

DSE II: MDM 603/604: DIGITAL MARKETING

Course Objectives:

This course aims to familiarize students with the concept of digital marketing and its current and future evolutions. It further aims to be able to equip students with the ability to understand and subsequently create strategic and targeted campaigns using digital media tools.

Learning Outcomes:

At the end of this course, students would be able to:

1. Understand the concept of digital marketing and its real-world iterations
2. Articulate innovative insights of digital marketing enabling a competitive edge
3. Understand how to create and run digital media based campaigns
4. Identify and utilise various tools such as social media etc.

Course Contents:

Unit I

(3 Weeks)

Digital Marketing:

Digital Marketing: Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing, Reasons for Growth. Need for a comprehensive Digital Marketing Strategy. Concepts: Search Engine Optimization (SEO); Concept of Pay Per Click

References:

Dodson, Ian: The Art of Digital Marketing. Wiley | Chapters 1, 2, 3 and 10

Ryan, Damien: Understanding Digital Marketing. Kogan Page Limited. | Chapters 1, 2, 3 and 4

Unit II

(4 Weeks)

Social Media Marketing:

Social Media Marketing: Introduction, Process - Goals, Channels, Implementation, Analyze. Tools: Google and the Search Engine, Facebook, Twitter, YouTube and LinkedIn. Issues: Credibility, Fake News, Paid Influencers; Social Media and Hate/ Phobic campaigns. Analytics and linkage with Social Media. The Social Community.

References:

Dodson, Ian: The Art of Digital Marketing. Wiley | Chapters 6, 7 and 9

Ryan, Damien: Understanding Digital Marketing. Kogan Page Limited. | Chapters 4 and 5

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Unit III

(3 Weeks)

Email and Mobile Marketing:

Email Marketing: Introduction, email marketing process, design and content, delivery, discovery. Mobile Marketing: Introduction and concept, Process of mobile marketing: goals, setup, monitor, analyze; Enhancing Digital Experiences with Mobile Apps. Pros and Cons; Targeted advertising. Issues: Data Collection, Privacy, Data Mining, Money and Apps, Security, Spam. Growth Areas.

References:

Dodson, Ian: The Art of Digital Marketing. Wiley | Chapters 7 and 8

Ryan, Damien: Understanding Digital Marketing. Kogan Page Limited. | Chapters 6 and 7

Unit IV

(2 Weeks)

Managing Digital Marketing:

Content Production; Video based marketing; Credibility and Digital Marketing; IoT; User Experience; Future of Digital Marketing.

References:

Dodson, Ian: The Art of Digital Marketing. Wiley | Chapters 4 and 10

Ryan, Damien: Understanding Digital Marketing. Kogan Page Limited. | Chapters 8, 9, 10, 13, 14 and 15

Text Books: (latest editions should be referred to)

1. Dodson, Ian: The Art of Digital Marketing - The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns. Wiley
2. Ryan, Damien: Understanding Digital Marketing - Marketing Strategies for Engaging the Digital Generation. Kogan Page Limited.

Additional Readings: (latest editions of all books should be referred to)

1. Gupta, Sunil: Driving Digital Strategy. Harvard Business Review Press
2. Tuten, Tracy L. and Solomon, Michael R.: Social Media Marketing. Sage
3. Bhatia, Puneet S.: Fundamentals of Digital Marketing. Pearson
4. Kotler, Philip: Marketing 4.0: Moving from Traditional to Digital. Wiley

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Teaching Learning Process:

This course will be taught using a mix of the following tools:

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics.

Assessment Methods:

The total assessment of the course is for 100 marks and would be split as follows:

1. Semester end exam = 75 marks
2. Attendance = 5 marks
3. Internal = 20 marks

Keywords:

Digital Marketing; Social Media; Social Media Marketing; Influencers; Digital Experience; SEO; Digital Ecosystem; International Marketing