Name of Institute: Indus Institute of Management Studies
Name of Faculty: Dr. Hardik Vipinkumar Bavishi

Course code: MB0318
Course name: Digital and Social Media Marketing
Pre-requisites: Marketing Management
Credit points: 3
Offered in semester: III

Course Coordinator (weeks 01-14)
Full Name: Dr. Hardik Vipinkumar Bavishi
Department with siting location: Bhanwar building, 4th floor, Room 429
Telephone: 9825100242, Ext: 3423
Email: hardikbavishi.mba@indusuni.ac.in
Consultation times: Friday 3 to 5 pm

Course Lecturer (weeks 01-14)
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Telephone: 9825100242, Ext: 3423
Email: hardikbavishi.mba@indusuni.ac.in
Consultation times: Friday 3 to 5 pm

Course Objectives

This course is designed to create a better understanding of digital marketing concepts used in corporate world, to compare and contrast the various available social media marketing tools and get insights on the organic as well as paid platforms for promotion so as to be able to analyze the digital marketing tools and carve a better promotion strategy.

Course Outcomes (CO)

By participating in and understanding all facets of this Course a student will:
CO1: List and define the concepts of digital marketing. (BT-1)
CO2: Discuss the various social media platforms that can be used from digital marketing. (BT-2)
CO3: Apply the knowledge of digital marketing in promoting products. (BT-3)
CO4: Analyze the pros and cons of digital campaigns. (BT-4)
CO5: Appraise the use of various digital marketing tools (BT-5)
CO6: Develop a digital marketing campaign for a product (BT-6)

Course Outline

- Introduction to Digital marketing
- Social media marketing
- Facebook marketing
- Instagram marketing
- Twitter marketing

- LinkedIn marketing
- Search engine advertising
- Search engine optimization
- Web analytics

Method of delivery
Face to face lectures, self-study material, Active Learning Techniques

Study time
5 hours per week

CO-PO Mapping (PO: Program Outcomes)

	CO1	CO2	CO3	CO4	CO5	CO6
PO1	3	1		3		2
PO2	2	3	1	2	3	2
PO3			2			2
PO4						3
PO5	1	2		1	2	1
PO6			3		1	2

1-Lightly Mapped   2- Moderately Mapped   3- Highly Mapped

Blooms Taxonomy and Knowledge retention (For reference)
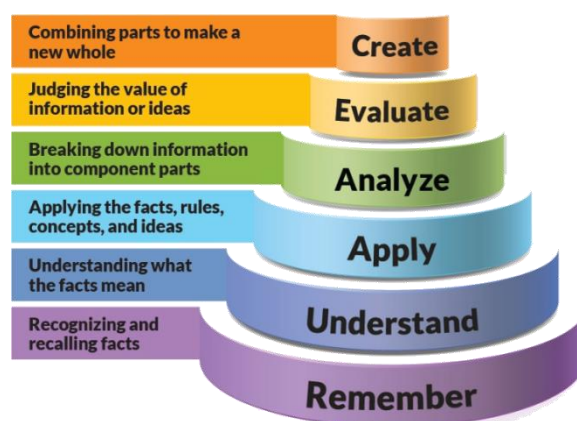(Blooms taxonomy has been given for reference)
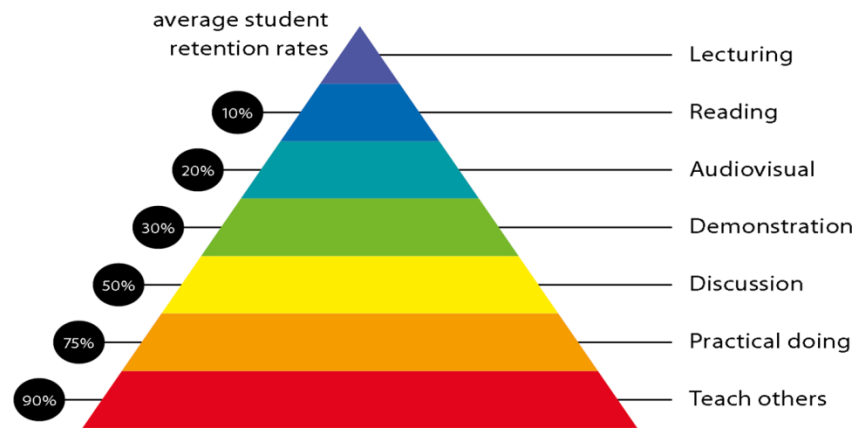

Figure 1: Blooms Taxonomy

Figure 2: Knowledge retention

Graduate Qualities and Capabilities covered
(Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of _____Graduate Capabilities
Informed Have a sound knowledge of an area of study or profession and understand its current issues, locally and internationally. Know how to apply this knowledge. Understand how an area of study has developed and how it relates to other areas.	**1 Professional knowledge, grounding & awareness** Develop sound understanding about digital way of marketing
Independent learners Engage with new ideas and ways of thinking and critically analyze issues. Seek to extend knowledge through ongoing research, enquiry and reflection. Find and evaluate information, using a variety of sources and technologies. Acknowledge the work and ideas of others.	**2 Information literacy, gathering & processing** Understand how to create customer persona for effective digital marketing
Problem solvers Take on challenges and opportunities. Apply creative, logical and critical thinking skills to respond effectively. Make and implement decisions. Be flexible, thorough, innovative and aim for high standards.	**4 Problem solving skills** Acknowledge the organizational environment, budget and mold marketing plans accordingly
Effective communicators Articulate ideas and convey them effectively using a range of media. Work collaboratively and engage with people in	**5 Written communication** **6 Oral communication** **7 Teamwork**

different settings. Recognize how culture can shape communication.	Coordinate with team members, other departments, external agencies and finalize marketing plans
Responsible Understand how decisions can affect others and make ethically informed choices. Appreciate and respect diversity. Act with integrity as part of local, national, global and professional communities.	**10 Sustainability, societal & environmental impact** Ensure the interest of all stakeholders is taken care of while setting up plans

Practical work:
(Mention what practical work this Course involves)

Lecture/tutorial times

Lecture	**Tuesday**	**09:00 to 10:00 am**	**Room LH 37**
Lecture/Tutorial	**Wednesday**	**09:00 to 10:00 am**	**Room LH 37**
Practicals	**Thursday**	**09:00 to 10:00 am**	**Room LH 37**

Attendance Requirements
The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

Details of referencing system to be used in written work
APA 6th edition

Text books
Digital Marketing: Seema Gupta, McGraw hill publications

Reference Books:
1. Marketing 4.0: Moving from Traditional to Digital – Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Wiley publications
2. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns – Ian Dodson, Wiley Publications
3. The Best Digital Marketing Campaigns in the World: Mastering The Art of Customer

Engagement - Damian Ryan, Calvin Jones, Kogan Page publication

ASSESSMENT GUIDELINES
Your final course mark will be calculated from the following:

Assignment	5% (week 4) Outcome (1-3)
Attendance	5%
Project	10% (week 8) Outcome (1-4)
Mid semester	40% (due week 10) Outcome (2-5)
Final exam (*closed book*)	40% Outcome (1-5)

SUPPLEMENTARY ASSESSMENT
Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 40% marks to clear the concerned components.

Practical Work Report/Laboratory Report:
A report on the practical work is due the subsequent week after completion of the class by each group.

Late Work
Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of -% of the maximum mark per calendar day

Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

Plagiarism - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

Do not copy the work of other students.
Do not share your work with other students (except where required for a group activity or assessment)

Course schedule (subject to change)

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Weeks 1	Digital Marketing: Origin and distinction with traditional marketing. The consumer decision journey, POEM framework, segmenting and customizing messages,	CO1	PowerPoint, discussions
Weeks 2	the digital landscape, skills required in digital marketing, digital marketing plan, concept and types of display ads, buying models, different targeting methods and analytics tools. Overview of YouTube advertising.	CO1	PowerPoint, discussions
Week 3	Social media marketing: Overview of Facebook marketing, Adverts: Types, targeting methods, placement, bidding, budget, scheduling, objective, optimization and delivery. Facebook insights, Facebook groups, hashtags, apps, live and avatar as marketing tools	*CO1, CO3, CO2*	PowerPoint, discussions *and practical work*
Week 4	Instagram marketing: Setting objectives, content strategy, style guidelines, hashtags, videos, sponsored ads, apps and generating leads. Overview of Influencer marketing	CO3, CO2	PowerPoint, discussions and practical work
Week 5	Social media marketing: Twitter marketing: Building blocks, building a content strategy on Twitter, understanding Twitter calendar, usage avenues, Twitter ads: campaign types, targeting options, best practices, pricing, metrics, analytics, tools and tips.	CO3, CO2	PowerPoint, discussions and practical work
Week 6	LinkedIn marketing: Why LinkedIn? Building LinkedIn strategy, content strategy for LinkedIn, LinkedIn analytics, setting up an ad campaign Blogging as a marketing tool	*CO3, CO2*	PowerPoint, discussions and practical work
Week 7	Search engine advertising	CO1	PowerPoint, discussions
Week 8	Why pay for search advertising? Understanding ad placement and AdRanks, creating the first ad	CO6	PowerPoint, discussions

		campaign, enhancing the campaign, performance reports		
	Week 9	Search engine optimization	*CO1*	PowerPoint, discussions
	Week 10	The working of the search engine, on-page and off-page optimization, Website maintenance	CO1, CO5	PowerPoint, discussions
	Week 11	Web Analytics: Data collection, key metrics, making web analytics actionable	CO4	PowerPoint, discussions
	Week 12	multi-channel attribution, connecting offline with online, types of tracking codes, mobile analytics, and competitive intelligence	CO4	PowerPoint, discussions