and Domain name branding. Search engine optimisation: stages, types of traffic, tactics. Online advertising: types, formats, requisites of a good online advertisement. Buying models. Online public relation management. Direct marketing: scope and growth. E-mail marketing: types and strategies.

**Unit IV**

**Interactive Marketing**

* Interactive marketing: concept and options. Social media marketing: concept and tools. Online communities and social networks. Blogging: types and role. Video marketing: tools and techniques. Mobile tools. PPC marketing. Payment options.

**Unit V**

**Ethical and Legal Issues**

* Ethical issues and legal challenges in digital marketing. Regulatory framework for digital marketing in India.

**Suggested Reading ``**

• Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston (2015). Internet Marketing: Strategy, Implementation, and Practice. Pearson India

• Frost, Raymond D., Alexa Fox, and Judy Strauss (2018). E- Marketing. Routledge

• Gupta, Seema (2018). Digital Marketing. McGraw Hill Education (India) Private Ltd.

• Kapoor, Neeru. E-Marketing, Pinnacle learning

• Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan (2017). Digital Marketing: 4.0 Moving from Traditional to Digital. Pearson India

• Ryan, Damian and Jones Calvin (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation. Kogan page

**Additional Resources**

• Blanchard O. (2014) Social Media ROI: Managing and Measuring Social Media Efforts in Your Organisation.

• Charlesworth, Alan (2018). Digital Marketing: A Practical Approach.

• Gay, Richard, Alan Charlesworth, and Rita Esen. Online Marketing: a customer-led approach.Oxford University Press Inc., New York.

• Ryan, Damian (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation.

• Tasner, M. (2015) Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First, 2/E, Pearson

**Keywords** :Digital Marketing, E- Marketers, E-Customers, Digital Marketing Mix, Segmentation and Positioning Strategies, E-CRM, Consumer Buying Process, Internet.

**Number of Lectures required to complete the units and the Teaching Schedule**

|  |  |
| --- | --- |
| **UNIT** | **TEACHING SCHEDULE** |
| **I: Introduction** | **15 lectures** |
| **II: Digital Marketing Management** | **15 lectures** |
| **III : Digital Marketing Presence** | **15 lectures** |
| **IV : Interactive Marketing** | **15 lectures** |
| **V: Ethical and Legal Issues** | **15 lectures** |

**Methodology of Teaching:** E-Lectures, E- Notes, Power Point Presentations, Assignments on important questions, revise and review, written tests and tutorials.

**Tentative date of assessments/ assignments (time frame):**

**Two tests**: Last week of September and November ( Best out of Two)

**Assignments**: Second week of December

**Criteria of Assessment:**

As prescribed by the University of Delhi