

Course Code	Course Title	L	T	P	C
OLMBA606	Digital Marketing	3	1	0	4
Pre-requisite	NIL	Syllabus version			
		1.0			
Course Objectives:					
1. To develop a comprehensive understanding and insights into digital marketing.					
2. To analyse digital marketing strategies to attract, engage and retain customers.					
3. To develop a strategic perspective on managing digital campaigns.					
4. Familiarizing on use and deployment of Digital marketing tools and web/social/mobile analytics platforms.					
Course Outcomes:					
1. Analyse the confluence of digital businesses and marketing.					
2. Demonstrate cognitive knowledge of skills required in marketing platforms to customers.					
3. Critically assesses the use of frameworks and tools for digital marketing.					
4. Gaining a grounded understanding of web analytics and business implication.					
Module:1	Introduction to Digital Marketing				
Introduction – Frameworks- Trends – Competitor analysis- Customer centricity and Customer management- Digital Consumer journey models- Digital Sales funnels – Building a digital presence – Digital channels and media; Earned, Owned and Paid.					
Module:2	Search Engine Optimisation (SEO)				
Introduction to SEO-Working of Search Engines & Ranking-On page SEO- Off-page SEO- User Intent- Technical SEO-Keyword research.					
Module:3	Content Marketing				
Content Types - Content strategy framework- Content Marketing tools – Generative AI tools for content creation and integration.					
Module:4	Search Engine Marketing (SEM)				
Understanding Paid Search- Paid Search Campaign - Quality Score & bidding -Key Word analysis- Targeting -Metrics- Google Ads platform.					
Module:5	Display Advertising				
Basics of Display campaign – AD types and formats- Display campaigns- Programmatic Advertising models and platforms – Introduction to Amazon DSP.					
Module:6	Social Media Marketing				
Social Media marketing strategy -Goal setting - Audience Research Content strategy- Leveraging Influencers- Marketing on Meta platforms -YouTube and Video Ads- Linked In Marketing – X marketing.					
Module:7	Building Digital Assets and Measuring Performance				
Building websites and e-commerce platforms – E-Mail Marketing Tools -Mobile and In- app marketing -Google Analytics- Performance measurement of campaigns - Metrics- RoMI -RoAd spend – A/B testing.					
	Total Hours				120 Hrs.
Text Book(s)					
1.	Chaffey, D and Ellis Chadwick, Fiona, (2022), Digital Marketing -Strategy, Implementation and Practice, Eighth Edition, Pearson				

2.	Gupta, Seema, and Joseph Davin. Digital marketing. McGraw Hill Education (India) Private Limited, 2020		
Reference Books			
1.	Singh, Bhatia Puneet. "Fundamentals of Digital Marketing." (2019).Pearson India		
2.	Swartz, A. (2020). See you on the internet: Building your small business with Digital Marketing.		
Mode of Evaluation: Quiz/ Assignment/CAT/FAT			
Recommended by Board of Studies		02-11-2023	
Approved by Academic Council		No. 72	Date: 13-12-2023