

Program	BS PR & Advertising	Course Code	PRAD-204	Credit Hours	3
Course Title	DIGITAL ADVERTISING & MARKETING				
Course Introduction					
<p>The course is designed to develop an understanding of the basics of digital advertising and marketing, various digital platforms and the dynamics of using them for successful advertising and marketing messages. The students will be able to understand how digital media messages are technically designed to enable marketing and advertising process and to influence consumer behavior.</p> <p>The course aims to:</p> <ol style="list-style-type: none"> 1. Develop an understanding of the fundamentals of digital advertising and marketing, and popular digital platforms 2. Create awareness about trends and practices of advertising and marketing messages on digital media platforms 3. Sensitize students about various forms of the interactions between product manufacturer and consumer on digital platforms 					
Learning Outcomes					
<p>Upon successful completion of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate understanding of successful consumer-targeted digital advertising and marketing messages and campaigns across the ever-changing digital media landscape 2. Explore the planning, creation, tracking, and optimization of digital advertising and marketing messages and campaigns 3. Demonstrate an understanding of the pros and cons of strategic advertising content and marketing dynamics on digital platforms 					
Course Content				Assignments/Readings	
Week 1-2	<ol style="list-style-type: none"> 1. Introduction to the Digital Age of Advertising 2. SMART goals: Specific, Measurable, Attainable, Realistic, Time based 3. Integrated Marketing Overview 				
Week 3-5	<ol style="list-style-type: none"> 4. Audience segmentation on the digital platforms and critical cultural insights 5. Digital influencers 6. Strategy for online content development/display 7. The importance of story-led differentiation vs. product differentiation 				
Week 6-9	<ol style="list-style-type: none"> 8. Capturing the brand promise: messaging amplified by tone, voice, delivery 9. Maximizing channel mix: Execution, tracking, landing page optimization 10. Critical evaluation of brand presentation styles at digital media 11. Comparison of digital and traditional media advertisement styles 				
Week 10-11	<ol style="list-style-type: none"> 12. Deconstructing and reconstructing a digital media advertisement 13. Measuring ROI and KPIs 14. Social media marketing: Paid, owned and earned 				

Week 12-14	15. Mobile marketing 16. Viral advertising 17. Blogs, video, emails, webinars, influencers		
Week 15-16	18. Search engine marketing and SEO 19. User-generated content (UGC) on digital platforms		
Textbooks and Reading Material			
<ol style="list-style-type: none"> 1. Knowles, M. (2019) Public Relations and Media: PR Strategies for the Digital Age. Music World Publishing 2. Public Relations and Social Theory: Key Figures and Concepts (2007) by Øyvind Ihlen, Routledge Communication Series 3. Atkin, C. K., & Rice, R. E. (2013). Advances in public communication campaigns. In E. Scharrer (Ed.). The international encyclopedia of media studies: Media effects/media psychology (Vol. 5, pp.526–551). London, UK: Wiley-Blackwell. 4. Hallahan, K., Holtzhausen, D., Van Ruler, B., Vercic, D., & Sriramesh, K. (2007). Defining strategic communication. International Journal of Strategic Communication, 1, 3-35. 5. Patterson, S. J., & Radtke, J. M. (2009). Strategic communications for nonprofit organizations: Seven steps to creating a successful plan. New York, NY: Wiley. 6. Aronson, M. (2007). The Public Relations Writer's Handbook: The Digital Age 2nd Edition. Jossey-Bass. 			
Teaching Learning Strategies			
<ol style="list-style-type: none"> 1. Class Discussion 2. Projects / Assignments 3. Group Presentations 4. Students led presentations 5. Thought Provoking Questions 6. Field Visits and Guest Speakers 			
Assignments: Types and Number with Calendar			
Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.			
Assessment			
Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.