

EMESTER VI
(BCDB33601T): DIGITAL MARKETING

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 4

Objective:

To help learners explore several aspects of the new digital marketing environment, acquaint them with the motivations behind data collection and analysis methods used by marketing mentors.

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

Section A

Unit – 1

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

Unit-2

Digital Consumer: Consumer Characteristics and profiles, Information Search Behavior, Factors Influencing Consumption Behavior, Purchase Decision Process, Post Purchase Behavior and Management.

Unit -3

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

Section B

Unit-4

Introduction to Social Media Marketing: Concept, Comparison and Implications, Social Media-Evolution, Characteristics, Career in Social Media Marketing.

Unit-5

Social Media Customer: Profiles, Behavior and Engagement; Social Media Marketing Strategy.

Unit-6

Social Networks: Facebook, Instagram, Twitter, YouTube, Whatsapp - Design, Features, Mechanism, Metrics, Reach and Users, Virtual Marketing, Content Marketing, Designing and monitoring Advertising campaigns using Facebook Business Manager.

Suggested Readings:

1. Gupta, S. (2020). Digital marketing. McGraw Hill Education (India) Private Limited.
2. Bhatia, P. S. (2017). Fundamentals of digital marketing. Pearson.
3. Kotler, P., Kartajaya, H., & Setiawan, I. (2016). Marketing 4.0: moving from Traditional to Digital. John Wiley & Sons.
4. Ryan, D. (2016). Understanding digital marketing: marketing strategies for engaging the digital generation. Kogan Page Publishers.
5. Solomon, M. R., & Tuten, T. L. (2017). Social media marketing. Social Media Marketing, 1-448.