ELECTIVE COURSE 3

Course Code	Course Name	L-T-P	Credits
MKT3123	**Digital Marketing**	**5-1-0**	**6**

Course Description

This course introduces students to the dynamic field of digital marketing, covering its evolution from Web 1.0 to Web 3.0, strategic e-marketing models, and the 4P's of marketing. Students will delve into the intricacies of digital marketing planning, including data-driven decision-making, market research, and the digital marketing environment. The course also explores digital marketing management, focusing on product development, pricing strategies, and effective communication through owned, paid, and earned media. Emerging trends in e-marketing, such as content marketing, social media marketing, and mobile marketing, are also covered.

Course Objectives

- Understand the evolution of digital marketing and its landscape, from Web 1.0 to Web 3.0.
- Develop skills in creating and implementing data-driven digital marketing strategies.
- Explore the global e-markets, digital marketing environment, and ethical/legal issues.
- Gain proficiency in digital marketing management, including product development, pricing, and communication strategies.
- Familiarize with emerging trends in e-marketing and their applications.

Course Outcomes

- Demonstrate comprehensive knowledge of the history and evolution of digital marketing.
- Apply data-driven decision-making processes to develop effective digital marketing plans.
- Analyze and understand the global e-markets, digital marketing environment, and associated ethical/legal considerations.
- Develop proficiency in digital marketing management, including product development, pricing, and communication strategies.
- Evaluate and implement emerging trends in e-marketing, staying abreast of the latest industry practices.

PO-CO Mapping

PO-CO Mapping Matrix

CO/PLO Mapping	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9
CO1	✓								
CO2		✓			✓				
CO3			✓	✓					
CO4						✓	✓		
CO5								✓	✓

Pedagogy

The course will employ a combination of lectures, case studies, group discussions, and hands-on projects. Real-world examples and industry guest lectures will provide practical insights. Group projects will allow students to apply theoretical knowledge to create digital marketing plans, fostering critical thinking and problem-solving skills. The course will also encourage continuous learning through discussions on emerging trends and practical applications in the digital marketing field.

Prerequisites

Basic understanding of marketing principles and business concepts.

Evaluation Pattern
Explain the evaluation pattern and its components specific to the course. Explain each component in detail with the tentative time frame. Ensure that one-third of the internal assessment components are finished before the Mid-Term Examination (if applicable).

Evaluation Matrix

	Component Type	Weightage Percentage	Total Marks	Tentative Dates	Course Outcome Mapping
Continuous Internal Assessment (CIA) Components*	MSE	33.33%	10	Week 10	1 & 2
	Assignment	33.33%	10	Week 3 & 10	1 & 3
	Presentations/ Quizzes	33.33%	10	Week 8 & 9	2, 4 & 5
	CIA Marks	100%	30		
ESE		70%	70		1,2,3,4, & 5

* The assignments involved in CIA will be subject to plagiarism checks. A submission with unexplained similarities exceeding 30% for Undergraduate courses, 20% for Postgraduate courses and 10% for PhD courses will be reverted for resubmission. The final submission is subject to score penalization as defined by the course instructor at the start of the course, with a clear communication of the same to all the registered candidates.

Course Contents

Module1: Introduction to Digital Marketing
Past, Present & Future, Digital Marketing Landscape, 4P's of marketing, E-marketing's Past - Web 1.0, E- Marketing Present - Web 2.0, Future -Web 3.0, Strategic e-Marketing and models, Porter's analyses, E-Business Models, Online Revenue Models, Value Models

Module 2: Digital Marketing Plan: Data and research
Overview, Process, Data driven decision making: Data, sources, forms of data, indicators, data driven strategy, Success measuring. Market research, Concepts, internet and research, online methods, surveys, Sentiment analysis.

Module 3: Digital Marketing Environment
Global e-Markets, Wireless Internet Access, Digital divide, Building inclusive e- markets, social networking, Ethical and Legal Issues – Overview, Digital Property-Emerging issues

Module 4: Digital Marketing Management
Product: Online offer, creating customer value online, Product Benefits, E- Marketing enhanced product development, Price: Online Value – Buyer and seller, perspectives, Payment options, Pricing Strategies, Internet as distribution, E- Marketing Communication Owned Media, Paid media, Earned Media

Module :5 Emerging Trends in E-Marketing
Content Marketing, Social Media Marketing, Email Marketing, Affiliate Marketing, Video Marketing, Mobile Marketing, Interactive advertising, International Online Marketing, Search Engine Marketing, Online Partnership, Viral Marketing, E-CRM, E- Business, E-Tailing

Text Book
- Strauss Judy, Frost Raymond (2013), E-Marketing, 7/e; New Delhi: Prentice Hall
- Rob Stokes and the Creative Minds of Red & Yellow (2018), e-Marketing: The essential guide to marketing in a digital world

References
- Chaffey Dave and Smith PR (2013), Emarketing Excellence: Planning and Optimizing your Digital Marketing; 4/e; Routledge
- Ryan Damian, (2014), Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 3/e; Kogan Page Limited.