

## 4.5 E-COMMERCE AND DIGITAL MARKETING

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**2 - 4**

### *RATIONALE*

The course is designed to help you master the essential disciplines in digital marketing, including search engine optimization (SEO), social media, conversion optimization, web analytics, content marketing, email and mobile marketing. Digital marketing is one of the world's fastest growing disciplines.

### **LEARNING OUTCOMES**

After undergoing the subject, the students will be able to:

- understand concepts of E-Commerce.
- identify core concepts of digital marketing and the role of digital marketing in business.
- develop marketing strategies based on product, price, place and promotion objectives.
- understand how they can use digital marketing to increase sales and grow their business
- formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.
- hands on experience in using Analytics Tools eg: Google Analytics for report extraction and campaign measurement.
- analyze marketing problems and provide solutions based on a critical examination of marketing information.
- understand the opportunities for deploying emerging digital marketing media and techniques.
- implement online campaigns for your business and marketing problems within the organization by learning AdWords Campaign Management

### **DETAILED CONTENTS**

1. Electronics Commerce, advantages and disadvantages. E-Commerce Business model B2B, B2C, C2C, E-Governance. Four C's (Convergence, collaborative, computer content management and call center), Supply Chain Management.  
(10 Periods)
2. E-Commerce Payment: (06 Periods)  
  
Payment Gateway, Modes of Electronic Payment, Threats & protections for e-commerce payment system
3. Principles of Digital Marketing (06 Periods)  
  
Defining Digital Marketing , Setting Digital Marketing Objectives, Set of activities of digital marketing: Search Engine Optimization, SEO, Search Engine Marketing – Google AdWords, Social Media Marketing: Facebook, LinkedIn, YouTube, Display Advertising – Contextual, Behavioral, Targeted, Content Marketing & Blogging,

Lead Generation : Marketing Offer – Attractive / Relevant Offer, Landing Page – Offer’s details with form, Conversion Page – Thank you page, Email Marketing, Video Marketing, Responsive Design, Google Analytics

4. Search Engine Optimization (10 Periods)

What is SEO?, Why SEO?, How Search Engine works?, Essential SEO guidelines for website owner, designer, blogger and content writer : Keyword Research - Creating Content Hierarchy, Brainstorming – Think and discuss them, Google Suggest, Related Searches, Google Keyword Planner, Keyword Tools, Google Trends – Finding Search Trends, Most Search Terms, How to translate keywords?, Organizing the keywords, Writing Headlines (Page Titles) with examples, Writing Summary (META Descriptions) with examples, SEO for Images, Structuring the Content- SEO-friendly Domain Name, SEO-friendly URL Structure, Plan your Site’s Hierarchy, Internal Linking – Site Navigation, How Google reads our pages?, Localized SEO, Website Speed Testing, HTML Improvements using Google Search Console, Links from YouTube Videos, Users’ Engagement , Links to Related Stories , Enable Social Sharing , Embedding videos , Enabling site search feature

5. Google AdWords (06 Periods)

Setting up Google AdWords Campaigns – that avails high ranking at low cost, Content Structuring, Understanding Quality Score, Finding and selecting the right Keywords, Keywords Matching Options, Campaign Setup procedure, Ads and Ad Groups, Organizing Ad Groups, Creating Effective Ads, Optimizing Landing Pages, Bid Management, Negative Keywords, Analytics – Measure and fine-tune, Remarketing Campaigns – How to configure, Setup and Monitor them?, YouTube Video Ad Campaigns

6. Google Analytics (08 Periods)

Getting Started with Google Analytics, Understanding Dashboard – Audience | Advertising | Traffic Source | Content | Conversions, Taking decisions based on Analytics Reporting, Defining Business Goals and Objectives, Tracking Social Media Traffic, Tracking SEO Traffic, Integrating your Google AdWords campaigns into Google Analytics, Measuring Tools and Methods, Measuring your Site’s ROI, Introduction to Goal Conversion – Tracking the Conversions, Configuring UTMs (Custom URLs), Google Tag Manager – a brief overview.

## 7. Social Media Marketing (10 Periods)

Social Media Marketing Strategy : Setting up Goals- Finding out where your targeted people connect, Popular Social Media Networks, KnowEm – Check Social Media Username Availability, Knowing your Audience - Google Alerts – Monitoring your brands, competitions, and industry trends using, TweetDeck – a monitoring tool similar to Google Alerts for Twitter, Hashtags – Best Practices & Tools, Facebook / Instagram / LinkedIn- Setting up a Facebook Business Page, Facebook Graph Search – SEO for Facebook, Facebook Fans vs Talking about this, Promoting your Page, Boost Post, Facebook/Instagram Advertising using Facebook Ads Manager, Remarketing/Retargeting using Facebook Custom Audiences, LinkedIn Advertising: Text Ads | Sponsored Content, Measuring Success- Fans, Likes, Comments & Share, Track performance using Google Analytics, UTM Builder, Bounce Rate, Time Spent on Site and Conversions!, Tracking Offline Conversions, Tracking your emails, Viral Videos Examples, Instagram, Facebook and Pinterest – Best Practices, Tips and Tools

### INSTRUCTIONAL STRATEGY

Since the entire course content is web based, students can practice it online. The teachers should have practice on this framework. Entire course is hands-on based so practicals should be conducted in the laboratory.

### MEANS OF ASSESSMENT

- Assignments
- Viva-voce
- Written examination
- Practical Tasks

### LIST OF PRACTICALS

1. *Create SEO Friendly Web Pages*
2. *Submit Website in various search Engines*
3. *Content Writing*
4. *Build a Network of Partner Websites to Get Influence on the SERP and Jump up to 30+ Positions*
5. *Develop a Facebook Customized Page Tab*
6. *Create and Write a blog.*
7. *Write an email newsletter*
8. *Make a video and Youtube Channel*
9. *Create infographics*
10. *Create Google Adword Account and make use of Keyword Planner*

11. *Create and Use Google Analytics Account*
12. *Create “refer-a-friend” or “bookmark this page” links on your site*
13. *Create Google Map on Places for Business*
14. *Understanding Plagiarism Checker tools*
15. *Understanding various SEO Tools like woorank, seositecheckup, seoquake, similarweb, siteliner, etc.*
16. *Creating XML Sitemap and robot.txt files*

#### RECOMMENDED BOOKS

1. Digital Marketing by Vandana Ahuja, published by Oxford Publication
2. Fundamentals of Digital Marketing by Puneet Bhatia, published by Pearson.
3. E-books/e-tools/relevant software to be used as recommended by AICTE/NITTTR, Chandigarh.

#### SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Times Allocated (Hrs.)	Marks Allocated (%)
1.	10	15
2.	06	10
3.	06	08
4.	10	15
5.	06	15
6.	08	15
7.	10	22
<b>Total</b>	<b>56</b>	<b>100</b>