



**JINDAL GLOBAL
BUSINESS SCHOOL**
INDIA'S FIRST MULTI-DISCIPLINARY GLOBAL BUSINESS SCHOOL



O.P. Jindal Global University
A Private University Promoting Public Service
NAAC Accreditation - 'A' Grade

Jindal Global Business School
Course Outline

Course Title	Digital Marketing
Core or Elective	Core
Program and Batch	BBA-2023, BBA-BA-2023, BBA-FB-2023, BBA-FM-2023
Semester & Academic Year	Fall 2026
Credits	3
Discipline/Area	Marketing
Provide details if this course is a Prerequisite for any course/specialization	None
Name of the Faculty Member/Course Instructor	Prof Janardan K Yadav
Contact Details of the Faculty Member	jkyadav@jgu.edu.in
Contact Details of Support Staff	jgbs-ec@jgu.edu.in
Faculty Member's Open Office Day/s & Time	TBD

Introduction to the Course

In today's rapidly evolving digital landscape, businesses face unique challenges and opportunities in effectively marketing their products and services. This course, Digital Marketing, is designed to equip students with the essential knowledge and practical skills necessary to leverage digital marketing strategies.

Throughout this course, students will explore the fundamental concepts of digital marketing, contrasting traditional methods with innovative digital approaches. We will delve into key frameworks such as AIDA (Attention, Interest, Desire, Action) and the POEM (Paid, Owned, Earned Media) model to establish a solid foundation for understanding customer engagement.

Students will gain hands-on experience with essential digital marketing tools, including Google Ads for search engine advertising, SEMrush for search engine optimization, and Google Analytics for web analytics. The curriculum will cover various aspects of digital marketing, including display advertising, social media marketing, and Instagram marketing, providing students with a comprehensive skill set that aligns with the modern business environment.

To enhance learning outcomes, the course will include interactive case study discussions, allowing students to analyze real-world examples and develop practical solutions. By the end of this course, students will be equipped to design and implement effective digital marketing strategies that can drive growth and sustainability in various business organizations.

Join us as we navigate the dynamic world of digital marketing and empower businesses to thrive in the digital age!

Course Learning Objectives

At the end of the course, students should be able to:

CLO1. Choose the better mix of digital channels for advertising their product or business idea.

CLO2. Evaluate the actual outcomes of the advertising spending.

CLO3. Create innovative and interactive content to appeal to different segments of the potential customers.

CLO4. Understand various challenges of advertising through non-owned media.

Programme Competency Goals

BBA Programme Competency Goals (PCGs)		BBA Programme Learning Objectives (PLOs)	
		Students will be able to	
1	Responsible Global Citizenship: Ability to understand the interplay between local and global issues and to act with sensitivity towards ethical and social issues	1. Understand local business issues	
		2. Understand global business issues	
		3. Demonstrate sensitivity towards ethical issues	
		4. Demonstrate sensitivity towards social issues	
2	Effective communication: Ability to effectively exchange ideas and information	5. Present their ideas with clarity	
		6. Write in a coherent manner	
		7. Use technology for communication	
3	Critical Thinking: Ability to identify, analyze business problems and propose effective solutions	8. Identify main issues of business problems	
		9. Examine information from different sources	
		10. Draw inferences from analysis	
4	Teamwork: Ability to work and contribute effectively in group -settings	11. Understand the factors to work effectively in groups	
		12. Contribute effectively in groups	

PLO-PCG Assessments Mapping Matrix

Program Learning Objectives (PLOs)	Program Competency Goals (PCGs)	Course Assessment Item
This course helps you to develop the following Program Learning Outcomes:	This course helps you to develop the following Program Competency Goals:	This learning outcome will be assessed in the following items
PLO1, PLO2, PLO3, PLO4	PCG1: Responsible Global Citizenship	A1 (Class Participation), A3 (Group Project)
PLO5, PLO6, PLO7	PCG2: Effective Communication	A1 (Class Participation), A3 (Group Project)
PLO8, PLO9, PLO10	PCG3: Critical Thinking	A1 (Class Participation), A2 (Mid Term), A4 (End Term)
PLO11, PLO12	PCG4: Teamwork	A1 (Class Participation), A3 (Group Project)
PLO13, PLO14, PLO15	PCG5: Discipline Knowledge	A2 (Mid Term), A4 (End Term)
PLO16, PLO17, PLO18	PCG6: Entrepreneurial Mindset	A1 (Class Participation), A2 (Mid Term), A3 (Group Project), A4 (End Term)

Evaluation Schema

The course grade will be determined based on:

Assessment Task	Weightage (Percentage)	Nature (Individual/Group)	Week of Assessment	PLOs to be Assessed
A1: Class Participation	10 %	Individual	Continuous	PLO1, PLO2, PLO3, PLO4, PLO5, PLO6, PLO7, PLO8, PLO9, PLO10, PLO16, PLO17
A2: Mid Term Examination	20 %	Individual	7th / 8th Week	PLO1, PLO2, PLO8, PLO9, PLO10, PLO13,

				PLO14, PLO16, PLO17	
A3	Group Project Work	20%	Group	Penultimate Week	PLO3, PLO4, PLO11, PLO12, PLO13, PLO15, PLO16, PLO17, PLO18
A4:	End term Examination	50 %	Individual	In Examination Week	PLO1, PLO2, PLO3, PLO4, PLO8, PLO9, PLO10, PLO13, PLO14, PLO15, PLO16, PLO17, PLO18

Description of Assessments:

A1 Class Participation- This assessment measures students' engagement in classroom activities, such as discussions, case analyses, brainstorming sessions, and participation in problem-solving exercises. Students are expected to demonstrate their understanding of business issues, communicate effectively, critically analyze problems, and actively contribute to group dynamics. Regular attendance and meaningful contributions will be key evaluation criteria.

A2 Mid-Term Exam: This will be a pen and paper invigilated exam held on the JGU campus. The duration of the mid-term exam will be 90 minutes.

A3 Group Project Work: This assessment requires students to work in teams to develop a project addressing a real-world business problem, such as proposing strategies for a business or developing a new entrepreneurial venture plan. Teams will present their findings and recommendations through written reports and presentations, demonstrating teamwork and applied knowledge.

A4 End-Term Exam: The end term examination will be of 50 marks of 3 hours duration. This will be a pen and paper invigilated exam held on the JGU campus.

Rubrics for Assessments

	Not Attempted 0	Fail 0-49	Pass 50-64	Credit 65-74	Distinction 75-84	High Distinction 85-100
Research Quality and number of internet resources and official social pages visited.	Not attempted or entirely or significantly plagiarized	Insufficient number of quality and relevant peer	Minimum number of, or one additional, quality and	2-4 additional quality and relevant peer reviewed	5-8 additional quality and relevant peer reviewed	9 or more additional quality and relevant peer

(10%)	from other articles/sources.	reviewed articles.	relevant peer reviewed articles/sources.	articles/sources.	articles/sources.	reviewed articles/sources.
Analysis Relevantly connecting articles/sources to topic (40%)	Not attempted or entirely or significantly plagiarized from other sources.	Minimal connections between articles/sources and topic.	Some connections between articles/sources and topic, little or no detail/ explanation.	Frequent connections between articles/sources and topic showing some detail/ explanation.	Consistent connections between articles/sources and topic with detail showing some insight.	Consistent highly insightful connections between articles/sources topic. Plentiful detail/ clearly explained.
eQuality of student discussion Ability to develop insights from the analysis / findings (20%)	Not attempted or entirely or significantly plagiarized from other sources.	Report does not propose questions nor implications regarding topic analysis and does not develop discussion beyond a mere	Basic questions and implications proposed to forward discussion and/or basic insights drawn from analysis.	Interesting questions (incl. questions regarding / implications for theory) are posed and/or deeper insights revealed from analysis.	Sustained discussion (incl. questions regarding / implications for theory) is developed and/or strong insights	Stimulating and sustained discussion resulting from thoughtful questions being posed (incl. questions regarding / implications for
		summary of the analysis.			consistently revealed.	theory), very strong insights and comments regarding topic.
Logical flow Organisation of ideas. Ability to sustain audience interest. (20%)	Not attempted or entirely or significantly plagiarized from other sources.	Organisation of ideas not clear. Report does not develop audience interest due to poor engagement techniques.	Organisation of ideas sometimes unclear. Report displays basic use of techniques (examples / headings / subheadings / literary etc.) to develop audience interest.	Organisation of ideas generally clear. Report displays general use of techniques (examples / headings / subheadings / literary etc.) to develop audience interest.	Organisation of ideas clear. Report uses a variety of techniques (examples / headings / subheadings / literary etc.) that are used well to sustain audience interest.	Organisation of ideas extremely clear. Report solidly uses varied and innovative engagement techniques (examples / headings / subheadings / literary etc.) to sustain audience interest throughout.
Overall Quality <ul style="list-style-type: none"> Well formatted, incl. fonts, font size, line and paragraph spacing (2%). Spelling & grammar (2%). Visuals and / or diagrams to assist understanding (1%). Citation and referencing style is clear and consistent according to APA or Harvard reference style (5%). 	Not attempted or entirely or significantly of very poor quality.	The problems in one or more of the areas listed prevented reader understanding.	The problems in one or more of the areas listed reduced reader understanding.	Performance in the areas listed mostly assisted reader understanding.	Performance in all areas listed considerably assisted reader understanding.	Performance in all areas listed was of a high quality and greatly assisted reader understanding.

Teaching Method

This course employs a blended learning approach, incorporating lectures, short videos, and hands-on experiences to create an engaging educational environment. The responsibility for learning lies primarily with the students, while the instructor serves as a facilitator, guiding discussions and providing support.

Students are encouraged to draw meaningful conclusions from case analyses rather than simply learning prescriptive methods. Real-world cases will illustrate various issues and showcase both effective and ineffective practices in digital marketing. This approach enables students to learn inductively by examining a diverse array of examples and situations, enriching their understanding through the experiences of their peers.

In addition to the core textbook, relevant research articles will be provided to deepen students' comprehension of contemporary models and practices. Students are expected to read these articles thoroughly. The instructor will assist them in understanding the foundational concepts behind the various models as presented in the textbook.

Textbook / Other Readings

The prescribed textbook for the course is:

Digital Marketing by Seema Gupta (3rd edition, 2022), ISBN: 9789355320407.

Digital Copies of this book is available with the JGU library. Chapters from this book are assigned as required readings in the class schedule below- I will assume that you have done those readings when you come to the class. The lectures will take the book material as a starting point and probe deeper into the issues- it will not regurgitate the book material. Cases and any other reading material assigned for reading will be provided to you in a course pack and will be uploaded in the e-learning platform.

Additional Reference Book: eMarketing;

Authors, Rob Stokes

Session Guest Lecture:

S. No.	Faculty member(s)	Guest Speakers [Name, designation, and company]	Week # (Tentative)
1	Janardan K Yadav	Mr. Puneet Bansal, Product Manager at Expedia	6
2	Janardan K Yadav	Mr. Aman Kapoor, Digital Marketing Expert at IIDE	12

Session Plan

Session Details	Topics
Session 1	Introduction to Marketing
Objective of the session	What is marketing? Fundamentals of marketing
Subtopics to be covered	Introduction to Marketing, 4 Ps
Readings	Chapter 1, Marketing Management by Philip Kotler and Keller
Pedagogy	Lecture and class discussion
Session 2	Introduction to the world of Marketing and Digital Marketing
Objective of the session	Fundamentals of marketing, Differences between traditional and digital marketing
Subtopics to be covered	STP, Introduction to Digital Marketing, Characteristics of digital marketing, Traditional vs Digital Marketing
Readings	Chapter 1
Pedagogy	Lecture and class discussion
Session 3	Consumer Behavior in Digital Age
Objective of the session	Various conceptual frameworks
Subtopics to be covered	POEM, Multichannel conversion model, multi-screen behaviour,
Readings	Chapter 1
Pedagogy	Lecture and class discussion
Session 4	Buyer funnel and Customer Journey
Objective of the session	Various conceptual frameworks
Subtopics to be covered	AIDA, customer journey map

Readings	Chapter 1
Pedagogy	Lecture and class discussion
Session 5	Customer Data and Tracking Basics
Objective of the session	Understanding how companies track consumers online
Subtopics to be covered	Cookies (1 st vs 3 rd party), Tracking pixels, what data companies, why tracking matters for companies
Readings	
Pedagogy	Lecture and class discussion
Session 6	Website and landing pages
Objective of the session	Understanding website structure and landing page purpose
Subtopics to be covered	Website vs. landing page, basics of website structure, simple UX principles Tool: Canva, Google Sites, Analytics on landing page
Readings	
Pedagogy	Lecture and class demonstration
Session 7	Landing Page Creation
Objective of the session	Create a live landing page
Subtopics to be covered	Hands on design, choosing templates, adding content, images, icon, adding CTA buttons, publishing and sharing link
Readings	
Pedagogy	Hands on experience
Session 8	Introduction to Search Engine Optimization
Objective of the session	Understanding how search engines work, Understanding why SEO is important in establishing a web presence
Subtopics to be covered	How does Search Engine works? SEO fundamentals Crawling, indexing, ranking
Readings	Chapter 10
Pedagogy	Lecture and class discussion
Session 9	Keyword Research
Objective of the session	Identifying target keywords
Subtopics to be covered	Short tail vs. long-tail, search intent, Tool: Google Keyword Planner
Readings	Chapter 3
Pedagogy	Lecture and class discussion
Session 10	Search Engine Optimization
Objective of the session	On-Page SEO
Subtopics to be covered	Website Audit, Content optimization, Tags, Internal linking, keyword placement, URL structure
Readings	Chapter 10
Pedagogy	Lecture and class discussion
Session 11	Search Engine Optimization
Objective of the session	Off-page SEO Phases
Subtopics to be covered	Off-page optimization, Social Channel Submissions, Maintenance
Readings	Chapter 10
Pedagogy	Lecture and class discussion

Session 12	Search Engine Optimization
Objective of the session	Technical SEO
Subtopics to be covered	Site health, page speed, mobile responsiveness, core web vitals Tools: SEM Rush
Readings	Chapter 10
Pedagogy	Lecture and class discussion
Session 13	SEO Project Lab
Objective of the session	Apply SEO to the landing page
Subtopics to be covered	Practical optimization, Insert keywords, fill metadata, add alt text, create internal/external links
Readings	
Pedagogy	Hands on experience
Session 14	Display Advertising
Objective of the session	Importance of search advertising
Subtopics to be covered	Display Advertising, Some KPIs and Technical Terms
Readings	Chapter 2
Pedagogy	Lecture, Class discussion
Session 15	Display Advertising
Objective of the session	Algorithm for Ad rank
Subtopics to be covered	Buying Models for Display Advertising
Readings	Chapter 2
Pedagogy	Lecture, Class discussion, Problem solving
Session 16	Mid-term examination
Objective of the session	-
Subtopics to be covered	-
Readings	-
Pedagogy	-
Session 17	Search Engine Advertising
Objective of the session	Introduction of Search Engine Advertising
Subtopics to be covered	SEA, Google Ads, Ad Ranks, Ad Auction Model (basics), Quality Score, Keywords,
Readings	Chapter 3
Pedagogy	Lecture, Class discussion
Session 18	Search Engine Advertising
Objective of the session	Google Ads Structure
Subtopics to be covered	Advanced Ad Formats,
Readings	Chapter 3
Pedagogy	Lecture, Class discussion & Hands on Experience
Session 19	SEM Practical Setup
Objective of the session	Build a full campaign mock
Subtopics to be covered	Hands-on Google Ads simulation Tools: Google AdSense
Readings	
Pedagogy	Hands on experience
Session 20	Guest Lecture

Objective of the session	TBD
Subtopics to be covered	TBD
Readings	TBD
Pedagogy	Lecture and Class discussion
Session 21	Social Media Landscape
Objective of the session	SMM basics, Understanding platform differences
Subtopics to be covered	Objective of social media marketing, Major Platforms, Platform differences, content types (reels, posts, carousels) How to build a successful strategy – Listen, Set Goals
Readings	Chapter 4
Pedagogy	Lecture, Class discussions
Session 22	Social Media Content Strategy
Objective of the session	Content Strategy
Subtopics to be covered	Brand voice, 3-pillar content strategy, content buckets, influencer marketing, How to build a successful strategy – Strategize, Implement, best practices
Readings	Chapter 4 & 5
Pedagogy	Lecture, Class discussions & Hands on Experience
Session 23	Basics of Social Media Ads
Objective of the session	Understanding paid promotion on social media
Subtopics to be covered	Boosted vs ads manager, targeting basics
Readings	Chapter 6 ,7 & 8
Pedagogy	Lecture, Class discussions & Hands on Experience
Session 24	Social Media Analytics
Objective of the session	Measurement skills on SM platforms
Subtopics to be covered	Reach, impressions, engagement, content performance
Readings	Chapter 6 ,7 & 8
Pedagogy	Lecture, Class discussions & Hands on Experience
Session 25	Web Analytics
Objective of the session	Key Concepts and Terms used in analytics Methods of Web Analytics Methods
Subtopics to be covered	Key Concepts and Terms, Applications of web analytics in marketing
Readings	Chapter 11
Pedagogy	Lecture, Class discussions & Hands on Experience
Session 26	Web Analytics
Objective of the session	Analytics Stages or Processes
Subtopics to be covered	Key Metrics of Digital Analytics, reading funnel drop-offs
Readings	Chapter 11
Pedagogy	Lecture, Class discussions & Hands on Experience
Session 27	Web Analytics
Objective of the session	Hands on Google Analytics (GA4) Discuss its applications
Subtopics to be covered	GA
Readings	Chapter 11

Pedagogy	Lecture, Class discussions & Hands on Experience
Session 28	Summarization and Course warp up
Objective of the session	Bringing SEO + SEM + SMM together
Subtopics to be covered	Core concepts, how channels support each other, examples. s
Readings	
Pedagogy	Lecture, Class discussions
Session 29	Final Project Presentation
Objective of the session	-
Subtopics to be covered	-
Readings	-
Pedagogy	-
Session 30	Final Project Presentation
Objective of the session	-
Subtopics to be covered	-
Readings	-
Pedagogy	-

Disability Support

JGU endeavours to make all its courses accessible to students. The Disability Support Committee (DSC) has identified conditions that could hinder a student's overall well-being. These include physical and mobility related difficulties, visual impairment, hearing impairment, mental health conditions and intellectual/learning difficulties e.g., dyslexia and dyscalculia. Students with any known disability needing academic and other support are required to register with the Disability Support Committee (DSC) by following the procedure specified at <https://jgu.edu.in/disability-support-committee/>

Students who need support may register any time during the semester up until a month before the end semester exam begins. Those students who wish to continue receiving support from the previous semester, must re-register within the first month of a semester. Last minute registrations and support might not be possible as sufficient time is required to make the arrangements for support.

The DSC maintains strict confidentiality about the identity of the student and the nature of their disability and the same is requested from faculty members and staff as well. The DSC takes a strong stance against in-class and out-of-class references made about a student's disability without their consent and disrespectful comments referring to a student's disability.

All general queries are to be addressed to disabilitysupportcommittee@jgu.edu.in

*** Some changes in assessments, sessions and/or readings etc may take place during the semester.**