

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

BBA 304: Digital Marketing

L L-4 T/P-0

Credits-4

External Marks: 75

Objective: This course aims at creating an understanding of the concepts and techniques of internet and digital marketing so as to exploit the opportunities of this medium to support the organization's marketing activities

Course Contents

Unit I

(14 Hours)

Introduction to Digital Marketing: Digital Marketing meaning scope and importance, Internet versus traditional marketing communication, internet microenvironment; Use of Business to Consumer and Business to Business Internet Marketing; Internet marketing strategy.

Unit II

(14 Hours)

Online buyer behavior and Models; The Marketing Mix (7- Ps) in online context. Managing the Online Customer Experience: Planning website design, Understanding site user requirement, site design and structure, developing and testing content, Integrated Internet Marketing Communications (IIMC); Objectives and Measurement of Interactive marketing communication

Unit III

(14 Hours)

Digital Promotion Techniques I: Email Marketing, Opt-in-e-mail-Permission Marketing, Online PR, Interactive Advertising, Online Partnerships, Viral Marketing, Blogs. Search Engines- Search Engine Marketing (SEM), Search Engine Optimization; Website Optimization, Content Marketing,

Unit IV

(14 Hours)

Digital Promotion Techniques II: Social Media Marketing - Designing content for social media marketing, Campaign management, tracking SMM performance; Mobile Marketing – advertising on mobile devices, mobile apps, tracking mobile marketing performance.
Introduction to Web Analytics – Meaning, types, Key Metrics and tools.

Suggested Readings:

1. Chaffey, D., Ellis-Chadwick, F., Johnston, K. and Mayer, R. (4th Ed.,2009) Internet Marketing: Strategy, Implementation and Practice, Third Edition, Pearson Education, New Delhi.
2. Strauss, Judy and Frost, Raymond (6th Ed.,2011), E-Marketing, 5th Edition, PHI Learning Pvt. Ltd., New Delhi.
3. Roberts, M.L.(3rd Ed.,2013) Internet Marketing, 1st Indian Edition, Cengage Learning, New Delhi.
4. Hanson, W. and Kalyanam, (1st Ed. 10th International Conference,2010), e-Commerce and Web Marketing, Cengage Learning, New Delhi.
5. Shainesh G. and Jagdish N Sheth (1st Ed.,2008). Customer Relationship Management- A strategic perspective, Macmillan India Ltd.
6. Mohammed, Rafi. (2nd Ed., 2004). Internet Marketing: Building Advantage in a Networked Economy, Tata McGraw Hill