



INTERNATIONAL MANAGEMENT INSTITUTE BHUBANESWAR
PGDM-II [2016-2018]
Digital Marketing
Full Credit (3), Session Duration: 90 minutes
TERM V

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. (LO1)
- To learn in depth of Search Engine Marketing and Search Engine Optimization. (LO2)
- To develop capabilities & skills in digital marketing analysis, decision strategy formulation (LO3)
- To effectively target & deliver marketing messages to the connected consumers (LO4)

- To evaluate the effectiveness of digital strategies (RoI, etc.) (LO5)
- To appreciate the environmental, global & ethical issues facing digital marketing and customers (LO6)

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

Books

1. Online Marketing - a Customer - Led Approach; Richard Gay, Alan Charlesworth & Rita Esen; Oxford University Press (T1)
2. M. L. Roberts (2011). *Internet Marketing*, Cengage Learning. (IM)
3. E-Marketing: Judy Strauss & Raymond Frost; PEARSON (PhI Learning Pvt. Ltd)
4. 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 %)	LO Attainment
Case Discussion and Presentation	15	LO1
Quizzes	20	LO2, LO3
Project Submission and Presentation	15	LO3, LO4
Assignment	10	LO5, LO1
End-Term Exam	40	LO1, LO2, LO3, LO4, LO5
Total	100	

Session Plan

Session No.	TOPIC	LO Attainment	Readings
1	Introduction to Digital Marketing -Digital Marketing Fundamentals	LO1	R: Ch 1 & 2 (T1)

	<ul style="list-style-type: none"> -How it differs from traditional Marketing -Key components of digital marketing 		R: Starbucks Digital Marketing Stardom
2 - 3	Online marketing planning issues <ul style="list-style-type: none"> -Online marketing plans -Digitally integrated marketing plans -Online marketing mix -Value proposition -Business models 	LO1	R: Ch 3 (T1) C: Amar Chitra Katha, IVEY.
4-5	Branding using new media <ul style="list-style-type: none"> -Interactive brand building -Brand value creation via internet 	LO1	R: Ch 9 (T1) R: How Starbucks Build an Engaging Brand on Social Media. C: Increasing the ROI of Social Media Marketing (Hockey Pockey Ice Cream). R: The One Thing you must get right when building a brand C: Will Social Media Kill Branding?
6-8	Online advertisement <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 	LO5	R: Ch 11 (T1) R: The new science of viral ads C: Google Advertising C: "Slanket: Responding to Snuggie's Market Entry".
9 - 11	Search Engine Marketing <ul style="list-style-type: none"> -Understanding of Google Search - Overview of Google AdWords and Facebook advertisement - Keyword Research - PPC definition & it's functioning - Important Terms - Quality Score, Conversion Rate etc. - Strategizing PPC Campaigns - Market Analysis - Bid Management Plan 	LO2	R: Ch 6 (T1) C: "Accor: Strengthening the brand with Digital Marketing"

	- Re Marketing		
12-15	Search Engine Optimization - History of Search & Introduction to SEO - On Page Optimization <ul style="list-style-type: none"> - URL, Meta Tags, Title, H1, Images - Crawling: XML & HTML Sitemaps, Robots.txt - Anchor text, Internal linking - Tools: Google Search Console, Bing Webmaster, Google Analytics setup - Competition Analysis - URL Architecture - Page Speed Analysis (GTMetrix / YSlow / Google Page Speed) - Broken links - Canonicalization - 301 redirects - Custom 404 Error pages - Off Page Optimization <ul style="list-style-type: none"> - Link Building - Content marketing basics & its importance - Directory submissions - Local listings - Niche backlinking via influencers & articles - Social bookmarking - Algorithm Updates	LO2	R: Ch 6 (T1)
16	Social Media marketing -Social Networks -Blogging -Viral marketing -Online PR - User generated content (UGC) and its importance	LO3	R: Ch 6 (T1) R: An evolutionary roadmap to winning with social media marketing R: Tapping the power of social networks C: "Facebook".

17 - 18	Email Marketing and Affiliate Marketing -setup email delivery infrastructure -various kinds of emailers including co-branded, third party, event triggered, newsletters. -Practicing Affiliate Marketing	LO4 & LO6	R: Ch 13 (T1) C: “1920 Evil Returns – Bollywood and Social Media Marketing”.
19-20	Course Wrap-up Project Presentation and Submission		Project Presentation and Submission

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. 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.