

GENERIC ELECTIVE / OPEN ELECTIVE COURSES / MULTIDISCIPLINARY COURSES /

OPEN ELECTIVE COURSES- 10

BBA(Digital Marketing) Semester V

UGOE502:Digital Marketing

Course objective: - The primary objective of this course is to impart information about digital marketing's principles, methods, and applicability in the present environment. Additionally, it allows students to study the ethical and legal considerations as well as the actual implementation of digital marketing techniques.

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Syllabus & Detailed Contents

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction: Concept, Scope and Importance of Digital Marketing, Traditional Marketing vs Digital Marketing, Challenges and opportunities for Digital Marketers, Digital Marketing landscape: an overview of Indian Markets. Digital Marketing Management Digital marketing-mix, Segmentation, Targeting, Differentiation and Positioning: Concept, Levels, and strategies in digital environment, Digital Technology and Customer Relationship Management, <u>Digital Consumers and their Buying Decision process.</u>	12/25%
Unit 2:	Digital Marketing Presence: Concept and role of Internet in Marketing, Online marketing Domains, The P.O.E.S.M. Framework, Website design and domain name branding, Search Engine Optimization stages, Types of traffic, Online Advertising: Types, formats, requisites of a good online advertisement, Email marketing: types and strategies.	12/25%
Unit 3:	Interactive Marketing: Interactive Marketing: Concept and options, Social media marketing: concept and tools, Online Communities and Social networks, Blogging: types and role, Video marketing: tools and techniques, Mobile marketing tools, PPC marketing, Payment options and Gateways.	11/25%
Unit 4:	Ethical and Legal Issues: Ethical Issues and Legal Challenges in digital marketing, Regulatory framework for digital marketing in India.	10/25%

Course Learning Outcomes (CLO)

On completion of this course, the students will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Remembering	Identify and assess the impact of digital technology in transforming the business environment and also the customer journey.	1
CO2	Remembering	Describe the functioning of the digital marketers and how it is different than the traditional marketing practices	1
CO3	Understanding	Explain the significance of digital marketing tools, such as, SEO, Social media platforms, Online advertising, Blogging etc.	2
CO4	Remembering	Gather knowledge about the ethical considerations and the regulatory framework of digital marketing in India.	1

SUGGESTED READINGS

Textbooks:

1. Ahuja V(2015).Digital Marketing. Oxford University Press.
2. Kapoor, N. (2021). Concept Building Approach to Digital Marketing. Delhi: Cengage Learning India Pvt. Ltd.
3. Kotler, P., Kartawijaya, H. & Setiawan, I. (2017). Digital Marketing: 4.0. Moving from

v. ahuja

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Traditional to Digital. New Jersey: John Wiley & Sons.

Reference Books

1. Ryan, D., & Calvin, J. (2016). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. London: Kogan Page. Oxford University Press.
2. Gupta, S. (2018). Digital Marketing. Delhi: Tata McGraw Hill Education.

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