

COURSE OBJECTIVES:

- The primary objective of this module is to examine and explore the role and importance of digital marketing in today's rapidly changing business environment.
- It also focuses on how digital marketing can be utilized by organizations and how its effectiveness can be measured.

UNIT I INTRODUCTION TO ONLINE MARKET

6

Online Market space- Digital Marketing Strategy- Components - Opportunities for building Brand Website - Planning and Creation - Content Marketing.

UNIT II SEARCH ENGINE OPTIMISATION

6

Search Engine optimisation - Keyword Strategy- SEO Strategy - SEO success factors -On-Page Techniques - Off-Page Techniques. Search Engine Marketing- How Search Engine works- SEM components- PPC advertising -Display Advertisement

UNIT III E- MAIL MARKETING

6

E- Mail Marketing - Types of E- Mail Marketing - Email Automation - Lead Generation - Integrating Email with Social Media and Mobile- Measuring and maximizing email campaign effectiveness. Mobile Marketing- Mobile Inventory/channels- Location based; Context based; Coupons and offers, Mobile Apps, Mobile Commerce, SMS Campaigns-Profiling and targeting

UNIT IV SOCIAL MEDIA MARKETING

6

Social Media Marketing - Social Media Channels- Leveraging Social media for brand conversations and buzz. Successful /benchmark Social media campaigns. Engagement Marketing- Building Customer relationships - Creating Loyalty drivers - Influencer Marketing.

UNIT V DIGITAL TRANSFORMATION

6

Digital Transformation & Channel Attribution- Analytics- Ad-words, Email, Mobile, Social Media, Web Analytics - Changing your strategy based on analysis- Recent trends in Digital marketing.

30 PERIODS

PRACTICAL EXERCISES:

30 PERIODS

1. Subscribe to a weekly/quarterly newsletter and analyze how its content and structure aid with the branding of the company and how it aids its potential customer segments.
2. Perform keyword search for a skincare hospital website based on search volume and competition using Google keyword planner tool.
3. Demonstrate how to use the Google WebMasters Indexing API
4. Discuss an interesting case study regarding how an insurance company manages leads.
5. Discuss negative and positive impacts and ethical implications of using social media for political advertising.
6. Discuss how Predictive analytics is impacting marketing automation

COURSE OUTCOMES:

CO1: To examine and explore the role and importance of digital marketing in today's rapidly changing business environment..

CO2: To focuses on how digital marketing can be utilized by organizations and how its effectiveness can be measured.

CO3: To know the key elements of a digital marketing strategy.

CO4: To study how the effectiveness of a digital marketing campaign can be measured

CO5: To demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs.

TOTAL:60 PERIODS

TEXT BOOKS

1. Fundamentals of Digital Marketing by Puneet Singh Bhatia; Publisher: Pearson Education;
2. First edition (July 2017); ISBN-10: 933258737X; ISBN-13: 978-9332587373.
3. Digital Marketing by Vandana Ahuja ; Publisher: Oxford University Press (April 2015). ISBN-10: 0199455449
4. Marketing 4.0: Moving from Traditional to Digital by Philip Kotler; Publisher: Wiley; 1st edition (April 2017); ISBN10: 9788126566938;ISBN 13: 9788126566938;ASIN: 8126566930.
5. Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited..
6. Barker, Barker, Bormann and Neher(2017), Social Media Marketing: A Strategic Approach, 2E South-Western ,Cengage Learning.
7. Pulizzi,J Beginner's Guide to Digital Marketing , McGraw Hill Education

CO's- PO's & PSO's MAPPING

CO's	PO's												PSO's		
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3
1	3	3	2	1	3	-	-	-	1	2	3	3	3	3	3
2	2	2	2	1	3	-	-	-	1	2	3	3	3	3	3
3	1	1	1	2	2	-	-	-	1	2	1	1	3	2	1
4	3	2	2	3	1	-	-	-	1	3	2	3	2	3	2
5	2	3	1	3	3	-	-	-	2	3	1	2	1	2	1
Avg.	2.2	2.2	1.6	2	2.4	-	-	-	1.2	2.4	2	2.4	2.4	2.6	2

1 - low, 2 - medium, 3 - high, '-' - no correlation

OPEN ELECTIVE II

OIE352

RESOURCE MANAGEMENT TECHNIQUES

L T P C

3 0 0 3

COURSE OBJECTIVES:

- Learn to formulate linear programming problems and solve LPP using simple algorithm
- Learn to solve networking problems
- Learn to formulate and solve integer programming problems
- Learn to solve Non Linear programming problems
- Learn to understand and solve project management problems

UNIT I LINEAR PROGRAMMING

9

Principal components of decision problem – Modeling phases – LP formulation and graphic solution – Resource allocation problems – simplex method – sensitivity analysis.

UNIT II DUALITY AND NETWORKS

9

Definition of dual problems – primal – Dual relationships – Dual simplex method –post optimality analysis – Transportation and assignment model – Shortest route problem.