

Kadi Sarva Vishwavidyalaya, Gandhinagar

MCA Semester III

MCA-36 C : Digital Marketing

Rationale:

The primary objective of this course is to provide technical and managerial skill development in area of digital marketing.

Prerequisite: Knowledge of internet, www, web site, e-commerce, m-commerce, mobile application, etc.

Learning Outcomes:

Students will learn how to use the internet as an effective marketing channel. Enables students to engage with customers online in a more practical manner and to plan and implement end-to-end lead generation through the online mode. In this course students will learn in depth concepts as listed to shape their career in digital marketing.

- Digital Marketing Introduction
- Search Engine Optimization.
- Social Media Marketing and strategies
- E-mail and mobile marketing
- Understanding Mobile and Web Analytics
- All these concepts are important to build their career as Marketing analyst, Email marketer, Digital marketer, SEO proficient, Social Media Advertiser, Content Marketer/writer.

Teaching and Evaluation Scheme: The objective of evaluation is to evaluate the students throughout the semester for better performance. Students are evaluated on the basis of continuous evaluation system both in theory and practical classes based on various parameters like term work, class participation, practical and theory assignments, presentation, class test, Regular Attendance, etc.

Sub Total Credit	Teaching scheme		Examination scheme				
	(per week)		MID	CEC	External		Total Marks
	Th	Pr	Th	Th	Th.	Pr.	
4	3	2	25	25	50	50	150

Course Contents:**Unit 1: Digital Marketing Introduction****[20%]**

Understanding synergetic digital ecosystem: The evolution of the digital ecosystem, Data Growth Trends, digital media types, Competitive Intelligence, Click Stream, Conversion Analytics, Custom segmentation, Visual overlays, social media reporting , user experience feedback, real-time site analytics, Understanding digital analytics : Apply a measurement framework , determining your owned and earned, Demystifying web data, digital advertising concepts , searching for the right metrics, aligning digital and traditional

Unit 2: Search Engine Optimization**[20%]**

Introduction, key terms and concepts, on-site SEO: Optimize UX & Design, Off-Site SEO: Link-building, SEO Audit & Future of SEO, Search Engine Marketing: AdWords & key word selection, create text ads, CPC building, navigate AdWords, SEM metrics & Optimization, conversion optimization.

Unit 3: Social Media Marketing and strategies**[20%]**

Social media landscapes, social media channels, social media content, implement and monitor campaigns, impact measuring. Social Media Advertising (paid), platforms for social ads, create ad sets, create and manage ads, social media channels, content creation, social media strategies.

Unit 4: E-mail and mobile marketing**[20%]**

Introduction, e-mail strategy and planning, step by step process, create and effective email campaigns, role of mobile in personal communication, mobile messaging channels, mobile commerce, advantages and challenges.

Unit 5: Understanding Mobile and Web Analytics**[20%]**

Data analytics, Understanding the Basics of Search, Search Analytics Use Cases, Free Tools for Collecting Insights Through Search Data: Google Trends | YouTube Trends | The Google AdWords Keyword Tool | Yahoo! Clues , Paid Tools for Collecting Insights Through Search.

Data, Understanding the Current Mobile Market Landscape, Growth in Smartphone Adoption, The Battle Between iOS and Android, The Explosion of Global Mobile Web Traffic, The Introduction of Mobile Advertising

Text Books:

1. Digital Marketing Analytics Second Edition, Chuck Hemann, Pearson
2. eMarketing_ The Essential Guide to Digital Marketing, Rob Stokes
3. Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World, chuck hemann ken burbary, QUE

Reference Books:

1. Ryan Damian Ryan, “Understanding Digital Marketing “, 3rd edition, Kogan Page.
2. essential-digital-marketing-tools-smart-insights, Smart Insights
3. Nick smith, “Successful seo and search marketing in a week” Hodder & Stoaghton
4. Macarthy Andrew Macarthy, “500 social media marketing”, Createspace independent pub.
5. P R Smith E-marketing, “Excellence:-planning optimization your digital marketing”, Routhledge.
6. Chuck Hemann Ken Burbary, “Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World”, QUE
7. Digital marketing handbook, <http://emarketingconsult.com/digital-marketing-handbook-2012>

Chapter & Topics –

Unit #	Book	Chapters
Unit 1	1	1,2
Unit 2	2	9,19
Unit 3	2	14,15
Unit 4	2	16,17
Unit 5	2	18
	3	5,20

Practical List:

1. Articulate marketing objective
2. Strategy planning
3. Organic SMM: market your content
4. Paid Social Media Advertising
5. SEO
6. SEM: run AdWord Campaign
7. Display Advertising: evaluate display ad campaign
8. PPC
9. Email Marketing
10. Web analytics