



BMS COLLEGE OF ENGINEERING, BENGALURU
Autonomous institute, affiliated to VTU

**SYLLABUS FOR THE
INSTITUTE ELECTIVES
(6TH SEMESTER)**

DEPARTMENT OF MECHANICAL ENGINEERING, B.M.S.C.E

Course	Digital Marketing	Course Code	L-T-P	Total No of Lecture Hours
Credits	3	20ME6OEDGM	3-0-0	39

UNIT I

Marketing: Introduction, basics of marketing, marketing process, understanding the market place and customer needs, designing a customer value, value proposition, marketing mix, segmentation, targeting and positioning

Digital Marketing: Introduction, Internet- Evolution, Key terms and concepts. Understanding marketing strategy, crafting a digital marketing strategy. Case studies 7 Hours

UNIT II

User Experience Design: Introduction, Key terms and concepts, Understanding UX design, Core principles of UX design, Mobile UX, Step-by-step guide to UX design.

Web Development and Design: Introduction, Key terms and concepts. Web design, Web development.

Mobile development. Step-by-step guide to building a website.

Search Engine Optimisation (SEO) Introduction, Understanding SEO. Search engine friendly website structure. SEO and key phrases. Link popularity. User insights. Benefits and challenges.

Customer Relationship Management: Introduction, Key terms and concepts, A CRM model.

Understanding customers. CRM and data. The benefits of CRM. Social CRM. Step-by-step guide to implementing a CRM strategy. Case studies 10 Hours

UNIT III

Content Marketing: Introduction, Key terms and concepts, meaning, Strategic building blocks. Content creation. Advantages and challenges.

Search Advertising: Introduction, Key terms and concepts. Advertising in search. The elements of a search ad. Targeting options. Bidding and ranking for search ads. Tracking. Advantages and challenges.

Online Advertising: Introduction, Key terms and concepts. Types of display adverts. Payment models for display Advertising. Getting your ads online. Targeting and optimising. Step-by-step guide to online

Advertising. Advantages and challenges.

Affiliate Marketing: Introduction, Key terms and concepts. The building blocks of affiliate marketing. Setting up a campaign. Advantages and challenges.

Video Marketing: Introduction, Key terms and concepts, Video content strategy, Video production step by step, video promotion. Advantages and challenges.

Email Marketing: Introduction: Key terms and concepts. Email strategy and planning. Step-by-step process. Advantages and challenges.

Mobile Marketing: Introduction, Key terms and concepts. The role of mobile in personal communication. Mobile messaging channels. Location and mobile. Mobile commerce. Integrating mobile into online marketing. Augmented reality. Mobile analytics. Advantages and challenges.

Case studies 12 Hours

UNIT IV

Social Media Channels: Introduction, Key terms and concepts, Traditional media vs Social media.

Social media channels: Social networking. Content creation, Tracking social media campaigns.

Social media marketing: Rules of engagement. Advantages and challenges.

Social Media Strategy: Introduction, Key terms and concepts. Using social media to solve business

challenges. Step-by-step guide to creating a social media strategy. Dealing with opportunities and threats.

Step-by-step guide for recovering from an online brand attack. Social media risks and challenges. Case studies

6 Hours

UNIT V

Data Analytics: Introduction, Key terms and concepts. Working with data. Setting objectives, goals and

KPIs. Tracking and collecting data. Analysing data. Advantages and challenges.

Conversion Optimisation: Introduction, Key terms and concepts. What can you test? Designing tests. Step-by-step guide to conversion optimisation.

4 Hours

RECOMMENDED BOOKS:

1. The Essential Guide to Online Marketing, Rob Strokes, Quirk, ISBN: 9781936126323
2. E-Marketing, Judy Strauss and Raymond Frost, Prentice Hall, 7th Edition, 2013
3. Internet Marketing: Integrating Online and Offline Strategies. M. L. Roberts and Debra Zahay, Cengage Publishing, 3rd edition, 2013
4. Principles of Marketing, Philip Kotler, Gary Armstrong, Mark Oliver, Pearson Publications, 17th Edition,

REFERENCE BOOKS:

1. Digital Marketing: Strategy, Implementation and Practice, Chaffey D., Ellis- Chadwick F., Pearson, 5th Edition, 2012.
 2. The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly, David Meerman Scott, 2nd Edition, Jan 2010
 3. E-Commerce: An Indian Perspective, P. T. Joseph, Prentice Hall, 4th Edition, 2013
- MOOC:
“Digital Marketing, Social Media and E-Commerce for Your Business” at edX started on April 18, 2016

Course Outcomes: Upon completion of the course student will have the ability to

CO1 Apply knowledge of Digital marketing theories and practices to solve business problems

CO2 Foster Analytical and critical thinking abilities for data based decision making

CO3 Understand, analyse, communicate global, economic, legal, and ethical aspects of E-marketing

CO4 Create a website with provided parameters

CIE -1,2,3 = 40 Marks & AAT = 10 Marks.

The method of AAT for a group of students is as mentioned below:

1. Review paper
- or
2. Research Paper

Marks will be awarded based on the following:

1. Literature Survey & Documentation
2. Research
3. Presentation

Scheme of examination: To set one question from Unit 1, Unit 4 and Unit 5 and set two questions from Unit 2 and Unit 3.