

## SEC: DIGITAL MARKETING

### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

| Course Title & Code | Credit Distribution of The Course |          |                      | Eligibility Criteria                              | Prerequisite(s) of the Course (if any) |
|---------------------|-----------------------------------|----------|----------------------|---------------------------------------------------|----------------------------------------|
|                     | Lecture                           | Tutorial | Practical / Practice |                                                   |                                        |
| Digital Marketing   | 2                                 | 0        | 0                    | 10 + 2 from a recognized board in Commerce stream | Nil                                    |

| LEARNING OBJECTIVES (LO)                              |                                                                                                                  |
|-------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| LO-1                                                  | To enable students to make them understand digital marketing in detail.                                          |
| Course OUTCOMES (CO)                                  |                                                                                                                  |
| At the end of the course, a student will be able to – |                                                                                                                  |
| CO-1                                                  | Elaborate with basic aspects of Digital Marketing, Search Engine Advertising, and Social media marketing         |
| CO-2                                                  | Conversant with marketing practices like Search Engine Advertising, Facebook Marketing, and Instagram Marketing. |

Syllabus of [COSE331C]

#### **Unit 1: Introduction to Digital Marketing and Display advertising (9 lectures)**

The Consumer Decision Journey; The P-O-E-M Framework; Segmenting and Customizing Messages; The Digital Landscape; Think – Feel – Do/Act Model

Digital Marketing Plan; Objectives; Concept of Display Advertising; Types of Display Advertising

Buying Models - Cost per Click; Cost per Mile/Impression; Cost per Lead/Acquisition; Fixed Cost Sponsorship

Display Plan; Targeting - Contextual Targeting; Placement Targeting; Remarketing; Interest Categories; Geographic and Language Tagging; Demographics

#### **Unit 2: Search Engine Advertising (6 lectures)**

Need for search Advertising; Capture Intent; Ease of Action; Controlled Costs; Analytics; Competition

Understanding Ad Placement - Top; Side; Bottom

Understanding Ad Ranks; Basic Ad Auction Model; the Ad Auction Model; Importance of Ad Rank Model

Enhance Your Ad Campaign; Key Word Targeting; Creating Advanced Ad Formats; Monitoring Account Regularly

Performance Reports; Segments; Search /terms; Auction Insight

### **Unit 3: Social Media Marketing (6 lectures)**

The role of social media in digital marketing; Overview of major social media platforms and their unique advantages for marketers; Framework for a successful social media strategy: Listen, Goal Setting, Strategy, Implementation, Measure, Improve

Understanding and utilizing social media analytics for strategy refinement: engagement rates, reach, impressions, click-through rates, and conversions

Content Creation and Engagement: Principles of creating compelling content, Strategies for enhancing audience engagement

Platform-Specific Marketing Tactics: unique marketing tactics for YouTube, Twitter and LinkedIn.

### **Unit 4: Meta Marketing [Lab Sessions] (9 lectures)**

Meta Business Suite: Overview, Navigating the interface for efficient management.

Facebook Marketing: Content strategy and creation, Facebook advertising: Creating, managing, and optimizing ads; Utilizing Meta Business Suite for analytics and insights to drive decision-making

Instagram Marketing: Optimizing Instagram content creation and scheduling within Meta Business Suite, Strategies for Instagram advertising and measuring campaign success; Instagram community and performance metrics for growth

Cross-Platform Marketing Strategies: Integrating marketing efforts for cohesive brand messaging; cross-platform performance to optimize overall social media presence

Best practices for video marketing, influencer collaborations, and leveraging hashtags for visibility and engagement

### **Text Book:**

Seema Gupta, Digital Marketing by McGraw Hill

### **Suggestive Readings:**

- Vandana Ahuja Digital Marketing by Oxford University Press