



INTERNATIONAL MANAGEMENT INSTITUTE BHUBANESWAR
PGDM-II [2013-2015]
Digital Marketing
Full Credit (3), Session Duration: 90 minutes
TERM VI

Course Outline and Session Plan

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Introduction

“You can’t just ask customers what they want and then try to give that to them. By the time you get it build, they’ll want something new.”

(Steve Jobs)

The world is filled with new and emerging technologies that continue to affect the way marketing is practised today. This emerging technology has brought fundamental transformation to the marketing industry. Consumers and businesses are increasingly shifting their attention from traditional marketing media to the digital media. Today, companies must connect with customers and other businesses through digital channels and adjust their marketing mix in order to succeed. Research indicates that digital marketing budgets are increasing dramatically, and digital media campaigns are becoming a pivotal part of effective marketing plans. This course addresses the need of executives to get acquainted with the important concepts and applications of digital marketing. The course would help the participants to understand the relevance of digital marketing in business decision making. As rightly said by David Siteman Garland, host of the ‘Rise to the Top’: ‘When you break all the fluff, there are two ways to promote and market your business: dumber, slower, and expensive-or smarter, faster, and cheaper.’

Course Objectives

- To sensitize the participants about the role of Digital Marketing in business & its relevance
- To develop a hands-on in-depth understanding of the discipline
- To integrate digital marketing initiatives with other overall marketing plan
- To understand better ways to optimize digital spending and get the right return out of it

Pedagogy

This course predominantly uses case method of instruction to make students understand how to deal with real-life marketing problems and how to use the digital marketing concepts to handle a difficult situation. In addition, the sessions will be a blend of interactive lectures, classroom exercises, role-plays, quizzes and marketing games. Project work will constitute an important element of the learning pedagogy.

Course Reading Material

Text book

M. L. Roberts (2011). *Internet Marketing*, Cengage Learning. (IM)

Reference book(s)

1. Gay, R., Charlesworth, A. and Esen, R. (2011). *Online Marketing*, Oxford. (OM)
2. Wertime, K. and Fenwick, I. (2010) *DigiMarketing: The Essential Guide to New Media and Digital Marketing*, Wiley.
3. Charlesworth, A. (2009), *Internet Marketing: A Practical Approach*, BH.
4. Ryan, D. and Jones, C. (2011). *Understanding Digital Marketing*, Kogan Page.

Other Readings

Additional readings will be provided during the course.

The Evaluation Criteria

Components	Weightage (in %)
Class Participation** and Case Discussion	10
Case Write-up submission and Presentation	15
Quizzes* (Best Two of Three Quizzes)	10
Group Project Submission and Presentation	15
Mid-Term Exam	20
End-Term Exam	30
Total	100

*No make-up for missed quiz. Best two out of three quizzes will be considered.

**Class Participation: Students are expected to be sincere in the class in terms of reaching the class on time, solving the class-room cases and exercises properly and submitting assignments on time. They should maintain the decorum inside the class and respect the fellow participants. Mere presence in the class doesn't guarantee full CP marks. Students should actively involve in solving the problems and give their inputs constructively to drive class further in a positive direction.

Session Plan

Session No.	TOPIC	Readings
1	Introduction to Digital Marketing Objectives: To learn -Strategies in Digital Marketing -Different digital marketing channels -Internet: benefits and problems -10 Cs of internet marketers -Consumer adoption of internet	R: Ch 1 (IM) R: Making business sense of the Internet R: The changing face of marketing
2	Branding using new media Objectives: To discuss -Interactive brand building -Brand value creation via internet	R: Ch 6 (IM) R: Branding in the digital age: You're spending your money in all the wrong places C: L'Oreal: Global Brand, Local knowledge
3-4	Online advertisement Objectives: To learn -Advertising on the internet -Leveraging the media mix -Different types of online ads - Display advertising - Google Adwords vs TV ads	R: Ch 6 (IM) R: The new science of viral ads C: Nike Football: World Cup 2010 South Africa
5-6	Understanding Internet customer Objectives: To understand -Understanding buyer behaviour -Online B2B and B2C buyer behaviour -Online target marketing and customer acquisition	R: Ch 5 (IM) R: Marketing to the digital consumer R: How to acquire customers on the web C: Slanket: Responding to Snuggie's Market Entry
7	Getting started online, and Measuring web marketing programmes Objectives: -Website development -Web traffic analysis -Google analytics - Analyse the campaign effectively for greater ROI	R: Ch 7, 10 and 11 (IM) R: The One Thing you must get right when building a brand C: Demand Media
8	Search Engine Marketing Objectives: -SEO and SEM - Search Engine Analytics - Keyword Research - OnPage & OffPage Optimisation	R: Ch 7, 10 and 11 (IM)

	-Planning the budget and Targeting the Advertising	
9	Permission Marketing -Email Marketing -Mobile Marketing	R: Ch 7 (IM) R: Email's social revolution C: Sephora Direct: Investing in social media, video, and mobile
10	Social Media marketing -Social Networks -Blogging -Viral marketing -Online PR - User generated content (UGC) and its importance	R: An evolutionary roadmap to winning with social media marketing R: Tapping the power of social networks
11-12	Variour Social media: Facebook, Twitter, Youtube, Google +, Foursquare, Linkedin, Myspace Objectives: - Building brand awareness using social media - Increasing website traffic using social media	R: The other social network R: Tweet me, friend me, make me buy C: Facebook
13	Online marketing planning issues Objectives: -Online marketing plans -Digitally integrated marketing plans -Online marketing mix -Value proposition -Business models	R: Ch 2 and 3 (IM) C: The NFL's digital media strategy
14	Online marketing research Objectives: To learn -Stages of online research -Internal and external secondary data -Newsgroup	R: Ch 4 (OM)
15-16	The online product & Online Distribution and Procurement -Online product attribute -Customising product offerings -New product development online -Internet distribution issue -Logistic management -E-procurement	R: Ch 9 and 12 (OM) R: Forget viral marketing-make the product itself viral C: HP consumer products business organization: Distributing printers via the internet
17	Digital Marketing legal and ethical issues	R: Ch 12 (IM) C: Online music distribution in a Post-

	-Data Protection and Privacy -Intellectual Property -Electronic Information and Confidentiality	Napster World
18	Innovative uses & the Future of Digital platform -Consumer Adoption of Innovation -Pervasive Computing -Digital Convergence	R: Ch 14 (IM) R: The Future of Shopping
19-20	Course Wrap-up Project Presentation and Submission	

Note: R = reading, C =case

Case Write-up submission and Presentation

Students have to form different groups with two students in each and inform the instructor on session 1. Then each group will be assigned one case and they have to submit the case write-up and present the same on a particular session. Allocation of different cases to different groups will be the sole decision of the instructor. The case write-up should include summary of the case, the main problem, important facts and figures, alternative solutions, any required calculation and the final recommendation of the group.

Case Write-up: It shouldn't be more than 3000 words excluding title page, appendices and references. Title page includes name of the case, the group number and name of all the group members. The main document has to be written in Calibri/Times New Roman font, 12 pt. font-size and 1.5 line spacing in MS-Word format. Students have to submit the Write-up along with the presentation file (.ppt/.pptx) before 8.30 AM in morning of day in which their presentation is scheduled via email to the instructor.

Presentation: It is of total 30 minutes. 20 minutes is devoted to student presentation and 10 minutes is for question and answer. The instructor will choose who will present based on her sole decision and that student has to present and explain the whole presentation. Q & A can be handled by all the group members.

Group Project Submission and Presentation: Weightage 15%

To get a first hand feel of the discipline of Digital Marketing, a project work is required to be done by participants.

Project: Develop an understanding of the digital marketing activities for any brand from FMCG/Semi durable/durable product category or service category and understand how this brand(s) are functioning in the virtual market. Compare it to digital marketing strategies of two of its competing brands. In the second part of the project, participants also need to develop a proposed marketing planning, promotion and distribution for a new product or service to be introduced by the firm (hypothetical) and how digital platform can be used to market the product.

A presentation will be made in class by participants on Session 19 & 20. An audio-visual presentation is preferred.

Submissions: Participants need to submit soft copy of the project work on the day of session 19 & 20, on or before 8.30 AM. Names of participants need to be mentioned over the document. No extension will be granted on the deadline. The written document should not exceed 20 A-4 typed pages, 12 pt font size and 1.5 spacing including annexure.