

MKTM511:MARKETING MANAGEMENT-II

L:2 T:1 P:0 Credits:2

Course Outcomes: Through this course students should be able to

CO1 :: develop integrated marketing communication approach for promoting the business

CO2 :: develop customer persona and identify on-page digital strategy

CO3 :: develop content marketing strategies to attract and retain customers

CO4 :: evaluate and select social media platforms to enhance customer engagement and experience.

CO5 :: apply appropriate digital marketing mix to optimize marketing performance

Unit I

Communicating value : developing effective communications, managing the integrated marketing communication process, developing and managing advertising program, sales promotions, public relations, direct marketing, personal selling, digital communications

Unit II

The Digital Marketing Framework : building blocks of digital Marketing, digital marketing strategy, mapping a customers journey, optimizing business websites

Unit III

Content Marketing : foundations of content marketing, creation of content plan, finding relevant content ideas, user generated content, content for effective storytelling, measuring content effectiveness

Unit IV

Search Marketing : enhancing the organic search preferences, researching keywords, using keywords to improve website searchability, link building strategies, creating a pay per click advertising campaign, measuring campaign effectiveness

Unit V

Social Media Marketing : conducting a social media audit, selecting best suited social media platforms, partnering with influencers, creating an editorial calendar, content seeding, creating stories

Unit VI

Marketing mix in Digital World : product through customer co creation, decoy products, sharing economy, doppelganger brands, product placement in retail, RFM analysis, market basket analysis, recommendation engines through association rules, new pricing models: pay what you want, freemium

Text Books:

1. WEB MARKETING ALL-IN-ONE FOR DUMMIES, 2ND EDITION by JAN ZIMMERMAN, WILEY

References:

1. MARKETING MANAGEMENT by PHILIP KOTLER AND KEVIN LANE KELLER, Pearson Education India