Program	BS Business Education
Course Title	BSBE 310 Digital Marketing Management
Semester	5th
Credit Hours	3
Pre-requisite	None
Introduction	Digital Marketing management course is geared toward providing an understanding of the rationale for marketing decisions from a managerial perspective and the manipulation of marketing mix to achieve business goals. Practically marketing management encompasses activities such as demand creation and Stimulation, positioning, product differentiation, and product and brand management among others. All these activities involve planning, analysis, and decision-making. This course will require the integration of theory and practice. Students will have to make strategic marketing decisions based on analytical techniques they have learned in this course. They will have to devise a marketing plan that is based on a sound conceptual framework, and with a focus on its practical applicability.
Learning Outcome	At the end of the course the students should be able to: 1. Define and understand the nature and purpose of effective marketing management in the digital marketplace. 2. Identify and apply the marketing concepts, processes and activities within appropriate types of digital business environment. 3. Identify and analysis the environmental factors (internal and external) that have implication for marketing management and will affect the marketing decisions. 4. To analyze and seek to identify gaps in the needs and wants of the customer so that appropriate strategy can be proposed to create customer value through competitive advantage. 5. Apply and practice the concepts of marketing in the marketplace within the ethical standards of cultural diversity, religion and mankind.
Course Content	**Unit-I: Introduction** 1.1 Digital marketing and strategy: Scope, evolution, and application 1.2 Traditional vs. digital marketing: 4Ps, Porter's five forces, brand or perceptual positioningmap, customer lifetime value, segmentation, BCG matrix 1.3 Digital Ecosystem 1.4 Implications for organizational strategy Unit-II: Nature of digital consumer 2.1 Digital consumer: Evolution, nature, and implications 2.2 Digital consumer behavior

	2.3 Technology and digital consumer
	2.4 Fashion, trends, and digital consumer
	Unit-III: Digital Marketing Strategy and Tools
	3.1 Information dissemination and digital technologies
	3.2 Digital technologies and persuasion
	3.3 Digital technologies and branding
	3.4 Tools of digital marketing strategy: Website, content marketing, SEO, social media marketing, Good Ads, Google Analytics, affiliate marketing, mobile marketing, neuro marketing,ad targeting, programmatic advertising
	Unit-IV: Website
	4.1 Creating a website: nature, use, value, and communication
	4.2 Design of a website: Utility and usability
	4.3 User centric designs: Web 2.0, and beyond
	4.4 Content on website
	Unit-V: SEO
	5.1 Search Engine Optimization: Introduction, value, and scope
	5.2 Crawlers: Functioning and implications
	5.3 Content and SEO: key words, google AdWords, link building
	5.4 Website Optimization: On-page and off page optimization
	5.5 SEO and video content – YouTube
	Unit-VI: Content Marketing
	6.1 Content marketing and digital media
	6.2 Content marketing Eco System
	6.3 Content marketing strategy and tools: Blogs, viral marketing, emails, social media, forums,videos
	6.4 Software for content marketing
	6.5 Video content creation: YouTube, TickTok etc.
	6.6 Earning through content creation: YouTube, Blogging etc.
	Unit-VII: Email Marketing
	7.1 Nature and scope
	7.2 Bulk emails and effectiveness
	7.3 Software for bulk emails
	7.4 Spam and related considerations
	Unit-VIII: Paid Search Strategy
	8.1 Paid search strategy: Scope and usability
	8.2 Campaign management and social media
	8.3 Displaying advertisement and programmatic targeting
	8.4 Search and display advertising and campaign optimization
	8.5 Programmatic buying using Google AdWords
	8.6 Advertising campaigns on social media: Facebook, Twitter, Instagram, and YouTube
	8.7 Pay per click: uses and effectiveness

	8.8 Media planning and Budgeting
	
	Unit-IX: Online Audience Management
	
	   9.1 Online Audience Management: Scope, value, and implications
	   9.2 Tracking and aligning online audience
	   9.3 Google Analytics: Application and utilization
	   9.4 YouTube Analytics: Application and utilization
	
	Unit-X: Social Media Marketing Strategy
	
	   10.1 Using social media for marketing communications
	   10.2 Use and effectiveness of different social media platforms: FaceBook, Twitter, YouTube,Linked In.
	   10.3 Attracting, retaining, and engaging followers – Buzz and influencer marketing strategies
	   10.4 Creating and managing campaigns on social media: FaceBook, Twitter, YouTube, LinkedIn.
	   10.5 Budgeting, costing, and evaluation of social media marketing campaigns
	   10.6 Optimizing campaigns and maximizing ROI
	   10.7 Measuring campaign success: web analytics, social media metrics
	
	Unit-XI: Mobile Marketing
	
	   11.1 Mobile marketing: nature, scope and implications
	   11.2 Location based marketing
	   11.3 Text message marketing: Masking and branding
	   11.4 What's app marketing and selling
	   11.5 Conversational marketing
	
	Unit-XII: E-Commerce Marketing
	
	   12.1 E-Commerce marketing: Scope and activities
	   12.2 Online listing and selling services
	   12.3 Affiliate marketing
	   12.3 ebay model
	   12.4 Amazon model

References	Digital Marketing Strategy: An Integrated Approach to Online Marketing by SimonKingsnorth by Kogan Page Publishers Digital Marketing 2020: Grow Your Business with Digital Marketing by Danny Star Digital Marketing For Dummies by Ryan Deiss, Russ Henneberry, John Wiley & Sons Kotler, P. & Keller, K (2016) Marketing Management. Pearson.. William J. Stanton & Charles Futrell, *Fundamentals of Marketing.* McGraw Hill. JagdeshSheth and Dennis E. Garrett, *Marketing Management: A Comprehensive Reader.* South Western Publishing. E. Jerome McCarthy & William. D. Pareanth, *Basic Marketing: Managerial Approach.* IRWIN.

Teaching/ Learning Strategies	Lecture Multimedia presentations Cooperative Learning Non creditor workshops and seminars. Active Learning
Evaluation Criteria	Course Evaluation Assignments 20 Mid Semester Test 25 Final Project 15 Final Test 40 Total 100