

**St. Joseph's College of Commerce  
(Autonomous)**

**Lesson plan**

**2018-2019 even semester**

**Vth Semester BCom/BBA (Elective)**

**EL 15 MK 606: Digital Marketing**

**Prepared by: - Dr. Ritty Francis**

**Objective:**

- To understand the basics of digital marketing.
- To develop a comprehensive digital marketing strategy
- To be able to analyze and understand the various tools of Digital Marketing
- To be able to use new media such as search engine and social networking.

**Module wise lesson plan**

<i>Units</i>	<i>Hours allotted</i>	<i>Topics</i>	<i>Teaching method</i>	<i>Learning outcome (output)</i>	<i>Assessment</i>
<b>Module 1: Introduction to Digital Marketing</b>	10	Introduction to marketing in the digital environment- types of web presence- common ecommerce business models( B2B, B2C, C2C, B2G) – History of digital marketing - Digital marketing channels and classifications - Understanding Marketing Process - DigitalMarketing Vs traditional Marketing. - Understanding Digital Marketing ProcessDigital media options-online-fulfilment options. Introduction to payment gateways- (Case Study of PayPal, SecurePay and Payroo)	Lecture – discussion	To understand basics of Digital Marketing	Interactive question and answer sessions in class



<p><b>Module 2: Digital Marketing Research</b></p>	<p>10</p>	<p>Audience profiling and segmentation-Internet usage patterns –Post Internet consumer behaviour and understanding buyer behavior online-pillars of direct marketing-Online research and behaviour tracking methods Introduction to behavioral targeting. Online surveys- blog mining- data mining- Building customer profiles using navigation and sales data Competitor analysis online Integrating online and offline strategies Integrating online and offline strategies</p>	<p>Lecture – discussion – ppts</p>	<p>To familiarize the students with the effects of digital market research</p>	<p>Evaluation through group assignments</p>
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<p><b>Module 3: Search Engine Optimization and Marketing</b></p>	<p>10</p>	<p>Meaning and Intro - keywords  - Different types of keywords  - Google  keyword planner tool -  Keywords research process –  Understanding keywords  mix. Email campaign creation  and management-Google  Adwords- search and display  on search engines- pricing  models  online- Introduction to page  rankings- Google Adwords  analyticsSearch  Engine Optimization- Process  and methodology- Long tail  in  SEO- Link building- Key word  analysis- process and  optimization.  Search Engine Marketing -  Paid versus natural Search-  SEM  landscape- Landing pages and  their importance in  conversion  analysis- Google vs. Bing vs.  Yahoo. Search Methodology.</p>	<p>Lecture –  discussi  on,  videos</p>	<p>To understand the  importance of  SEO.</p>	<p>Interactive  question a  answer  session i  class.</p>
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<p><b>Module 4: Tools of Digital Marketing</b></p>	<p>15</p>	<p>Email Advertising: Introduction –Creating Marketing Message - Challenges faced in sending bulk emails - Types of email marketingOpt-in &amp; bulk emailing. Online Display Advertising- Mobile and Web Marketing- Social Media Marketing Types of Online Advertising - Display Advertising - Contextual advertising - Top ecommerce websites around the world &amp; it’s scenario in India PPC (Pay per Click) Advertising- Google AdWords and Google Analytics Understanding inorganic search results - Introduction to Google AdWords &amp; PPC advertising - Intro to SM Advertisi ng - Creating a Page - Increasing fans on fan page - marketing on fan page Fan engagement - Types on Facebook Twitter- Instagram- LinkedIn and Video advertising – Measuring Results Digital Marketing Understanding Mobile Devices - Mobile Marketing and Social Media - Mobile Marketing Measurement and Analytics - Advertising on mobile (App &amp; Web) - Mobile marketing mix - SMS Mobile marketing mix - SMS marketing</p>	<p>Lecture – discussio n – case study</p>	<p>To understand the working of digital marketing tools</p>	<p>Evaluation through group work assignments and presentation</p>
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<b>Module 5: E-Public Relations</b>	10	Introduction to online reputation management, Importance of managing online reputation for a business, strategies and tools of online reputation management, handling negative comments. How to use blogs-forums and discussion boards- Blogs, forums and communities- Viral campaigns and the social graph. Building relationships with different stakeholders online	Lecture – discussion, videos	To familiarize the students with public relations in e-commerce	group activity.
<b>Module 6: Code of Practices in Digital Marketing</b>	5	Localization of content and advertising. Evolution of Indian banking industry – journey from brick and mortar to mobile banking, Consumer engagement – meaning and methods. Regulations and Code of Practice in Digital Marketing in India	Lecture – discussion	To understand the code of practices prevalent in digital markets .	group presentations.

