

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION (MBA)**

Digital & Social Media Marketing

Course Code: MS 208

L-3, Credits: 3

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

Course Outcomes:

CO1: Understand the concepts, techniques and evolving strategies of internet marketing.

CO2: Assess opportunities of internet medium to support the organization's marketing activities.

CO3: Understanding consumer behaviour on digital media

CO4: Understanding and Implementing Social Media Marketing Strategies.

Course Content

Unit I

Introduction to Digital Marketing: Meaning, origin, scope and importance of digital marketing, Application of Digital marketing, Internet versus traditional marketing communication: the internet microenvironment; Business to Consumer and Business to Business Internet Marketing; E-Marketing Research; Digital marketing strategy. **(10 hours)**

Unit II

Online buyer behaviour and Models: The Marketing Mix in an online context; Managing the Online Customer Experience: Planning website design, Understanding site user requirement, site design and structure, developing and testing content, e-Service quality.

(8 hours)

Unit III

Characteristics of Interactive Marketing Communications: Integrated Internet Marketing Communications (IIMC); Objectives and Measurement of Interactive marketing communication; Online Promotion Techniques: Display Advertising, Search Engine Marketing & SEO, Online PR. Interactive Advertising, Online Partnerships, Viral Marketing, Opt-in-e-mail, Offline Communications; e-CRM **(12 hours)**

Unit IV

Social Media Marketing: Meaning, Scope and Importance; SMM Plan - Goals and Strategies, Rules of Engagement & Ethical Issues, Publishing Blogs and Webinars, Sharing Videos/ Images, Social Networks, Microblogging; Mobile and Location based Marketing; Social Media Monitoring, Social Media KPIs; Web Analytics. **(12 hours)**

Suggested Readings: (Latest Editions)

1. Chaffey, D., Ellis-Chadwick, F., Mayer, R., & Johnston, K., Internet Marketing: Strategy, Implementation and Practice. Pearson Education. New Delhi.
2. Hanlon, A., Digital Marketing – Strategic Planning & Integration, Sage Publishing.
3. Gupta, S., Digital Marketing, McGraw Hill Education.
4. Gay, R., Charlesworth, A., & Esen, R. Online Marketing: A Customer-led Approach. Oxford University Press., New Delhi



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5. Solomon, M.R., Tuten, T., Social Media Marketing, Pearson Education.
6. Hanson, W. and Kalyanam, e-Commerce and Web Marketing, Cengage Learning, New Delhi.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	2	3	3	2	2	3
CO2	3	3	2	3	2	3	2	3	2
CO3	3	3	3	3	3	3	1	2	3
CO4	3	3	3	3	3	3	2	2	2