

Amrita School of Business, Coimbatore
Amrita Vishwa Vidyapeetham

Trimester IV

Digital Marketing Strategies and Analytics

Course Facilitator : Shri Krishnan J

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Course contributes mostly to:

Employability/ Entrepreneurship/ Skill Development

/ Value-add

Introduction

In this fast-paced course, we will examine the fundamentals of digital marketing. The course will provide a solid foundation for students to develop a cohesive digital marketing plan, including the strategies, tools and tactics that digital marketers employ. You will learn how to integrate all of these tools to create buzz, drive communications goals and meet business objectives.

Topics include: online advertising, search engine marketing, social marketing and advertising, content marketing, mobile integration, email marketing and mobile marketing.

Objectives

The objective of this digital marketing course is to familiarize you with the digital extension of a marketing plan and to provide you the skill set to analyze and create such plans. Our goal is to help you inherently understand how the various channels complement each other and contribute to the overall marketing goals. We will delve into tactical as well as strategic measures.

By the end of the course, students will be able to:

1. Assess a company's digital strategy
2. Create a company's digital strategy
3. Suggest and implement recommendations/tactics
4. Create a multi-channel tactics for Digital Marketing
5. Learn and Implement Quantification, Measurement and Optimization of Digital Metrics
6. Know the Emerging trends in Digital Media

Pedagogy

1. Conceptual Presentations
2. Hands-on sessions
3. Case Study Discussions
4. Research Presentations
5. DIY Workshops

Alignment of course objectives (CO) with learning goals (LG) of Assurance of Learning

The course objectives mapped to The Five Learning Goals derived from the mission statement of ASB

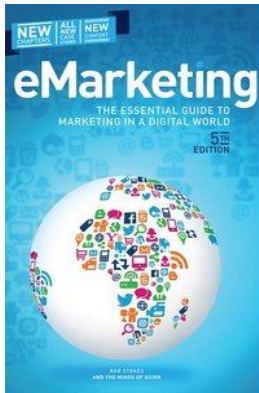
LG>> CO	Critical and integrative Thinking	Effective written and oral communication	Societal and Environmental Awareness	Ethical Reasoning	Leadership
CO1	3	2	2	2	2
CO2	3	3	2	2	3
CO3	3	1	0	0	0
CO4	3	0	0	0	0
CO5	2	2	2	0	0
CO6	2	3	0	0	0

Key: 3 – Highly relevant; 2 – Moderately relevant; 1 – Low relevance; 0- No relevance

Course Objectives mapped with Bloom's Taxonomy

CO >>> Bloom's Levels of Learning	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Creating		X	X	X		
Evaluating	X				X	X
Analyzing	X				X	
Applying		X		X		
Understanding	X				X	X
Remembering		X	X	X		X

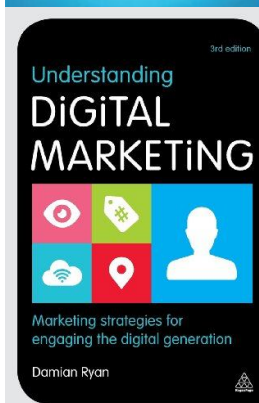
Required Reading



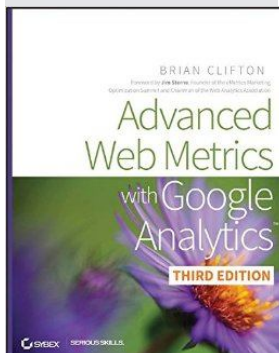
Stokes, Rob and the Minds of Quirk, eMarketing: The essential guide to marketing in a digital world, Quirk Education (Pty.) Ltd., 5th edition, 2013

Free download:

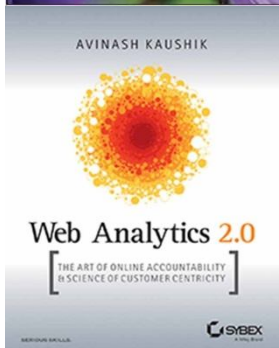
<http://www.quirk.biz/emarketingtextbook/download>



Ryan, Damian,
Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page, June 28, 2014

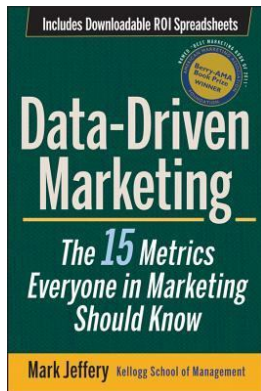


Clifton, B. (2008). Advanced Web metrics with Google Analytics. Indianapolis, Ind.: Wiley Pub.



Kaushik, A. (2010). Web analytics 2.0: The art of online accountability & science of customer centricity. Indianapolis, IN: Wiley.

Additional Reading

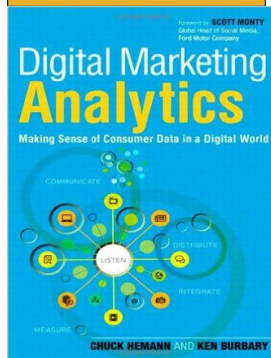


Jeffery Mark, Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know

ISBN: 978-0-470-50454-3

320 pages

January 2010



ISBN:0789750309

ISBN13:9780789750303

Digital Marketing Analytics

Publisher:Que Publishing

Authors:Chuck Hemann, Ken Burbary

- Marketing Land (<http://marketingland.com/>)
- Marketing Pilgrim (<http://www.marketingpilgrim.com/>)
- Marketing Profs (<http://www.marketingprofs.com/>)
- Search Engine Land (<http://searchengineland.com/>)
- Social Media Examiner (<http://www.socialmediaexaminer.com/>)
- Social Media Today (<http://socialmediatoday.com/>)
- Top Rank Blog (<http://www.toprankblog.com/>)

Performance Evaluation

Individual Evaluation

Participation	5%
Mid-Term Examination	15%
End-Term Examination	30%
Quizzes	15%

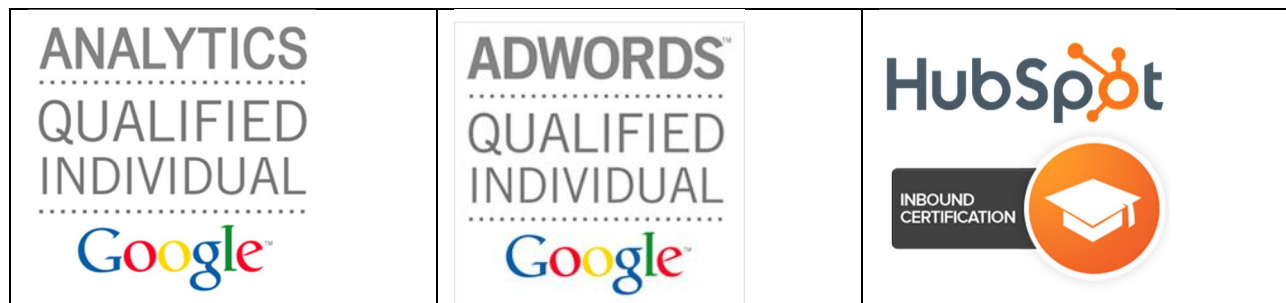
Total 65%

Group Evaluation

Case Study Discussion	10%
Digital Marketing Campaign Assignments	10%
	15%

Total 35%

Certifications Fetch an additional Grade



Group Research Topics

1. Social Brands	7. Conversion Optimization
2. CLOUT in Social media	8. Content Commoditization
3. Online Reputation Management	9. The Long Tail in Digital Channels
4. Customer Engagement using Gamification	10. The Streisand Effect
5. Social Location Marketing	11. Blogs, Wikis and Micro sites
6. Web 3.0 and 4.0	12. Landing Page Optimization
	13. Programmatic Marketing
	14. Attribution Model
	15. Growth Hacking

	<ul style="list-style-type: none">16. Location Marketing17. Marketing in Symbiotic Web / IOT18. Personal Branding19. Customer Segmentation using Personas20.
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Session Plan

Session No 1
Topic Introduction to Digital Marketing • Form groups for final project and determine dates for individual presentation
Required Reading
Additional Reading
Session No 2
Topic Digital Marketing and Website Hub
Required Reading Ryan - Chapter 1-3 Stokes - Chapter vii, Chapter 1 and Chapter 4
Additional Reading
Session No 3
Topic Search Engine Optimization
Required Reading Ryan - Chapter 5 Stokes - Chapter 11
Additional Reading
Session No 4
Topic Content Marketing
Required Reading Ryan - Chapter 11
Additional Reading

Session No 5
Topic Social Media • Facebook, Twitter and Google +
Required Reading Ryan - Chapter 6 Stokes - Chapter 14
Additional Reading

Session No 6
Topic Social Media • Instagram, Pinterest, LinkedIn
Required Reading
Additional Reading

Session No 7
Topic Mobile Marketing and Video Marketing
Required Reading Readings: Ryan - Chapter 8 Stokes - Chapter 6, Chapter 18
Additional Reading

Session No 8
Topic Email Marketing
Required Reading Ryan - Chapter 7 Stokes Chapter 7
Additional Reading

Session No 9
Topic Paid Media
Required Reading Ryan - Chapter 4
Additional Reading

Session No 10
Topic Online Public Relations and Reputation Management
Required Reading Ryan - Chapter 10
Additional Reading

Session No 11
Topic Workshop - 1
Required Reading
Additional Reading

Session No 12
Topic Workshop - 2
Required Reading
Additional Reading

Session No 13
Topic Workshop - 3
Required Reading
Additional Reading

Session No 14
Topic Digital Marketing Value Chain
Required Reading <ul style="list-style-type: none"> • Kaushik: Chapter 1 Introduction to Analytics • Kaushik: Chapter 2 Selecting a Vendor
Additional Reading

Session No 15
Topic Channel Appropriateness & Online Landscape
Required Reading <ul style="list-style-type: none"> • Kaushik: Chapter 3 Clickstream Metrics • Kaushik: Chapter 4 Practical Solutions
Additional Reading

Session No 16
Topic Content Psychology & Delivery Impacts
Required Reading <ul style="list-style-type: none"> • Kaushik: Chapter 5 Measuring Success • Kaushik: Chapter 6 Leveraging Qualitative Data
Additional Reading

Session No 17
Topic Process Management: Traditional - Digital - Social
Required Reading <ul style="list-style-type: none"> • Kaushik: Chapter 7 Testing & Experimentation • Kaushik: Chapter 8 Competitive Intelligence
Additional Reading

Session No 18
Topic Flip the Funnel ResearchReading
Required Reading <ul style="list-style-type: none"> • Kaushik: Chapter 9 Emerging Analytics
Additional Reading

Session No 19
Topic Internet Marketing: Technological Determinism
Required Reading <ul style="list-style-type: none"> • Kaushik: Chapter 10 Web Analytics Traps
Additional Reading

Session No 20
Topic SiS Model for Integration
Required Reading <ul style="list-style-type: none"> • Kaushik: Chapter 11 Analysis Ninja • Kaushik: Chapter 12 Advanced Ninja
Additional Reading

Session No 21
Topic Strategic Integration: Traditional, Social and Beyond
Required Reading <ul style="list-style-type: none"> • Clifton: Chapter 1 Web Traffic Importance • Clifton: Chapter 2 Methodologies & Accuracy • Clifton: Chapter 3 Features & Benefits
Additional Reading

Session No 22
Topic Workshop - 1
Required Reading
Additional Reading

Session No 23
Topic Business Intelligence & Social Measurement
Required Reading <ul style="list-style-type: none"> Clifton: Chapter 5 Reports Explained Clifton: Chapter 6 Running Analytics Clifton: Chapter 7 Advanced Implementation
Additional Reading

Session No 24
Topic Revenue Delivery & Advanced Applied Metrics
Required Reading Clifton: Chapter 8 Best Practices Clifton: Chapter 9 Analytics Hacks Clifton: Chapter 10Key Indicators
Additional Reading