



INTERNATIONAL MANAGEMENT INSTITUTE BHUBANESWAR
PGDM-II [2014-2016]
Digital Marketing
Full Credit (3), Session Duration: 90 minutes
TERM VI

Course Outline and Session Plan

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Introduction

The world is filled with new and emerging technologies that continue to affect the way marketing is practiced 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.

Course Objectives:

The course will build on existing course of marketing management. Course will introduce the students to the spectrum of digital opportunities used in business & marketing environment for achieving goals. The expanse & coverage of digital marketing will be dealt with. Comparisons between traditional marketing & digital marketing will be discussed. The course will acquaint students' concepts, tools & techniques of digital marketing within the framework of marketing. It will also expose the students with creation of digital strategy, implementation & measurement.

Learning outcomes: The course will enable students:

- To integrate digital initiatives with an overall marketing plan, as well as other digital marketing efforts, including websites, search, e-mail, social media, and mobile campaigns, and various online promotions
- To develop capabilities & skills in digital marketing analysis, decision strategy formulation
- To effectively target & deliver marketing messages to the connected consumers
- To evaluate the effectiveness of digital strategies (RoI, etc.)
- To appreciate the environmental, global & ethical issues facing digital marketing and customers

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, quizzes and case presentations. Project work will constitute an important element of the learning pedagogy.

Course Reading Material

Text book

Online Marketing - a Customer - Led Approach; Richard Gay, Alan Charlesworth & Rita Esen; Oxford University Press (T1)

Reference book(s)

1. M. L. Roberts (2011). *Internet Marketing*, Cengage Learning. (IM)
2. E-Marketing: Judy Strauss & Raymond Frost; PEARSON (Phi Learning Pvt. Ltd)
3. Internet Marketing: Strategy, Implementation and Practice, 3/e Dave Chaffey & Fiona Ellis-Chadwick; Pearson Publications

Other Readings

Additional readings will be provided during the course.

The Evaluation Criteria

Components	Weightage (in %)
Case Discussion and Presentation	10
Quizzes	20
Project Submission and Presentation	10
Assignment	10
End-Term Exam	50
Total	100

Session Plan

Session No.	TOPIC	Readings
1	Introduction to Digital Marketing -Digital Marketing Fundamentals -How it differs from traditional Marketing -Key components of digital marketing Faculty Name: Dr. Sourabh Sharma	R: Ch 1 & 2 (T1) R: The changing face of marketing
2	Online marketing planning issues Objectives: -Online marketing plans	R: Ch 3 (T1)

	<ul style="list-style-type: none"> -Digitally integrated marketing plans -Online marketing mix -Value proposition -Business models <p>Faculty Name: Dr. Sourabh Sharma</p>	
3-4	<p>Online Marketing Research & Buying Behaviour</p> <ul style="list-style-type: none"> -Introduction -Stages of online marketing research -Understanding buyer behaviour -online B2B and B2C buyer behaviour <p>Faculty Name: Dr. Manit Mishra</p>	<p>R: Ch 4 & 5 (T1)</p> <p>R: Marketing to the digital consumer</p> <p>R: How to acquire customers on the web</p>
5-6	<p>Branding using new media</p> <p>Objectives: To discuss</p> <ul style="list-style-type: none"> -Interactive brand building -Brand value creation via internet <p>Faculty Name: Dr. Sourabh Sharma</p>	<p>R: Ch 9 (T1)</p> <p>R: Branding in the digital age: You're spending your money in all the wrong places</p> <p>R: The One Thing you must get right when building a brand</p> <p>C: "L'Oreal: Global Brand, Local knowledge" by Group 1</p>
7-8	<p>Online advertisement</p> <p>Objectives: To learn</p> <ul style="list-style-type: none"> -Advertising on the internet -Leveraging the media mix -Different types of online ads - Display advertising - Google Adwords and Analytics <p>Faculty Name: Dr. Sourabh Sharma</p>	<p>R: Ch 11 (T1)</p> <p>R: The new science of viral ads</p> <p>C: "Slanket: Responding to Snuggie's Market Entry" by Group 2</p>
9	<p>Search Engine Marketing</p> <p>Objectives:</p> <ul style="list-style-type: none"> -SEO and SEM - Search Engine Analytics - Keyword Research - OnPage & OffPage Optimisation -Planning the budget and Targeting the Advertising <p>Faculty Name: Dr. Manit Mishra</p>	<p>R: Ch 6 (T1)</p>
10-11	<p>Social Media marketing</p> <ul style="list-style-type: none"> -Social Networks -Blogging -Viral marketing -Online PR - User generated content (UGC) and its importance 	<p>R: An evolutionary roadmap to winning with social media marketing</p> <p>R: Tapping the power of social networks</p> <p>C: "Sephora Direct: Investing in social media, video, and mobile" by Group 3</p>

	Faculty Name: Prof. Ramesh Behl	
12-13	Various Social media: Facebook, Twitter, Youtube, Google +, Foursquare, LinkedIn, Myspace Objectives: - Building brand awareness using social media - Increasing website traffic using social media Faculty Name: Prof. Ramesh Behl	R: The other social network R: Tweet me, friend me, make me buy C: "Facebook" by Group 4
14-15	The online product & Online Distribution and Procurement -Online product attribute -Customising product offerings -New product development online -Internet distribution issue -Logistic management -E-procurement Faculty Name: Dr. Sourabh Sharma	R: Ch 9 and 12 (T1) R: Forget viral marketing-make the product itself viral C: "Accor: Strengthening the brand with Digital Marketing" by Group 5
16-17	Digital Marketing legal and ethical issues -Data Protection and Privacy -Intellectual Property -Electronic Information and Confidentiality Faculty Name: Prof. Ramesh Behl	R: Ch 13 (T1) C: "Online music distribution in a Post-Napster World" by Group 6
18	Innovative uses & the Future of Digital platform -Consumer Adoption of Innovation -Pervasive Computing -The evolution of wireless technology -Digital Convergence Faculty Name: Prof. Ramesh Behl	R: Ch 14 (IM) R: The Future of Shopping
19-20	Course Wrap-up Project Presentation and Submission Faculty Name: Dr. Sourabh Sharma	

Group Project Submission and Presentation

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.

Groups for case presentation

Group 1

1. A. Ameeya Mishra
2. Anirudha Nandy

Group 2

1. Baba Mitra
2. Nirban Mahanta

Group 3

1. Chabungbam Shivaraj
2. Nonie Sudan

Group 4

1. Sumit Anand
2. Tushar Gupta

Group 5

1. Priyanka Mahapatra
2. Priyanka Padhi
3. Sambit Mahapatro

Group 6

1. Tanul Sharma
2. Abhisek Jaiswal