



INTERNATIONAL MANAGEMENT INSTITUTE BHUBANESWAR
PGDM-II [2017-2019]
Digital Marketing
Full Credit (3), Session Duration: 60 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 Strategy and implementation (LO2)
- To implement Search Engine Optimization (SEO) techniques (LO3)
- To develop capabilities & skills in digital marketing analysis, decision strategy formulation (LO4)
- To effectively target & deliver marketing messages to the connected consumers (LO5)
- To understand and appreciate the importance of online marketing (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

Recommended Books

1. Online Marketing - a Customer - Led Approach; Richard Gay, Alan Charlesworth & Rita Esen; Oxford University Press (T1)
2. The Art of Digital Marketing by Ian Dodson (Wiley)

Reference Books

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	15
Quizzes	20
Project Submission and Presentation	15
Assignment	10
End-Term Exam	40
Total	100

Session Plan

Session No.	TOPIC	Learning Outcomes	Readings
1 - 2	Introduction to Digital Marketing <ul style="list-style-type: none">• Digital Marketing Fundamentals• How it differs from traditional Marketing• Key components of digital marketing• Importance of Digital Marketing	LO1	R: Ch 1 & 2 (T1) R: Future of Digital Marketing. R: Starbucks Digital Marketing Stardom

3 - 4	Online marketing planning issues -Online marketing plans -Digitally integrated marketing plans -Online marketing mix -Value proposition -Business models	LO6	R: Ch 3 (T1) C: Amar Chitra Katha, IVEY. “Presentation by Group 1”
5-6	Search Engine Optimization <ul style="list-style-type: none"> • History of Search Engine • Introduction to SEO 	LO3	R: Ch 6 (T1)
7-10	On Page Optimization <ul style="list-style-type: none"> • URL, Meta Tags, Title, H1, Images • Crawling: XML & HTML Sitemaps, Robots.txt • Achor 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 	LO3	R: Ch 6 (T1)
11-13	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	LO3	R: Ch 6 (T1) Algorithm Updates: “Presentation by Group 2”
14-15	Branding using new media -Interactive brand building -Brand value creation via internet	LO5	R: Ch 9 (T1) C: Increasing the ROI of Social Media Marketing (Hockey Pockey Ice Cream). R: The One Thing you must get right when building a brand

16	Online advertisement -Advertising on the internet -Leveraging the media mix -Different types of online ads - Display advertising	LO4, LO6	R: Ch 11 (T1) R: The new science of viral ads C: “Slanket: Responding to Snuggie's Market Entry” Presentation by Group 3.
17-19	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 Re Marketing	LO4, LO2	R: Ch 6 (T1) C: “Google Advertising” Presentation by Group 4. AdWords: Presentation by Group 5.
20-22	Creating Facebook Marketing Strategy <ul style="list-style-type: none"> • From Objectives to ROI • Competitive Research • Strategy Presentation by Participants 	LO1	R: Ch 6 (T1) Exercise: Participants to create Facebook Marketing Strategy for their organizations: Presentation by Group 6
23-24	Twitter the Jewel in the social Media Crown <ul style="list-style-type: none"> • Twitter for PR, Brand Building, Customer Engagement and Thought Leadership • Leveraging Lists, Hashtags & Trends • Twitter Strategy Framework: From Objectives to ROI 	LO1	R: Ch 6 (T1) Exercise: Creating Twitter Marketing Strategy: Presentation by Group 7 C: Will Social Media Kill Branding? Presentation by Group 8
25 - 27	Email Marketing and Affiliate Marketing	LO4, LO1	R: Ch 13 (T1)

	-setup email delivery infrastructure -various kinds of emailers including co-branded, third party, event triggered, newsletters. -Practicing Affiliate Marketing		C: “Tech Talk: Creating a Social Media Strategy” Presentation by Group 9.”
28-30	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 2 sessions before the presentation. 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.