

Name of the Programme: MBA

Course Code: MGA-604

Title of the course: Digital and Social Media Marketing

Number of credits: 2

Effective from: 2022-23

Prerequisites for the course:	NIL	
Objective:	To enable the participants to use the tools and techniques required for marketing in digital and social media.	
Content:	<p>Unit I: Introduction Importance of digital marketing, Difference between traditional and digital marketing, recent trends, Website Planning and Creation, Importance of Design.Search Engine Optimisation (SEO) Various search engines and their applications,Advertising on social media, search engine result page (SERP), Ads platform,</p> <p>Unit II: Digital Media Planning and Buying Search Engine Marketing (SEM), Various factors affecting on-page and off-page optimization, keywords research, meta tags, meta description, link building, E-mail, SMS and WhatsApp Marketing, Media Planning to optimize cost-per-install (CPI), cost-per-order (CPO), cost-per-acquisition (CPA), click-through-rate (CTR), platform-based Ad space, and media planning and budgeting, Web Remarketing.</p> <p>Unit III: Social Media Marketing Keyword Planners -search volume, cost-per-click (CPC), customer lifetime value (CLV) and other such metrics, social media strategies on various platforms, Target audience, building social media campaign, writing ad copies and ad creatives, Cost factors- cost-per-click (CPC), cost-per-view (CPV), cost-per-impression (CPM), Effective content writing, Fundamentals of blogging, email marketing, mobile marketing, Building subscriber lists, database segmenting, App store optimization (ASO).</p>	<p>5 hours</p> <p>10 hours</p> <p>15 hours</p>
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none">1. Dave Chaffey, Fiona Ellis-Chadwick; Digital Marketing: Strategy,Implementation & Practice; Pearson; 2015 or Latest Edition.2. Seema Gupta; Digital Marketing; McGraw Hill; 2022 or Latest Edition.3. <i>Damian Ryan;Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation; Kogan Page; 2016</i> or Latest Edition.4. Eric Enge, Stephan Spencer, Jessie Stricchiola; The Art of SEO; O'Reilly Media; 2015 or Latest Edition.5. Jan Zimmerman, Deborah Ng; Social Media Marketing All-in-one Dummies; For Dummies; 2021 or Latest Edition.	
Course Outcomes:	At the end of the course, the participants will be able to: <ul style="list-style-type: none">• Make digital and social media marketing decisions.	