

FDM-1-02T: Fundamentals of Digital Marketing

Total Marks: 100
External Marks: 70
Internal Marks: 30
Credits: 6
Pass Percentage: 40%

Course: Fundamentals of Digital Marketing	
Course Code: FDM-1-02T	
Course Outcomes (COs) After the completion of this course, the students will be able to:	
CO1	Recall the fundamental concepts and principles of digital marketing
CO2	Demonstrate an understanding of the digital market evolution, social media strategy, content creation, and engagement
CO3	Apply knowledge of digital marketing concepts and manage digital advertising campaigns on platforms like Google Ads and social media.
CO4	Evaluate the impact of digital marketing on various industries and businesses, while developing digital marketing strategy aligned with business goals.
CO5	Explore strategies for marketing on mobile devices, including mobile advertising and app marketing.

Detailed Contents:

Module	Module Name	Module Contents
Module I	Introduction to Digital Marketing	Concepts, Traditional Marketing vs. Digital Marketing, Digital Market Evolution, Career in Digital Marketing.
Module II	Digital Consumer	Consumer Characteristics and profiles, Information Search Behavior, Factors Influencing Consumption Behavior, Purchase Decision Process, Post Purchase Behavior and Management.
Module III	Digital vs Non- Digital Marketing Strategy	Digital vs Non- Digital Marketing Strategy, Digital Marketing Decisions- Product, Price, Distribution and Promotion.
Module IV	Digital Marketing Strategy Formulation and Execution Digital Marketing Mechanisms	Digital Marketing Strategy Formulation and Execution Digital Marketing Mechanisms: Websites- Company and Retail Service Providers, Search.
Module V	Search Engines	Search Engines- Google, Bing, Ask, Yahoo Video Hosting and Entertainment-Youtube, Wimeo, Amazon Prime, Netflix, Hotstar.
Module VI	Social Media	Mobile Phones, E- Mails, Blogs, Social Media: Facebook, Instagram, Twitter, Whatsapp.

Books

<ol style="list-style-type: none">1. Seema Gupta, "Digital Marketing", McGraw Hill Education2. PModule Singh Bhatia, "Fundamentals of Digital Marketing", Pearson3. Philip Kotler, "Marketing 4.0: Moving from Traditional to Digital", Wiley
