



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

DIGITAL MARKETING								
III Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBD29	Elective	L	T	P	C	CIA	SEE	Total
		4	-	-	4	40	60	100
Contact Classes: 45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
Prerequisite: Marketing Management								

I. COURSE OVERVIEW:

This course is designed to understand the principles, strategies, and tools used in the field of online marketing. Digital marketing encompasses a wide range of activities aimed at promoting products, services, or brands using digital channels and platforms.

II. COURSES OBJECTIVES:

The students will try to learn:

- I. The importance of digital marketing and its applications to increase sales.
- II. The setting up goal tracking in analytics like traffic sources, campaigns, keywords, landing pages, locations and so on.
- III. Know returning of visitors for effective business with visitor and customer loyalty.
- IV. Social networking with face book, blogging as a social medium and micro blogging with twitter.

III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Develop a foundational understanding of digital marketing terminology, strategies, and best practices.
- CO2 Create and optimize websites and content for improved user experience and search engine visibility.
- CO3 Acquire the skills to create, manage, and optimize PPC advertising campaigns using platforms like Google Ads.
- CO4 Develop proficiency in creating and managing email marketing campaigns, building email lists, and using automation.
- CO5 Acquire skills in display advertising, native advertising, and remarketing strategies, including ad design and targeting.
- CO6 Understand mobile marketing strategies, including mobile app marketing and location-based marketing.

IV. COURSE CONTENT:

MODULE - I: UNDERSTANDING DIGITAL MARKETING (09)

Concept, Components of Digital Marketing, Need and Scope of Digital Marketing, Benefits of Digital Marketing, Digital Marketing Platforms and Strategies, Comparison of Marketing and Digital Marketing, Digital Marketing Trends.

MODULE - II: CHANNELS OF DIGITAL MARKETING (09)

Digital Marketing, Website Marketing, Search Engine Marketing, Online Advertising, Email Marketing, Blog Marketing, Social Media Marketing, Audio, Video and Interactive Marketing,

Online Public Relations, Mobile Marketing, Migrating from Traditional Channels to Digital Channels.

MODULE - III: DIGITAL MARKETING PLAN (09)

Need of a Digital Marketing Plan, Elements of a Digital Marketing Plan – Marketing Plan, Executive Summary, Mission, Situational Analysis, Opportunities and Issues, Goals and Objectives, Marketing Strategy, Action Plan, Budget, Writing the Marketing Plan and Implementing the Plan.

MODULE - IV: SEARCH ENGINE MARKETING AND ONLINE ADVERTISING (09)

Importance of SEM, understanding Web Search – keywords, HTML tags, Inbound Links, Online Advertising vs. Traditional Advertising, Payment Methods of Online Advertising – CPM (Cost-per-Thousand) and CPC (Cost-per-click), Display Ads - choosing a Display Ad Format, Landing Page and its importance.

MODULE - V: SOCIAL MEDIA MARKETING (09)

Understanding Social Media, Social Networking with Facebook, LinkedIn, Blogging as a social medium, Micro blogging with Twitter, Social Sharing with YouTube, Social Media for Customer Reach, Acquisition and Retention. Measurement of Digital Media: Analyzing Digital Media Performance, Analyzing Website Performance, Analyzing Advertising Performance.

V. TEXT BOOKS:

1. Dinesh Kumar, Marketing in the Digital Age, Sage Publications, 2021.
2. Annmarie Hanlon, Digital Marketing: Strategic Planning & Integration, Sage Publications, 1 edition, 2019.
3. Chuck Hemann & Ken Burbary, Digital Marketing Analytics, Pearson, 2nd edition, 2018.
4. Ryan Deiss, Russ Henneberry, “Digital Marketing for Dummies”, Tata McGraw, Hill, 5th edition, 2017.
5. Jan Zimmerman, Deborah Ng, “Social Media Marketing”, Pearson, 4th edition, 2017
6. Damian Ryan, “Understanding Digital Marketing: Marketing Strategies for Engaging The Digital Generation”, London; Philadelphia: Kogan Page, 3rd edition, 2015.
7. Dave Chaffey; Fiona Ellis-Chadwick, “Digital marketing: strategy, implementation and practice”, Harlow: Pearson, 1st edition, 2014.

VI. REFERENCE BOOKS:

1. Judy Strauss & Raymond Frost, E-Marketing, Pearson, 2016.
2. Vandana Ahuja, Digital marketing, Oxford University Press 2015.
3. Michael R Solomon, Tracy Tuten, Social Media Marketing, Pearson, 1e, 2015.
4. Michael Miller, B2B Digital Marketing, 1e, Pearson, 2014.
5. Efraim Turban, Tae Lee, David King and H. Micheal Chung, “Electronic Commerce, Managerial Perspective”, Pearson Education Asia, 1st Edition, 2001.
6. CSV Murthy, “E-commerce-Concepts, Models and Strategies”, HPH, 1st Edition, 2001.
7. J. Christopher Westland and Theodore H K Clark, “Global Electronic Commerce, Theory and Case Studies”, Oxford Universities Press, 1st Edition, 2000.

VII. Web References:

1. http://www.iaapa.org/docs/handout-archive---ops/mon_khan_digital-marketing.pdf
2. https://www.mitodesign.com/pedroguitton/phd_knowledge_center/pdf/digitalmarketing.pdf

VIII. E-Text Books:

1. <http://www.quirk.biz/emarketingtextbook>
2. <https://www.amazon.com/eMarketing-essential-guide-digital-marketing-ebook/dp/B006CWHY2W>