

## GC-CRS3 DIGITAL MARKETING

### Learning Objectives:

- The course aims to achieve following objectives
1. To understand the concept of Digital marketing
  2. To learn the Business side of Social media
  3. To learn Search Engine Optimization, Social Engine Marketing, Social Media Marketing

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

### SECTION A

**Unit 1 - Concept of Digital Marketing:** Concept of Digital Marketing – Meaning, Definitions and Concept, Importance and role of Digital Marketing, IMC, its relevance to the Consumer. Segmentation, Positioning and Branding in Digital World. Digital marketing Platforms.

**Unit II: Digital Consumer:** Consumer Characteristics and profiles, consumer browsing behaviour Information Search Behavior, Factors Influencing Consumption Behavior, Purchase Decision Process, Post Purchase Behavior and Management.

**Unit – III: Dimensions of Digital Communication Environment**  
Dimensions of Digital Communication Environment – Technology, Applications, Marketing and Audiences. Keyword Research and Analysis, Disintermediation and digitization

#### **Unit—IV: Online Marketing Strategies**

Online marketing strategies for customer acquisition, conversion and retention, SEO - Onpage and Off-page Optimization, Google Analytics, Website Monetization.

### SECTION B

**Unit V: Social Media Management:** Social Media and Networking, Social Media Consumer, SMM - Social Media Submission Sites, Forums & Discussion Sites, Media Sharing Sites, Reviews and Ratings Sites, Social Network Sites, Blogs, Podcasts, Micro Blogging, Wikis

**Unit VI: Digital Marketing Mechanisms:** Search Engines-Google, Bing, Ask, Yahoo



Video Hosting and Entertainment -Youtube, Wimeo, Amazon Prime, Netflix, Hotstar. Mobile Phones, E-Mails, Blogs, Social Media:Facebook, Instagram, Twitter, Whatsapp.

**Unit VII: Digital Promotion:** Digital Promotion and Social Media – Formulation of Digital Marketing plan, Digital Promotional tools – Online advertising and SEM, online Video Advertising, email marketing, mobile marketing, lead generation, crowd sourcing, Website as a form of advertisement and their types.

**Suggested Readings:**

1. Seema Gupta, Digital Marketing, McGraw Hill Education
2. Punit Singh Bhatia, Fundamentals of Digital Marketing, Pearson First Edition
3. Philip Kotler, Marketing 4.0: Moving from Traditional to Digital, Publisher Wiley

