



AMRITA SCHOOL OF BUSINESS

Digital Marketing (MM402E)

Mr. Ajith Pullanikkat

E-mail: Pullanikkat.ajith@gmail.com

Course Objective:

Technology has revolutionized the marketing practice over last decade. Digital marketing has become an essential component of any firm’s marketing strategy. Objectives of the course are:

- To understand Digital Marketing with a strong foundation of basics, we will invest a significant amount of time on multiple digital media channels, advertising techniques; and
- Familiarise and offer training in tools used for online advertising.

The course will be primarily lecture and discussion based, with cases and real-world situations. Homework assignments will help to reinforce the concepts learned in class.

Course Learning Outcomes:

By the end of the course, students will gain a solid understanding of digital marketing topics, and the knowledge to apply them in industry. Many of the learnings will be applicable beyond digital marketing.

Course Duration: 24 sessions of 75 minutes each.

Course objectives and Outcomes

LG CO	Critical and integrative Thinking	Effective written and oral communication	Societal and Environmental Awareness	Ethical Reasoning	Leadership
CO1: Knowledge	3	2	0	1	0
CO2: Skill sets & training	3	2	0	1	0
CO3: Applications	2	1	0	1	0

Course contributes mostly to: Employability/ Skill Development

Pedagogy:

- Classroom lectures, discussion on relevant cases and articles
- Students are advised to regularly read online digital marketing blogs, Economic Times, Business Standard, and Journals & Magazines with focus on current marketing trends.

Module	Topic	Details
1	Course Overview & Introduction to Digital Marketing	What is Digital Marketing
		Benefits of Digital Marketing, Ad Spend Statistics, Customer Journey
		Traditional vs Digital, Digital Marketing - Success & Failure stories
2	Web Development	Web development Design, Web 2.0
		Website/Domain/Hosting/Word Press Concepts
		User Experience Design, Responsive Design
		Content Personalisation, Interactive Info graphics
	Media, Cookie, Tagging & Technologies	What is Owned, Paid and Earned Media
		Cookie - how it works, Third party cookies, Behavioral Targeting/Advertising
3	Digital Marketing Ecosystem	Important Digital Marketing Terminologies, Lumascape
		How different players work together in DM ecosystem - Advertiser, Publisher, Ad servers, Ad Networks, Ad Exchanges, DSP, SSP, DMP, Agencies etc.
4	Search Engine Optimization (SEO)	How Search Engines work
		Google Algorithms
		Keyword optimization/research, tools & tips
	Paid Search	What is Paid Search marketing?
		Google Adwords
		Ad Formats, Keywords
		Quality Score, Ad auctioning, Bidding Strategies
		Search Reporting
5	Display	What is Display Advertising?
		How to create a Display ad, Ad formats
		Programmatic Buying
		Ads targeting
	Affiliate	What is Affiliate Marketing?
		Affiliate Networks
6	Social Media Marketing	What is Social Media Marketing?
		SMM vs SMM
		Facebook, Twitter, YouTube, LinkedIn & Other channels Marketing
		Online Audience Profiling, Social CRM & Analytics
	Email Marketing	What is Email Marketing?
		Email Marketing Campaigns, how to create one
		Email marketing automation
	Mobile Marketing	What is Mobile Marketing?
		Mobile Marketing Trends, Strategy
Mobile apps vs websites		
7	Analytics & Measurement	Google Analytics
		Digital Marketing KPIs

		Attribution, Multi-Channel Advanced Analytics, Cross device measurements
		Big Data & Predictive Analytics in Digital Marketing
8	The dark side of Digital Marketing	Digital Ad Fraud, Bots
		Legal Issues in Digital Marketing
	Digital Marketing: Today & Tomorrow	Mobile only index, AMPs - Google
		Digital Marketing for Wearables, IOT, AR, Chatbot and latest marketing trends
		Digital & Traditional Media channel Integration, Gartner Hype cycle

Reference: 'Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation 4th Edition by Damian Ryan and Calvin Jones; Kogan Page'

Course Evaluation

- Assignments: 20%
- Case Discussion/Individual Presentation: 10%
- Group Presentation: 15%
- Viva Evaluation: 10 %
- End term Examination: 45%