

Course Type	Course Code	Name of Course	L	T	P	Credit
DE	NMSD533	Digital Marketing	3	0	0	3

Course Objective

The Course Attempts to Impart Knowledge on the Development and Execution of Digital Marketing Strategies.

Learning Outcome

Upon Course Completion, Learners Will Be Able to Develop and Execute Effective Digital Marketing Strategies to Drive Business Growth.

Unit No.	Topics To Be Covered	Lecture Hrs.	Learning Outcome
1	Scope And Importance of Digital Marketing for Businesses. The Digital Marketing Landscape. Digital Marketing Strategy Frameworks. Digital Marketing Strategy Planning and Execution.	8	Upon course completion, learners will be able to develop and implement effective digital marketing strategies to drive business growth, leveraging a deep understanding of the digital landscape and a strategic framework.
2	Understanding The Digital Consumers and Behaviours, Digital Customer Journey and Its Mapping.	7	Acquire the skills to leverage insights into digital consumer behaviour to create targeted and personalized digital marketing campaigns.
3	Online Advertising, Social Media Marketing, Mobile Marketing	6	Acquire the ability to create and execute effective online advertising campaigns across various digital platforms.
4	Search Engine Optimization (SEO), Organic Search and Keywords, Pay-Per-Click (PPC) Advertising, Search Engine Marketing	7	Develop a comprehensive understanding of both SEO and PPC, and effectively leverage search engine marketing to achieve business goals.
5	Email Marketing, Affiliate Marketing and Content Marketing. Influencers, Communities and Managing Online Reputation	7	Develop effective email marketing strategies to nurture leads, drive conversions, and build customer loyalty. Leverage influencer partnerships, build strong online communities, and effectively manage online reputation to enhance brand visibility and credibility.
6	Digital Marketing Analytics and Measurement, Key Performance Indicators (KPIs), Web Analytics Tools, Data-Driven Decision Making, A/B Testing	7	Develop a strong understanding of key digital marketing metrics and analytics tools to measure campaign performance and Return on investment (ROI).
Total		42	

Text Book

1. Digital Marketing: Strategy, Implementation, and Practice by Dave Chaffey and Fiona Ellis-Chadwick. Pearson uk.
2. Digital Marketing 3rd Edition Seema Gupta McGrawHill

Reference Books

1. Fundamentals of Digital Marketing by Puneet Singh Bhatia. Pearson
2. Digital Marketing: Strategy & Tactics by Jeremy Kagan and Siddharth Shekhar Singh. Wiley