



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		
CMBE30	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								
SDGs Mapped: SDG 8 (Decent Work & Economic Growth), SDG 12 (Responsible Consumption & Production)								

I. COURSE OVERVIEW:

This course introduces students to the principles, strategies, and tools of digital marketing. It covers online promotion of products, services, and brands through various digital channels. Students will learn to plan, execute, and measure digital marketing campaigns to drive customer engagement, retention, and business growth.

II. COURSES OBJECTIVES:

The students will try to learn:

- I. The importance of digital marketing and its applications for increasing sales.
- II. The digital campaigns, traffic sources, keywords, landing pages, and audience behavior.
- III. The customer engagement and loyalty through repeat visitor analysis and retention strategies.
- IV. The social media strategies, including Facebook, blogging, and microblogging via 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. Understand mobile marketing strategies, including mobile apps, location-based marketing, and social media campaigns.

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.

Marketing in the Digital Era: Segmentation: Importance of Audience Segmentation, Use of Digital Media by different Segments. Organizational Characteristics, Purchasing Characteristics, Using Digital Media for Reach, Acquisition and Retention of New Customers, Digital Media for Customer Loyalty.

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, 1e, 2019.
3. Chuck Hemann & Ken Burbary, Digital Marketing Analytics, Pearson, 2e, 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

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.

VII. WEB REFERENCES:

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