

MKT309: DIGITAL MARKETING

L:1 T:3 P:0 Credits:4

Course Outcomes: Through this course students should be able to

CO1 :: develop a digital marketing strategy for effective online presence.

CO2 :: apply keyword-based SEO techniques, link-building strategies, and measure campaign effectiveness.

CO3 :: analyze social media marketing strategies to build and grow online communities.

CO4 :: apply strategies for monetization of websites, blogs and social networks.

CO5 :: design monetization strategies for YouTube content through partner program and conduct performance

CO6 :: apply mobile marketing strategies for effective audience engagement.

Unit I

Online marketing foundations : digital marketing strategy, exploring digital marketing, user experience design (UXD), user interface design (UI)

Content marketing : using photos in content marketing, foundations of content marketing, creation of content plan, content creation and promotion, measuring content effectiveness, designing and developing blogs, creating, promoting and measuring blog content, using newsletter in content

Unit II

Search Engine optimization : keywords as the foundation of SEO, managing keyword data, tracing searcher intent from keyword searches, using keyword management tools, adding keywords to website, link building strategies, measuring SEO effectiveness, local search, optimize digital marketing campaigns across various channels

Paid search : pay per click advertising, researching keywords, creating a campaign, creating an advertisement

Unit III

Social media marketing : understanding social media marketing, building online community, growing an online community, building presence on twitter, getting started with facebook, marketing on facebook, understanding instagram and advertising on instagram, developing linkedin's business strategy, finding audience, engaging audience

Unit IV

Marketing and monetizing on YouTube : monetizing with YouTube partner program, building an audience, customizing the channel, advanced video optimization on YouTube, using YouTube analytics

Email Marketing : email marketing tools and setup, understanding of how email fits into a marketing plan, managing the audience, audience engagement

Unit V

Mobile Marketing : understanding mobile marketing, mobilizing web presence, SMS campaign and building mobile applications

Web Analytics : understanding analytics core concepts, setting up goals, using different types of reports

Unit VI

Affiliate marketing foundations : fundamental affiliate marketing principles, preparations for affiliate marketing, rolling out affiliate efforts

Text Books:

1. FUNDAMENTALS OF DIGITAL MARKETING by PUNEET SINGH BHATIA, PEARSON

References:

1. B2B DIGITAL MARKETING: USING THE WEB TO MARKET DIRECTLY TO BUSINESSES by MICHAEL MILLER, PEARSON
2. DIGITAL MARKETING by SEEMA GUPTA, MC GRAW HILL

