

## Semester 3: Digital Marketing

<b>Semester</b>	<b>III</b>		
<b>Title of the Course</b>	Digital Marketing		
<b>Type of Course</b>	Classroom Electives		
<b>Credits</b>	3	<b>Duration</b>	30 hrs.

<b>Learning Objectives</b>	
1	To sensitize students to need, importance and types of digital platforms and their relevance in modern day marketing
2	To help students understand various digital marketing strategies and customized requirements of varied types of business.

<b>Pre-requisites if any</b>	Business plan should be ready
<b>Connection with subjects in the current or future courses</b>	Closely connected to Marketing management & entrepreneurial content creation.

Sr.No	Content	Activity	Course Outcome (CO)
1	Introduction to SEO & How do Search Engines work?	Check Online Demo example of Website SERP results and Ranking Factors	Students will develop their own digital marketing plan with reference to their business idea and its needs.
2	Organic Search vs. Paid Search Results	Demonstrate Website example with Organic and Paid Search Result	
3	Keyword Research	Prepare Keyword document, find keywords, collect metrics and map keywords.	
4	On-Page Optimization	Prepare On-Page SEO Meta Tags Sheet for given Website Example	
5	Off-Page Optimization	Prepare Off-Page SEO Sheet for given Website Example	
6	Measurement with Google Analytics	Check given Demo Google Account to Analyze the Traffic Report	
7	Advanced SEO	Prepare Audit report and Tech report	



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8	SEO tools	Create Account for following tools and start to explore it with the given website examples: Google toolset, keyword planner, SEM Rush, Ubersuggest, Google search console, etc.
9	Introduction to SEM – Fundamentals & Case Studies	Check online demo example of Adword ranking factors and ad result
10	Creation of Google Display Network	Create & Explore Google ad account for Targeting Options, its ad format, Gallery tools of Ad, Tracking conversions and Remarketing
11	Bidding Strategy	Strategical preparations on How to increase Position on search and its bid for ad position, Quality Score and Bid Management.
12	Mobile Ad Campaigns	Developing universal app campaign, planning mobile-specific and targeting strategies, Measuring performance of Mobile ads & conversions and optimization Strategies
13	Shopping Campaigns – Introduction	Create Google Shopping Ad Campaign, Do Keyword Research, Prepare Campaign Set Up Plan, Budget Optimization Plan for bidding keyword
14	YouTube Marketing – Introduction & Ad Formats	Create YouTube ad campaign, practice formatting YouTube ads, its campaign creation, analytics, and video campaign optimization Tips.
15	Introduction to Websites & WordPress/Wix	Surfing a good website, understanding format & design, create a WordPress account, setting up themes, plugins, widgets, domain name URL and email

16	Creating a new page	Create new page and give a suitable title and write body text, explore WordPress toolbar & more buttons, add content from word file, format it, preview and publish page.
17	Images	Uploading images from the library, Inserting, deleting, customizing, and resizing images, adding Alternative text caption for featured images
18	Introduction to social media	Create Social Media business page, explore ad preference, ad topics, data about your activity from partners and about ads
19	Facebook Marketing	Create a Facebook page, create campaign and explore insights, business manager, ad campaign and ad targeting
20	Influencer Marketing on Instagram	Find good Influencers on Instagram, understand their activity on Instagram
21	LinkedIn as a Marketing Platform	Create a LinkedIn Account, Create and Explore Campaign
22	Twitter	Create a Twitter account, create and explore campaign
23	Pinterest Marketing & Creating a Successful Digital Marketing Strategy	Create a Pinterest account, create and explore campaign
24	Social Media Marketing Tools	Create Account for following tools and start to explore it with the given website examples: Hootsuite, Buffer, TweetDeck, Sprout Social
25	Introduction to Google Analytics & Understanding	Create & Explore Google ad account for Targeting Options, its ad format, Tracking conversions and Remarketing
26	Google Analytics Interface	Explore Google Analytics Dashboard, Shortcuts, interface features and customizing dashboards

27	Analyzing Google Analytics Reports	Preparing different marketing campaigns and understanding the customize reports, monitoring traffic behaviour and taking corrective actions if required.	
28	Introduction to Mobile Marketing	Exploring & discovering how marketers are harnessing mobile marketing today.	
29	Mobile Campaign Planning	Plan a WhatsApp marketing campaign	
30	Introduction To Inbound Marketing	Exploring the methods used by competitors to attract, engage, and delight people to grow a business.	
31	Introduction to Mailchimp for email marketing	Create an account in MailChimp and start creating branded mails	
32	Mailchimp Tools for email marketing	Start exploring the following tools with given website examples: Drag-and-Drop Builder, Content Studio, Real-time Analytics, Transactional email.	
33	What is Content Marketing	Explore tools required to build interactive content	

<b>Reference Books &amp; Articles</b>	
<b>Title</b>	<b>Author/s</b>
Digital marketing for business 2021	Gregory Thorn Hill
Digital Marketing Strategy	Simon Kings North
Digital Marketing from fundamentals to future	SwamI Nathan T.N./ Karthik Kumar



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