

FUNDAMENTALS OF DIGITAL MARKETING (CREDITS: 4)

Total Marks: 100
External Marks: 70
Internal Marks: 30
Credits: 4
Pass Percentage: 40%

SECTION A

Unit-I: Introduction to Digital Marketing: Concepts, Traditional Marketing vs. Digital Marketing, Digital Market Evolution, Career in Digital Marketing

Unit-II: Digital Consumer: Consumer Characteristics and profiles, Information Search Behavior, Factors Influencing Consumption Behavior

Unit III: Purchase Decision Process, Post Purchase Behavior and Management.

Unit IV: Digital Marketing Strategy: Digital vs Non- Digital Marketing Strategy, Digital Marketing Decisions- Product, Price, Distribution and Promotion

Section B

Unit V: Digital Marketing Strategy Formulation and Execution, Digital Marketing Mechanisms: Websites- Company and Retail Service Providers, Search

Unit-VI: Unit-Engines- Google, Bing, Ask, Yahoo Video Hosting and Entertainment-Youtube, Wimeo, Amazon Prime, Netflix, Hotstar.

Unit-VII: Mobile Phones, E-Mails, Blogs

Unit VIII: Social Media: Facebook, Instagram, Twitter, Whatsapp.

Reference Books:

- Seema Gupta, Digital Marketing, McGraw Hill Education
- Punit Singh Bhatia, Fundamentals of Digital Marketing, Pearson
- Philip Kotler, Marketing 4.0: Moving from Traditional to Digital, Publisher Wiley