

Digital and Social Media Marketing

Course Objectives

The objective of this course is to equip the students to transit from a functional role to a management role that requires more strategic digital and web marketing skills. The course also enables to understand recent moves in the digital space through Social Media Marketing. Syllabus Digital marketing, Marketing in the Digital Era, Digital Marketing Management, Digital Marketing Plan, Digital Advertising and Promotion, Introduction to Search Engines, search engine optimization, Online Campaign Management, How online ads work, Business Drivers in the Virtual World-Online Tools for Marketing, Introduction to social media, Benefits of social media, Face book strategy-Twitter Management, The Future of Marketing Gamification, Apps and Social Media Marketing.

Expected Outcome

On completion of the course the students shall understand how firms use the Internet to provide and communicate value to consumers through digital platforms and how firms use analytics and social media to make data-driven decisions for Internet marketing. It helps how to measure and assess the effectiveness of social media for marketing purposes.

References

1. Vandana Ahuja. Digital Marketing. Oxford University Press India, 2015
2. Dave Evans. Social Media Marketing: An Hour a Day Serious skills (2nd Edition). John Wiley & Sons, 2012.
3. Jan Zimmerman and Deborah Ng. Social Media Marketing : All-in-One For Dummies(3rd Edition).John Wiley & Sons, 2015
4. Joe Teixeira. Your Google Game Plan for Success: Increasing Your Web Presence with Google AdWords, Analytics and Website Optimizer. John Wiley and Sons, 2011.
5. Damian Ryan. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (3rd Edition). Kogan Page Publishers, 2014.
6. Alan Charlesworth. Digital Marketing: A Practical Approach (2nd Edition). Routledge, 2014.
7. Judy Strauss and Raymond Frost. E-marketing (5th Edition 5). Pearson Prentice Hall, 2009.
8. Dave Chaffey and PR Smith. E-marketing Excellence: Planning and Optimizing your Digital Marketing (4th Edition). Routledge, 2013.
9. Matthew A. Russell and Matthew Russell. Mining the Social Web: Analyzing Data from Facebook, Twitter, LinkedIn, and Other Social Media Sites. O'Reilly Media, Inc., 2011.

Unit Topics

I Digital marketing for the 21st century, Importance and scope of digital marketing; Marketing in the Digital Era: E-marketing, The Online Marketing Mix, The Online Consumer, Customer Relationship Management in a Web 2.0 World Digital Marketing Management : Role of web marketing manager, Web marketing department structure, Roles and responsibilities, Job description, Targets, goals. Digital Marketing Plan: Goals, objectives, KPI's, Market research, Value creation process. Strategic web marketing plan, Budgeting, Channel.

II Digital Advertising and Promotion: Introduction to Search Engines: Google guidelines, Best Practices, Quality guidelines, Design guidelines; Search engine page results – familiarizing Google results., search engine marketing, paid search advertising, search engine optimization, display advertising, and landing page optimization. How Google works: Search engine ranking methods, Techniques to get on top of Google, Meta tags best practices Online Campaign Management, Consumer Segmentation, Targeting, and Positioning using Online Tools, Market Influence Analytics in a Digital Ecosystem

First Internal Examination

III Online Ads – How online ads work : Interactive ads, Creative ads, Google Ad words, Online ad methods, Types of online advertisements, Facebook ads, LinkedIn ads, Video ads, Text ads, Image ads, Local ads, Content network ads, Best practices, Campaign set up, Billing, Budget, Segment, Audience. Effective Ads: Calculating ROI, Budget, How to choose your ad partner, Blogging for businesses

IV Business Drivers in the Virtual World Social Media, Online Branding, Traffic Building, Web Business Models, E-commerce Online Tools for Marketing: Engagement Marketing through Content Management, Content Designing, Content development, Optimizing your ads, A/B testing, Conversion optimization, Landing page creation and optimization.

Second Internal Examination

V Social Media: Introduction to social media, Examples of social media, Uses of social media, How companies use social media. Benefits of social media: Case studies of social media, SEO for social media, Social media profile creation and optimization.

VI Facebook strategy: Identify goals, Find Influencers, Understand tone (listening), Activation. Working of Facebook advertisement: The 3 Rs –

Reporting, Results & Reallocation, Measuring ROI in Facebook ads, Insights and Analytics for Facebook, Twitter Management: Twitter for business, Step by step instructions to Twitter, Key

Definitions, You Tube: You Tube branding, You Tube Ads, Getting started guide. The Future of Marketing Gamification, Apps and Social Media Marketing

Final Examination