

**DR MPS GROUP OF INSTITUTIONS
COLLEGE OF BUSINESS STUDIES, AGRA**

INSTRUCTIONAL PLAN (MODIFICATION PROPOSED – SUBJECT TO STUDENTS PARTICIPATION AND INTERACTION)

Faculty : Ajay Raj Singh

ALLOCATED LECTURES ARE BASED ON STUDENT INTERACTION AND PARTICIPATION. SESSIONS REQUIRED MAY VARY, DEPENDING ON CLASS ATTENDANCE AND STUDENT INVOLVEMENT.

LAST SESSION TOOK 43 LECTURE TO COMPLETE THE SYLLABUS.

Third Semester: _August, 2019

Course No. _RMBMK03 ___ Course Title: __Digital Marketing

Textbook: (Book Bank – Given to Student)

1. Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015)

Other specific books:(Reference)

1. Menon, Arpita; Media Planning and Buying; McGraw Hill (1st Edition, 2010)
2. Arnold, George; Media Writer's Handbook: A Guide to Common Writing and Editing Problems; McGraw-Hill Education; (5th edition, 2008)
3. Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014).Detailed Plan for Lectures.

Lecture No. Each Lecture of min. 45 minutes duration	Topic	Chapters/ Sections of Textbook/ other reference ¹	Assignment/ Task to be assigned to students		Pedagogical aid Demonstration/ case study/ images/ animations etc.
			DOA	DOS	
1Unit 1	Introduction to Digital Marketing				
2	The new digital world				
3	Trends that are driving shifts from traditional marketing practices to digital marketing practices				
4	Trends that are driving shifts from traditional marketing practices to digital marketing practices				
5	The modern digital consumer and new consumer's digital journey				
6	The modern digital consumer and new consumer's digital journey				
7	Marketing strategies for the digital world				
8	Marketing strategies for the digital world- - latest practices.				
9	Revision/Test				Case Study

10Unit-2	E-Commerce and Internet Marketing: Introduction to E-marketing				
11	Online marketing-mix, online consumer				
12	Customer relationship management in the virtual world				
13	online branding, traffic building and E-commerce				
14	Managing content in a digital age – content planning and writing				
15	Managing content in a digital age – content planning and writing				
16	Consumer buying behaviour in the digital-age				
17	factors affecting consumer behaviour in the digital age.				
18	Revision/Test				Case study
19Unit-3	Acquiring & Engaging Users through Digital Channels				
20	Understanding the relationship between content and branding				
21	Understanding the relationship between content and branding and its impact on sales				
22	search marketing, mobile marketing, video marketing, and social-media marketing				
23	search marketing, mobile marketing, video marketing, and social-media marketing				
24	Online campaign management				
25	Using marketing analytic tools to segment				
26	target and position				
27	Overview of search engine optimization (SEO).				
28	Revision/Test				Case Study
29Unit-4	Designing Organization for Digital Success				
30	Digital transformation				
31	Digital leadership principles				
32	Online P.R. and reputation management				
33	ROI of digital strategies				
34	How digital marketing is adding value to business.				
35	Evaluating cost effectiveness of digital strategies				
36	Revision/Test				Case Study
37 Unit 5	Digital Innovation and Trends- The contemporary digital revolution				
38	Digital transformation framework				
39	Security and privatization issues				

	with digital marketing				
40	Understanding trends in digital marketing – Indian and global context				
41	Online communities and co-creation				
42	Future of marketing gamification and apps				
43	Revision/Test				Case study

Scheme for Class Assessment: (out of 30) :

Component	Frequency	Marks out of 30
Attendance	Continuous	5
Case Study, Assignments		5
Term paper	Three	20

P.S.:

No class notes or handouts will be given, as all the classes will be based on analytical interaction. Students are expected to come prepared in class with their own understanding and notes written by themselves based on suggested chapter readings.