

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.	

GOA BUSINESS SCHOOL
MBA (FINANCIAL SERVICES) SEMESTER III
TIME TABLE (W. e. f. 01/08/2023)

Timing	Monday	Tuesday	Wednesday	Thursday	Friday
9.30 - 10.30 AM	Macroeconomics [Dr. Narayan]	BR Methods [Mr. Jick]	FinTech [Dr. Pournima]	FinTech [Dr. Pournima]	Derivatives Market [Dr. Sanjeeta]
10.30 - 11.30 AM	Macroeconomics [Dr. Narayan]	BR Methods [Mr. Jick]	FinTech [Dr. Pournima]	FinTech [Dr. Pournima]	Derivatives Market [Dr. Sanjeeta]
11.30 - 12.30 PM	Entrepreneurship [Dr. Pawaskar]	Digital Marketing [Dr. Pournima]	Entrepreneurship [Dr. Prachi]	Digital Marketing [Dr. Pournima]	Macroeconomics [Dr. Narayan]
12.30 - 01.30 PM	Entrepreneurship [Dr. Pawaskar]	Digital Marketing [Dr. Pournima]	Entrepreneurship [Dr. Prachi]	Equity Valuation [Mr. Jick]	Macroeconomics [Dr. Narayan]
LUNCH BREAK (1.30 pm to 2.30 pm)					
02.30 - 03.30 PM	Derivatives Market [Dr. Sanjeeta]	Business Analytics [Dr. Harip]	Equity Valuation [Mr. Jick]	Equity Valuation [Mr. Jick]	Mentoring
03.30 - 04.30 PM	Derivatives Market [Dr. Sanjeeta]	Business Analytics [Dr. Harip]	Equity Valuation [Mr. Jick]	Business Analytics [Dr. Harip]	Mentoring
04.30 - 05.30 PM	BR Methods [Dr. Narayan]	Digital Marketing [Dr. Pournima]	BR Methods [Dr. Narayan]	Business Analytics [Dr. Harip]	Mentoring

MGF-600: Equity Valuation
MGF-601: Derivatives Market
MGF-602: Business Research Methods
MGF-603: Business Analytics

- Mr. Jick Castanha
- Dr. Sanjeeta Parab
- Dr. Narayan Parab/
Mr. Jick Castanha
- Dr. Harip Khanapuri

MGF-621: Macroeconomics
MGF-623: Entrepreneurship
MGF-624: Digital Marketing
MGF-625: FinTech

- Dr. Narayan Parab
- Dr. Dr. Pinky Pawaskar/
Dr. Prachi Kolamker
- Dr. Pournima Dhume
- Dr. Pournima Dhume

To, Student Circulation, Faculty Circulation
Copy to: Vice Dean (Academics)


Dr. Harip Khanapuri
(Programme Director)
MBA (Financial Services)



GOA UNIVERSITY					
Exam	November 2023 Examination (Master of Business Administration)				
College	Goa Business School				
Programme	Master of Business Administration in Financial Services				
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Paper	MGF-624	Digital Marketing			
Paper Head	ISA	Max Mark	60	Credits	4

Seat No Student Name ISA Marks

22P030001	BILAL	54
22P030002	DACOSTA	56
22P030003	FATHMA Z	54
22P030004	GULBUDD	48
22P030005	HASHMAT	48
22P030006	JONATHAN	49
22P030007	JONATHAN	51
22P030008	K SHRUTH	51
22P030009	MABEL ZU	48
22P030010	MALVIYA A	53
22P030011	MASCAREI	53
22P030012	MATIULLA	51
22P030013	PAI ANTAR	53
22P030014	RAHUL SRI	55
22P030015	SAID HADI	47
22P030016	SAIEEL VIS	52
22P030017	SANE CHE	54
22P030018	SAPLE JAY	52
22P030019	SAYED AH	44
22P030020	SAYED AZH	51
22P030021	SEYAR M	55
22P030022	SHARMA S	51
22P030023	SHASHANK	52
22P030024	SWATI LAX	50
22P030025	TIWARI DU	53

Certified that all the sub components have been taken into account while finalising the above marks.

NAME OF EXAMINER EXAMINERS'S SIGNATURE Dean/Programme Director

Date: _____

N.B.NOTE : Department/College may kindly confirm that the above details are correct with reference to paper title, paper

<< Absentees should be marked as 'A' (without quotes) >>

<< Carry forward of marks should be indicated as 'CF' (without qu

GOA UNIVERITY			
Exam	November 2024 Examination (Master of Science in Data Science - MScDS)		
College	Goa Business School		
Programme	Master of Science in Data Science		
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Paper	MGF-624	Digital Marketing	
Paper Head	ISA	Max Marks	60

Seat No	Student Name	ISA Marks
23P0630001	AARTI SURESH SHINDE	53.5
23P0630002	ANUJ LAXIMAN GAWDE	52
23P0630004	BORDEKAR ANIKET NAKUL	51
23P0630005	COLACO CASSIUS ANTHONY	54.5
23P0630006	GAURAV RAJESH SAWANT	54
23P0630007	GISELLE MARIA FERNANDES	50.5
23P0630008	H. FAYAZ	51
23P0630009	JOEL PLACIDO LUIS	52.5
23P0630010	NIYATI MADGAOKAR	46
23P0630011	SAHIL MADHUKAR SAWANT	50.5
23P0630012	SHREYESH SATISH NAIK	51
23P0630013	SOHAN RAGHOBHA MAYEKAR	52.5
23P0630014	SWIZEL ROSANN MONTEIRO	52
23P0630015	TEJAS MAITRI	53.5
23P0630016	VENKAT SAI KIRAN YADU	50.5

Certified that all the sub components have been taken into account while finalising the above

NAME OF EXAMINER

EXAMINERS'S SIGNATURE

N.B.NOTE : Department/College may kindly confirm that the above details are correct with number of credits.

<< Absentees should be marked as 'A' (without quotes) >>

<< Carry forward of marks should be indicated as 'CF' (without quotes) >>

Credits	4

e marks.

Dean/Programme Director/ Principal's Signatu

Date:_____

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