ERP CASE STUDY: SAP AG, JD Edwards.

Recommended Books

1. Alexis Leon, 'ERP DEMYSTIFIED', 2nd Edn., Tata McGraw Hill, **2008**.
2. Mary Sumner, 'Enterprise Resource Planning', Pearson Education, **2007**.
3. Jim Mazzullo, 'SAP R/3 for Everyone', 2nd Edn., Pearson, **2007**.
4. Jose Antonio Fernandz, 'The SAP R /3 Handbook', Tata McGraw Hill, **2000**.
5. Biao Fu, 'SAP BW: A Step-by-Step Guide', 1st Edn., Pearson Education, **2003**.

DIGITAL MARKETING

Subject Code BCSE1-557	**L T P C**	Duration: 39 Hrs.
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COURSE OBJECTIVES

To truly harness the potential of digital marketing and effectively leverage its impact on consumers, we need to have strong foundations in Digital Marketing.

COURSE OUTCOMES

CO1: To appreciate and understand Digital Marketing Concept.
CO2: To apply SEO, Web Analytics and Social Media Marketing.
CO3: To Understand Email Marketing and Display Marketing.
CO4: Knowledge of Mobile Marketing, Wordpress, online Reputation Management.

UNIT-I

Business, Marketing & e-marketing: What is digital marketing? Advantages of digital medium over other media, Digital medium in today's marketing plan.

Search marketing: Basics of search marketing: organic & paid search results, Overview of Google AdWords, Keyword research and analysis, Tracking the success of SEM, Search Engine Optimization techniques, Keyword density, On-page & Off-page optimization, Word Stemming, Ranking & Ranking Factors, Google penguin.

UNIT-II

Web Analytics: Digital measurement landscape, Introduction to Google Analytics, Interpreting the data in Google Analytics.

Social Media Marketing: Different social media channels, Social media for various businesses: B2C & B2B, Measuring social media ROI, Content marketing: Storytelling in social media, Facebook Marketing, LinkedIn Marketing, Twitter Marketing. Google Plus,

UNIT-III

Email Marketing: The basics of email marketing, The concept of A/B testing & its use in email marketing.

Display Marketing: Different kinds of display marketing, The display marketing ecosystem, Retargeting & dynamic retargeting

UNIT IV

Mobile Marketing: Different kinds of mobile marketing, The mobile marketing ecosystem, Mobile App Marketing, Wordpress, Online Reputation Management, Reports and Managements, Website Monetization.

Recommended Books:

1. James T. McClave, P. George Benson and Terry Sincich, 'Statistics for Business and Economics', 12th Edn., Pearson, **2012**.
2. Mark Jeffery, 'Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know', 1st Edn., Wiley, **2010**.