

Name of the Programme : MBA (Financial Services)
Course Code : MGF-624
Course Title : Digital Marketing
Number of Credits : 4
Effective from AY : 2022-23

Pre-requisites for the Course:	NIL	
Course Objectives:	To enable learners, recognize significance of digital marketing and develop skills in varied components of digital marketing.	
Content:	Unit 1 Introduction to Digital Marketing Significance of digital marketing, traditional marketing v/s digital marketing, Process of digital marketing, recent trends in digital marketing.	12 Hours
	Unit 2 Website creation and Search Engine Optimization(SEO) Website planning, creation, and development, SEO, keyword planner tools, On-page SEO techniques, and Off-page SEO techniques.	15 Hours
	Unit 3 Content Marketing and Web analytics <i>Content Marketing:</i> Concepts & Strategies; Planning, Creating, Distributing & Promoting Content. <i>Google Web analytics:</i> Introduction and Significance, Google Analytics Interface and Setup, Understanding Goals and Conversions.	15 Hours
	Unit 4 Email Marketing and Social Media Marketing <i>Email marketing:</i> Introduction and significance, designing email marketing campaigns, Email marketing strategy, and monitoring. Pay-per-click advertising. <i>Social media marketing:</i> Facebook marketing, designing Facebook advertising campaigns, Basics of Twitter marketing and LinkedIn marketing, designing Twitter advertising campaigns, and YouTube advertising. Developing an integrated digital marketing strategy,	18 Hours
Pedagogy:	Lectures/ Class room Discussions/Assignments/Seminar/Presentations/ICT enabled teaching methods/Flip Classroom/discussions and case studies.	
References/ Readings:	1. Charlesworth, A. (2018). <i>Digital Marketing-A Practical Approach</i> . Routledge. 2. Dodson, I. (2016). <i>The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns</i> . Wiley. 3. Deiss, R. and Henneberry, R. (2020). <i>Digital Marketing for Dummies</i> . For Dummies. 4. Chaffey, Dave, Smith, P R. (2017). <i>Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing</i> . Routledge. Prasad, R. (2002). <i>Digital Marketing: Approaches and Applications</i> , ICFAI Press.	
Course Outcomes:	After completion of this course, the students will be able to CO1 . Review the key trends in the digital marketing industry. CO2 . Plan creative websites and leverage digital marketing tools. CO3 . Develop digital content and prepare plan for its promotion. CO4 . Develop email and social media marketing strategies.	