



Birla Institute of Technology & Science, Pilani
Instruction Division
Second Semester 2020-21
Course Handout

Date: 17 January 2021

In addition to Part I (General Handout for all courses appended to the Time Table), this portion gives further specific details regarding the course.

Course Title: Digital Marketing

Course No.: MBA G576 / BITS F427

Credit Units: 3

Instructor in Charge: Dr. Achint Nigam

Google Meet Link: meet.google.com/skc-aohu-mwz

1. Course Description:

Technological advances, rapid globalization, economic shifts and cultural and environmental developments are causing profound changes in the marketplace. As the marketplace changes, so must the marketers who serve it. These new developments signify a brand new world of opportunities for forward-thinking marketers. The course on E-Business and Internet Marketing is designed for the next-generation marketers.

2. Focus:

The course aims at introducing students to various concepts of E-Business and Internet Marketing and imparting practical experience as a part of the course curriculum. From the perspective of a marketer, students are encouraged to listen to conversations in different digital media, explore ways to analyze the conversations, relate to the audience and act accordingly to increase reputation of a brand. The objective of this course is to provide students with required knowledge, skills and expertise to help them build their career in E-Business and Internet Marketing.

3. Scope and Objectives

The course covers various theories related to e-Business and Internet Marketing, and enhances the effectiveness of the learning through development of skills by participating in experiential activities. It aims to provide students the necessary knowledge and skills to start their career as a digital marketer in different organizations. Students undertaking this course should be able to appreciate the complexities involved in e-Business and be prepared to solve the issues faced by a digital marketer. Students are encouraged to earn certification during the course of the program, so that they can get their skills recognized by independent agencies.

4. Text Books:

- T1. Ian Dodson, “The Art of Digital Marketing” (2016). Wiley (ISBN: 8126564407)

5. Reference Books:

- R1. Dave Chaffey & PR Smith, “Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing” (2017) 5th Ed. Routledge. (ISBN: 1138191701)
- R2. Damian Ryan. “Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation”. (2016) 4th Ed. Kogan Page Publishers (ISBN: 0749478438)
- R3. Ira Kaufman & Chris Horton. “Digital Marketing: Integrating Strategy and Tactics with Values: A Guidebook for Executives, Managers, and Students” (2014). Routledge (ISBN: 0415716756)
- R4. Ward Hanson, “Internet Marketing and e-Commerce” (2012). Cengage (ISBN: 8131517128)



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6. Course Plan:

Module Number	Lecture Session / Tutorial Session	Reference	Learning Outcome
1.Fundamentals of e-Business and Internet Marketing	Engaging with New Customer Generation; Digital Natives and Digital Immigrants; 3i Principle	Relevant parts from T1 (Ch 1), R1 (Ch 1.1-1.2) and two research papers (to be distributed)	Students should be able to 1. identify the various generations of consumers based on their characteristics 2. understand the different factors that motivate or discourage consumers to be a part of digital world 3. acquire basic knowledge about ways to find out different types of consumers online.
	Introduction to Digital Customers; Motivations and Expectations; Fears and Phobias	Relevant parts from T1 (Ch 1) and R1 (Ch 4.1-4.4)	
	Customer Profiles; Researching the Online Customer	Relevant part from R1 (Ch 4.9-4.10)	
	Case study / Class-room activity	To be provided prior to or during the class	
2.e-Business Models and Frameworks	Online Revenue Models; Intermediary Models; Attribution Models; Communication Models	Relevant part from R1 (3.1-3.5)	Students should have 1. basic idea about different models and frameworks that are employed in e-Business 2. knowledge to identify the best framework at any given situation.
	Customer Information Processing Models; Customer Buying Models; Loyalty Models	Relevant part from R1 (3.6-3.8)	
	Buyer Data Management Platform (DMP) Model; Paid Owned Earned Media (POEM) Marketing Model	Additional content to be distributed	
3.Digital Marketing Strategy	An Introduction; Online Marketplace Analysis: Macro and Micro Environment; Digital Marketing Remix; Approach, Audience, Activities, Analysis	Relevant part from T1 (Ch 10) and R1 (Ch 2.1, 2.5-2.12) ; Additional content to be distributed	Students should be able to 1. appreciate various factors that impact the online marketplace 2. identify ways to effectively deal with consumers and





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	Budgeting for Digital Marketing, Selecting Right Suppliers for Digital Marketing Capabilities, Change Management for Digital Transformation	Relevant part from R1 (Ch 9.5, 9.7-9.8)	suppliers in the online marketplace 3. measure the effectiveness of digital marketing effort
	Measuring and Optimization with Digital Analytics, Automation, Implementing New Systems, Managing Data Quality, e-Business Security	Relevant part from R1 (Ch 9.9-9.13)	
	Digital Marketing Plan: Situation Analysis, Objectives, Strategy, Tactics, Actions, Control, 3M (Men, Money, Minutes)	Relevant part from R1 (Ch 10.1-10.8)	
4. Online Public Relations	Relationship Marketing Using Digital Platform	Relevant part from R1 (Ch 8.1-8.2)	Students should appreciate: 1. use of relationship marketing in digital platforms 2. importance of database for better understanding of target customers
	Database Marketing and Marketing Automation; Profiling; Personalization; Control Issues	Relevant part from R1 (Ch 8.3, 8.5-8.6, 8.8)	
	Case study / Class-room activity	To be provided prior to or during the class	
5. Search Engine Optimization and Marketing	Introduction to Traffic Building; SEO Fundamentals; Search Engine Result Pages; Positioning	Relevant parts from R1 (Ch 7.1) and T1 (Ch 2, Ch 3)	Students should know various aspects of 1. search engine optimization and marketing 2. e-Mail marketing 3. analyze the marketing efforts in these kinds of marketing activities and optimize the same
	Search Behaviour; SEO Keyword Strategy; Display Advertising; Native Advertising; Opt-in e-Mail	Relevant parts from T1 (Ch 2, Ch 4) and R1 (Ch 7.5-7.6)	
	Goals, On-Page Optimization, Off-Page Optimization, Analyze	Relevant parts from T1 (Ch 2)	





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6.Content Marketing	Content Marketing Fundamentals	Additional material to be distributed	Students should be aware of 1. ways to engage with consumers 2. use of blogs and newsletters for mutual benefit with the consumers
	Engagement Strategy; Staying Relevant	Additional material to be distributed	
	Blogs; Newsletter	Additional material to be distributed	
7.E-Mail Marketing	An Introduction; Email Marketing Process	Relevant parts from T1 (Ch 5)	Students should 1. have enhanced knowledge about e-Mail marketing techniques 2. be able to design content of e-Mail marketing 3. be able to discover new prospects and analyze the result of e-Mail marketing campaigns
	Design and Content of E-Mail; Delivery; Discovery	Relevant parts from T1 (Ch 5)	
	Case study / Class-room activity	To be provided prior to or during the class	
8.Social Media Marketing	Brief Introduction to Web 2.0 and UGC; Social Media Models; Using Social Media for Brand Value	Additional material to be distributed; R1 (Ch7.7)	Students should 1. know the fundamentals of social media marketing 2. appreciate different models, goals and objectives of social media marketing
	Social Media Marketing Goals; Channels of Social Media	Relevant parts from T1 (Ch 6)	
	Implementation and Managing Online Communities; Analyzing Social Media Marketing Performance	Relevant parts from T1 (Ch 7)	





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	Social Business Models and the Ladder of Engagement; Methods for Measuring True Impact of Social Networks and Word-of-Mouth; Social Listening and Text Analytics; Sentiment Analysis and Opinion Mining	Additional material to be distributed	3. be aware of ways to manage online communities 4. know methods to analyze the performance of social media marketing activities 5. be able to prepare a social media marketing strategy on their own
	Social Media Optimization; Laws and Guidelines	Relevant parts from T1 (Ch 7), R1 (Ch 5.8)	
9.Mobile Marketing	Opportunity; Optimize	Relevant part from T1 (Ch 8)	Students should be able to
	Advertise; Analyze	Relevant part from T1 (Ch 8)	1. explore opportunities for best use of mobile marketing 2. find out advertising options in mobile marketing 3. analyze the performance of mobile marketing activities
	Class-room activity / Case Study	To be provided prior to or during the class	
10. Optimizing Customer and User Experience	Omni-Channel Marketing: A Holistic View; Online Value Proposition	Additional material to be distributed; Relevant parts from R1 (Ch 6.3)	Students should 1. be able to appreciate the importance of omni-channel marketing in the age of e-Business 2. learn ways to integrate online marketing with offline business 3. understand the content strategy and design techniques for effective omni-channel marketing
	Customer Orientation; Dynamic Design and Personalization; Aesthetics; Page Design	Relevant part from R1 (Ch 6.4-6.7)	
	Content Strategy and Copywriting; Navigation and Structure; Interaction; Mobile Site Design	Relevant part from R1 (Ch 6.8-6.11)	





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11. Web Analytics	Web Analytics and User Behaviour Online; Using Customer Data to Drive Results	Additional material to be distributed	Students will learn 1. Basics of web analytics 2. ways to use consumer data for better marketing performance 3. evaluate effectiveness of marketing with respect to the goals set for digital marketing campaigns
	Evaluation and Improvement of Digital Channel Performance; Conversion Rate Optimization Fundamentals	Additional material to be distributed	
	Goals, Setup, Monitor and Analyze	Relevant part from T1 (Ch 9)	
	Class-room activity / Case Study	To be provided prior to or during the class	
12. Future of Digital Marketing	Internet of Things; The Future of Advertising	Relevant part from R2	Students should 1. visualize the future direction of internet marketing 2. be better prepared as a marketer of the future generation
	Class-room activity / Case Study	To be provided prior to or during the class	

7. Pedagogy:

- Read
 - Books
 - Research Papers
 - News Articles
- Interact
 - Case studies
 - Guest Lecture by Industry Experts
- Practice
 - Digital Marketing Project
 - Google Online Marketing Competition (Optional)
- Earn (Optional)
 - Hootsuite Certification (Lifetime validity; US \$199; Unlimited attempts)
 - Google Adwords Certification (Valid for one year; Free)
 - HubSpot Certification (Free)





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9. Evaluation Scheme:

S. No.	Component	Weightage	Tentative dates	Nature of Component
1.	Mid Sem	35%	As per AUGSD	TBA
2.	CP	5%	--	TBA
3.	Assignment / Project / Research paper	20%	To be completed 10 days before CE	TBA
4.	Comprehensive Examination	40%	As per AUGSD	TBA

After completing the course, the students will be able to

- Appreciate the complexities involved in various forms of e-Business and Internet Marketing
- Choose an appropriate platform for internet marketing activities
- Find out ways to reach target customers and engage them for better business outcome
- Design an online campaign on their chosen platform, analyze the result and optimize the marketing activities.

Closed Book Test: No reference material of any kind will be permitted inside the exam hall.

Open Book Exam: Use of any printed / written reference material (books, Notebooks, photocopies) will be permitted inside the exam hall. However, the materials should be properly bound in some form (hard, soft or spiral). Loose sheets of paper or stapled bunch of papers will not be permitted. Computers of any kind will not be allowed inside the exam hall. Use of calculators will be allowed in all exams. No exchange of any material will be allowed.

10. Chamber Consultation: Saturday's 11 AM to 12 PM

11. Notices: All notices concerning this course will be displayed on the notice board of the Management Department only. Soft copy of the notice or any other emergency update may be shared through Nalanda / E-mail.





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Note:

- Highest level of intellectual integrity is expected of students while they work on term papers / projects in terms of giving proper acknowledgement and avoiding plagiarism. Students are also expected to submit their assignments on time failing which these may not be evaluated.
- This course is highly dynamic in its nature and content. As a result, one book may not suffice for achieving the learning objectives properly. However, the text book prescribed in this handout should provide the fundamental for most of the modules to be discussed in this course. The reference books, as specifically mentioned, should be consulted simultaneously along with the text book. A lot of additional material (hard copy or soft copy) or reference to those materials will be provided in the class.
- It shall be the responsibility of the individual student to be regular in maintaining the self-study schedule as given in the course handout, attend lectures and participate in the class-room activities / case studies as well as execute projects as announced in the class and / or in Nalanda.
- Mid Semester Test and Comprehensive Examination are according to the Evaluation Scheme given in the respective Course Handout, as decided by the Instruction Division.
- If the student is unable to appear for the Regular Test/Examination due to genuine exigencies, the student must refer to the procedure for applying for Make-up Test / Examination.

Instructor-in-Charge

