

## Introduction to Digital Marketing (SEC)

### Credits 2

#### Description of the course:

"Introduction to Digital Marketing" provides an overview of digital marketing strategies and tools. It covers topics such as social media marketing, search engine optimization (SEO), email marketing, and content marketing, aiming to equip students with foundational knowledge for leveraging digital channels to reach and engage target audiences effectively. The subject emphasizes the importance of data-driven decision-making and adapting to the evolving digital landscape

#### Aims & Objectives:

1. Aims to familiarize students with the concept of digital marketing and its current and future evolutions.
2. Aims to equip students with the ability to understand and subsequently create strategic and targeted campaigns using digital media tools.
3. It aims to achieve business goals by interlinking with digital platforms

#### Course outcomes:

1. Students will understand the concept of digital marketing and its real-world iterations
2. Students will articulate innovative insights of digital marketing enabling a competitive edge
3. Students will understand how to create and run digital media based campaigns.

| Sr. No. | Modules                                     | No. of Lectures |
|---------|---|-----------------|
| 1       | Foundations of Digital Marketing            | 15              |
| 2       | Digital Marketing Strategies and Techniques | 15              |
| Total   |   | 30              |

| Sr. No. | Modules   |
|---------|---|
| 1       | <b>Foundations of Digital Marketing</b>   |
|         | Fundamentals of Digital marketing & Its Significance, Terminology used in Digital Marketing Traditional Marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt. Digital Marketing. |
| 2       | <b>Digital Marketing Strategies and Techniques</b>  |
|         | The Digital users in India, Digital marketing Strategy- Consumer Decision journey, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan. Email Marketing, Mobile Marketing, different type of ad tools, Ad placement techniques              |

#### References:

- Digital Marketing: Strategy, Implementation, and Practice" by Dave Chaffey, Fiona Ellis-Chadwick, Kevin Johnston, and Debra Zahay (Publisher: Pearson Education India)
- Digital Marketing: A Practical Approach" by K. Rajagopal (Publisher: McGraw Hill Education India Pvt. Ltd.)
- Digital Marketing: Concepts, Strategies, and Data Analytics" by Dr. Subash Jain and Dr. Poonam Garg (Publisher: I.K. International Publishing House Pvt. Ltd.)
- Digital Marketing: Strategy, Implementation and Practice in India" by Ankita Tandon, Subho Ray, and Pradeep Chopra (Publisher: Pearson Education India)