

<b>Course Code</b>	<b>MB18MM07</b>	<b>Course Name</b>	<b>DIGITAL AND SOCIAL MEDIA MARKETING</b>	<b>Course Category</b>	Elective Course	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
						<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>

<b>Pre-requisite Courses</b>	Nil	<b>Co-requisite Courses</b>		<b>Progressive Courses</b>	
<b>Course Offering Department</b>	MBA		<b>Data Book / Codes/Standards</b>		

<b>Course Learning Rationale (CLR):</b>	The purpose of learning this course is to:	<b>Learning</b>	<b>Program Learning Outcomes (PLO)</b>
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<b>CLR-1 :</b>	As we are in implementing the Industry 4.0 in the all our business practices. Learning to apply the concepts of digital marketing and social media is eminent for all the grandaunts of marketing.	1	2	3	1	2	3	4	5	6
<b>CLR-2 :</b>	The concepts of SEO and SEM are the backbones of digital marketing. So getting an acumen on these concepts would enhance the understanding of digital marketing	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	PO1- Business Environment and Domain Knowledge	PO2 - Critical Thinking Business Analysis, Problem solving and Innovation	PO3 - Global Exposure and cross cultural understanding	PO4 – Social Responsiveness and Ethics	PO5 – Effective Communication	PO6 – Leadership and Team Work
<b>CLR-3 :</b>	Engaging with the online customers through content and win and win strategy will position and brand the product well in the market.									
<b>CLR-4 :</b>	Having the perspective of online behavior of consumer, their experience and service will elevate the growth of the loyal customers and acquiring more customers.									
<b>CLR-5 :</b>	Digital Analytics aid the decision making of the marketing performed online. Learning various tools would ease the understanding of the consumers online consumers.									
On completion of this course the students should be in a position to exhibit the following learning skills:										
<b>Course Learning Outcomes (CLO):</b>	<i>At the end of this course, learners will be able to:</i>									
<b>CLO-1</b>	To understand the concepts of digital marketing	1	60	50	M	H	H	M	L	M
<b>CLO-2</b>	To distinguish the components of a web traffic plan and SEO	1	50	70	L	H	L	L	M	M
<b>CLO-3</b>	To understand online consumer behavior and concept of cyber branding	2	80	75	M	H	L	L	M	M
<b>CLO-4</b>	To explicate the technology catalysis in delivering value	2	80	70	M	H	M	L	M	M
<b>CLO-5</b>	To adopt the latest tools and technologies in practices	3	90	80	M	H	H	L	M	M

<b>Duration (hour) / Unit</b>	<b>6 /1</b>	<b>6/2</b>	<b>6/3</b>	<b>6/4</b>	<b>6/5</b>
<b>S-1 SLO-1</b>	The virtual world - Changing Marketing Landscape	Traffic Building: Internet traffic plan	Customer Engagement, Engagement marketing through Content	CRM - Needs – Goals, Benefits of CRM	Mobile Marketing

				Management		
	SLO-2	The Internet and Business	Search Marketing methods for Traffic building - Traffic volume and quality	Online campaign management using Facebook, Twitter, Corporate Blogs	CX – Customer Experience of Service	Emergence of Application
S-2	SLO-1	Online Marketing Domains	Search Engine Marketing (SEM)	Affiliate marketing	Digital marketing, data, and analytics	Marketing with Networks - Social world
	SLO-2	The behavioral Internet	Tools available for SEM	Strategic partnerships	Social listening	Integrated Social media and digital Strategies
S-3	SLO-1	E-Marketing and CRM	Search Engine Optimizations (SEO)	Email marketing	Web analytics	Social Media Analytics
	SLO-2	Online advertising	Strategies for SEO	Content strategies	Social media analytics	Social Media Tools
S-4	SLO-1	Internet and Integrated Marketing communication	Key word advertising - Key word value	Consumer Online segmentation	Electronic customer relationship	The Social Web - Viral Marketing
	SLO-2	Sales and Trade Promotion	Key word portfolio evaluation	Targeting	Key CRM applications	Success and Failures of Viral Marketing
S-5	SLO-1	Digital Marketing Optimization	Social Media Marketing	Positioning	Next generation CRM -	Inbound Marketing
	SLO-2	The need for digital engagement - Implications of Digital Change	Social Media Strategies	Peer Review, Word of Mouth, Opinion leaders	A mobile App and a community	Process of Inbound
S-6	SLO-1	Generation Y - Expectations and Influence	Internet Marketing Metrics	Cyber Branding	The New Age E-enterprise	Co Creation
	SLO-2	Online Marketing Mix - Online consumer	Metrics Sites	The digital brand ecosystem, experience	Web business Models; Customer centric web Business Model - E-commerce; The Spiral of Prosperity Model	Online Communities

<b>Learning Resources</b>	<ol style="list-style-type: none"> <li>1. Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Paperback – Import, Kogan Page 2014</li> <li>2. Vandana Ahuja ,Digital Marketing Paperback Oxford University Press</li> <li>3. Hanlon Annmarie , Akins Joanna , Quickwin Digital Marketing: Answers to Your Top 100 Digital Marketing Questions Paperback PHI 2012.</li> </ol>
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<b>Learning Assessment</b>											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (15%)		CLA – 3 (15%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	15	15	20	20	15	15	15	15	15	15
Level 2	Understand	15	15	20	20	15	15	15	15	15	15
	Apply	20	20	15	15	15	15	20	20	20	20
Level 3	Analyze	20	20	15	15	15	15	20	20	20	20
	Evaluate	15	15	15	15	20	20	15	15	15	15
	Create	15	15	15	15	20	20	15	15	15	15
	Total	100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conference Paper, etc.

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts