

Title: Digital Marketing & Management
Code: DMC-204
Semester: 3rd
Rating: 3 Credit Hours

DMC-204: Digital Marketing & Management

3 Cr. Hrs

Course Description:

This is an advanced level course on social media marketing. The course will focus on the skill development of students in the growing field of content and social media marketing. The training in the complete process of social media marketing will be imparted to the students.

Learning Outcomes:

The student will be able to

- Develop the advanced level theoretical and practical concepts involved in marketing process on social media platforms.
- Learn the techniques of Search Engine Optimization .
- Develop abilities to critically access the creative and strategic process of social media marketing and suggest alternatives.

Course Contents:

1. Introduction to digital marketing and digital strategy?
2. Difference between Traditional & Digital Marketing
3. Understanding Digital Marketing Process
4. Increasing Visibility of Brand
5. Bringing Inbound & Outbound Traffic
6. Converting Traffic into Leads
7. Retention
8. Introduction to Social Media
9. Social Media Platforms
10. Social Media and World Wide Web
11. Social Media Listening
12. Social Media Content Strategy
13. Paid, owned and earned social media
14. Defining Content Pillars
15. Content Formats
16. Social Media Content Planning
17. Reactive and Planned Social Media Content
18. Content Management & Marketing
19. Search Engine Optimization
 - 19.1 How search engine works
 - 19.2 Technical SEO, On page & Off page SEO
 - 19.3 White VS Black VS Grey SEO
20. Introduction to Keywords
 - 20.1 Keyword Research
21. Google Ads ,
22. Organic & Paid Search,
23. Pay-per-Click Advertising
24. Search Engine Marketing (SEM)
25. Social Media Advertising creative techniques
26. Affiliate marketing
27. Mobile Marketing
28. Email Marketing
29. Lead Generation/Conversion
30. Google Analytics
31. Website Analytics,

32. Social media marketing connections with ethical / cultural Values; social media and objectification, digital display marketing, digital deception.
33. Digital marketing landscape in Pakistan and Globally

Suggested Readings:

- Belch, M. & Belch G. (2018). Advertising and Promotion: An Integrated Marketing Communication Perspective: NY: McGraw Hill
- Wilcox, L. D., Cameron T. G. & Reber, H. B. (2018). Public Relations: Strategies and Tactics. London: Pearson
- Brown, W. (2010). Public Relations and The Social Web: How to Use Social Media and web 2.0 in Communications. New Delhi: Kogan Page.

Teaching Learning Strategies:

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assignments:

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place 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.