

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Master of Business Administration				Branch/Spec.		Marketing/Finance/Human Resources Management/International Business	
Semester		III				Version		1.0.0.0	
Effective from Academic Year			2021-22			Effective for the batch Admitted in			June 2020
Subject code		IIIA12DSM		Subject Name		DIGITAL AND SOCIAL MEDIA MARKETING			
Teaching scheme						Examination scheme (Marks)			
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0	0	4	Theory	60	40	100
Hours	4	0	0	0	4	Practical	-	-	-
Pre-requisites:									
Objectives									
This course aims to enable students to apply their existing marketing knowledge with an acumen to evaluate and apply the power of diverse digital and social media handles for successful marketing.									
Learning Outcomes:									
IIIA12DSM.CO1: Understand the fundamental concepts, frameworks, and evolving trends in digital and social media marketing. IIIA12DSM.CO2: Implement comprehensive digital marketing strategies to enhance brand visibility, engagement, and conversion across various channels. IIIA12DSM.CO3: Analyze various social media marketing channels and strategies to optimize brand engagement and campaign effectiveness across digital platforms. IIIA12DSM.CO4: Design effective digital marketing campaigns utilizing SEO, SEM, and analytics tools to maximize online visibility.									
Theory syllabus									
Unit	Content								Hrs
1	E-commerce and Internet, Digital evolution, Understanding Digital and social media concepts. Identifying business needs, Digital and Social media marketing strategy, Digital marketing mix: Online product, website design strategy, User-generated content (type of social media): return on conversation, Connected customers and engagement strategy.								15
2	Campaign planning and project management: campaign setting, bid strategy, scheduling, Digital marketing models, Digital marketing plan, Developing effective digital presence, Pay per click process, Four-stage PPC process, Search engine marketing: optimisation & advertising, Display marketing: Digital display ads & YouTube marketing, E-mail marketing.								15
3	Social Media Marketing: Channels, selection strategy and optimisation, Facebook marketing, LinkedIn marketing, Twitter marketing (Microblogging), Instagram marketing, Influencer marketing, Mobile marketing: mobile advertising and analytics, Omnichannel marketing optimisation, Content marketing, Paid Advertising: Search, social, and affiliate, Measuring brand awareness, campaign evaluation.								15
4	Digital and social media marketing metrics: SEO, SEM, on-off page optimisation, Web analytics: Google Analytics, Google AdWords, Tracking, Trends in online marketing: Audio podcast marketing, Marketing 4.0: Internet of Things, wearables and augmented reality Hands-on practice: Creating an effective Facebook page, Getting relevant followers on Twitter, engagement, Performance of SEO Audit, Optimization of LinkedIn Profile, Creating Google Adwords and Starting the Campaign, Setting Up Google Analytics Account.								15

Practical content	
Text Books	
1	Digital Marketing, Seema Gupta, Tata McGraw Hill.
Reference Books	
1	Online Marketing- a customer -led approach, Richard Gay, Alan Charlesworth and Rita Esen, Oxford.
2	Digital Marketing For Dummies, Ryan Deiss & Russ Henneberry, John Wiley & Sons.
3	Social Media Marketing, Liana “Li” Evans, Pearson.
4	The Art of Digital Marketing, Ian Dodson, Wiley
5	Social Media Marketing: A Strategic Approach 2nd Edition, Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay, Mary Lou Roberts, Cengage.
6	E-marketing, Judy Strauss, Adel El-Ansary, Raymond Frost, Pearson Education, India.
7	Digital Marketing, Vandana Ahuja, Oxford
8	Internet Marketing, Mary Lou, Roberts, Cengage India.
9	Mobile Marketing- Achieving Competitive Advantage through Wireless Technology, Alex Michael and Ben Salter, Elsevier.
10	Epic Content Marketing, Joe Pulizzi, McGraw Hill Education.
11	Marketing 4.0: – Moving from Traditional to Digital, Philip Kotler, Wiley.
12	Web Marketing for Dummies, Jan Zimmerman, Wiley India Edition.

Note:

Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

Mapping of CO with PO and PSO:

Semester 3: Course Name: IIIA12DSM DIGITAL AND SOCIAL MEDIA MARKETING							
Course outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
IIIA12DSM.CO1	2	1	0	1	1	1	0
IIIA12DSM.CO2	3	2	0	1	1	0	1
IIIA12DSM.CO3	2	3	0	2	2	0	1
IIIA12DSM.CO4	2	2	0	2	3	0	2

Semester 3: Course Name: IIIA12DSM DIGITAL AND SOCIAL MEDIA MARKETING			
Course outcomes	PSO1	PSO2	PSO3
IIIA12DSM.CO1	1	1	2
IIIA12DSM.CO2	2	3	2
IIIA12DSM.CO3	3	3	3
IIIA12DSM.CO4	2	3	3