

## **BFX-DMKT1002 – Digital Marketing**

### **Course Information**

Course Duration: **Spring Semester 2024-26**

Credit Hours: 60 (4 credits)

Meetings: **TBA**

Location:

Prerequisites:

Equivalent Courses: N/A

Exclusive Courses: N/A

### **Instructor Information**

**Instructor: Dr Priyanka Gupta (Section A)**

**Biography:** Dr Priyanka Gupta is currently serving as an Assistant Professor at O P Jindal Global University in the School of Banking & Finance, India. She holds a Ph.D. in Marketing from the prestigious Indian Institute of Management (IIM) Raipur. Dr. Gupta has significant expertise in teaching subjects such as Research Methodology, Statistics, and Consumer Behaviour. Her research interests lie primarily in the areas of consumer behaviour, with a special focus on impulse buying behaviors, buying patterns, and strategic decision-making in marketing and has published several research papers in reputed international journals, including the *International Journal of Strategic Decision Sciences*, *Journal of Electronic Commerce in Organizations*, and *International Journal of Technology Marketing*, among others. In addition to her academic contributions, Dr. Gupta has participated in numerous national and international conferences.

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### **Course Description and Objectives**

Developing a successful digital marketing strategy and implementation is both an art and science. It involves in-depth knowledge of dynamics of new media (Social Media, Mobile) and utilizing the right resources and marketing skills to design and launch successful customer engagement campaigns. Digital Marketing course has been designed to help students to understand both functional and management roles required to plan and execute effective Digital Marketing campaigns. The course also helps students gain an insight how to plan and implement Digital Marketing initiatives

**Course Objectives:**

This course attempts to help students to understand both functional and management roles required to plan and execute effective Digital Marketing campaigns.

On having completed the course the students will be able

- To apply the basics of digital marketing in the contemporary business scenario
- To utilize google ads for promotional activities
- To contrast various social media marketing platforms and activities
- To analyze the search engine optimization, search engine marketing and email marketing activities
- To explain analytics pertaining to digital marketing initiatives

### Scheme of Evaluation and Grading and Evaluation breakup

Assessment Task	Weight	Nature	Week of Assessment
<b>Internal 1: Class Participation</b> (Case discussion, Assignments and participation)	30	Individual	Continuous/Pre-decided dates
<b>Internal 2:</b> Digital Media Mix and Other DM Campaigns for the selected company (an initial introduction and presentation about the digital marketing campaign going to follow for the selected company) *	15	Group	Week 7-15
<b>Internal 3:</b> Quiz	20	Individual	Continuous/Pre-decided dates
<b>Internal 4:</b> Group project, presentation and submission (Developing a new digital marketing strategy for a real company: this will be ongoing group project for the students)*	35	Group	Continuous/Pre-decided dates

\* *The Group project details has been given in detail below*

### Grade Definition

The schema of the grade sheet may change. Students will be informed well in advance of any changes in the schema of the grade sheet.

Letter Grade	Percentage Of marks	Grade Value	Grade Definitions
O	80 and above	8	<b>Outstanding:</b> Exceptional knowledge of the subject matter, thorough understanding of issues; ability to synthesize ideas, rules and principles and extraordinary critical and analytical ability.
A+	75-79	7.5	<b>Excellent:</b> Sound knowledge of the subject matter, thorough understanding of issues; ability to synthesize ideas, rules and principles and critical and analytical ability.
A	70-74	7	<b>Very Good:</b> Sound knowledge of the subject matter, excellent organizational capacity, ability to synthesize ideas, rules and principles, critically analyse existing material and originality in thinking and presentation.

A-	65-69	6	<b>Good:</b> Good understanding of the subject matter, ability to identify issues and provide balanced solutions to problems and good critical and analytical skills.
B+	60-64	5	<b>Fair:</b> Average understanding of the subject matter, limited ability to identify issues and provide solutions to problems and reasonable critical and analytical skills.
B	55-59	4	<b>Acceptable:</b> Adequate knowledge of the subject matter to go to the next level of the study and reasonable critical and analytical skills.
B-	50-54	3	<b>Marginal:</b> Limited knowledge of the subject matter and irrelevant use of materials, and poor critical and analytical skills.
P1	45-49	2	<b>Pass 1:</b> Pass with Basic understanding of the subject matter.
P2	40-44	1	<b>Pass 2:</b> Pass with Rudimentary understanding of the subject matter.
F	Below 40	0	<b>Fail:</b> Poor comprehension of the subject matter; poor critical and analytical skills and marginal use of the relevant materials. Will require repeating the course.
P	Pass		‘P’ represents the option of choosing between Pass/Fail grading system over the CGPA grading system in the COVID 19 semester in Spring 2020. The option is provided when students attain a minimum of 40 percentage marks under the current grading structure in a given subject.
I	Incomplete		Extenuating circumstances preventing the student from completing coursework assessment, or taking the examination; or where the
			Assessment Panel at its discretion assigns this grade. If an “I” grade is assigned, the Assessment Panel will suggest a schedule for the completion of work, or a supplementary examination.

## Academic Integrity

### Academic Honesty, Cheating, and Plagiarism.

Learning and knowledge production of any kind is a collaborative process. Collaboration demands an ethical responsibility to acknowledge who we have learnt from, what we have learned, and how reading and learning from others have helped us shape our own ideas. Even our own ideas demand an acknowledgement of the sources and processes through which those ideas have emerged. Thus, all ideas must be supported by citations. All ideas borrowed from articles, books, journals, magazines, case laws, statutes, photographs, films, paintings, etc., in print or online, must be credited with the original source. If the source or inspiration of your idea is a friend, a casual chat, something that you overheard, or heard being discussed at a conference or in class, even they must be duly credited. If you paraphrase or directly quote from a web source in the examination, presentation or essays, the source must be acknowledged. The university has a framework to deal with cases of plagiarism. All form of plagiarism will be taken seriously by the University and prescribed sanctions will be imposed on those who commit plagiarism.

### Safe Space Pledge:

This course may discuss a range of issues and events that might result in distress for some students. Discussions in the course might also provoke strong emotional responses. To make sure that all students collectively benefit from the course, and do not feel disturbed due to either the content of the course or the conduct of the discussions. Therefore, it is incumbent upon all within the classroom to pledge to maintain respect towards our peers. This does not mean that you need to feel restrained about what you feel and what you want to say. Conversely, this is about creating a safe space where everyone can speak and learn without inhibitions and fear. Recording anyone – video or audio – without permission is entirely prohibited. This responsibility lies not only with students, but also with the instructor.

### Participation/Attendance Policy

University attendance policy shall apply. Entry into class beyond 10 minutes of the beginning of the scheduled lecture time shall not be counted and the student will be marked Absent for the lecture. It is expected that students will come to class prepared with the material taught in the previous session and participate in class discussions positively.

### Use of phone/ texting/ laptop

Cellphones must be turned off or silent in the classroom and not allowed in exams. Laptops may be allowed in the class as per requirement.

### Course Material

#### Essential Reading:

Gupta, S., (2020). *Digital marketing (2<sup>nd</sup> Ed)*. Tata Mc Graw Hill.

#### Recommended References:

- 1) Kerpen, D., Berk, R., Greenbaum, M. (2019). *Likeable social media, Third Edition: How To Delight Your Customers, Create an Irresistible Brand, & Be Generally Amazing On All Social Networks That Matter*. United Kingdom: McGraw-Hill Education.
- 2) Puthussery A. (2020). *Digital Marketing: An Overview*. Notion Press.
- 3) Herman, J., Butow, E., Allton, M., Liu, S., Robinson, A. (2020). *Ultimate Guide to Social Media Marketing*. United States: Entrepreneur Press.
- 4) Marshall, P., Rhodes, M., Todd, B. (2020). *Ultimate Guide to Google Ads*. United States: Entrepreneur Press.
- 5) Singh, B. P. (2017). *Fundamentals of Digital Marketing*. Pearson India.

### Session Plan

Sessions	Unit details	Readings	Pedagogy/Approach Resource/ Reference details
Session 1- 2	<b>Unit I:</b> <b>Introduction to Digital Marketing:</b> Digital Marketing: Origin of digital marketing; Traditional Vs	Chapter 1 Gupta, S., (2020). <i>Digital marketing</i> (2 <sup>nd</sup>	Familiarization with Course Pack. Lecture / case Discussion

	<p>Digital Marketing; Internet Users in India;</p> <p>Grehan's 4Ps of digital marketing; The consumer decision journey; The P-O-E-M Framework; The digital landscape;</p>	<p><i>Ed). Tata Mc Graw Hill.</i></p> <p>Case Discussion <b><i>Guthali - challenges in marketing Indian handicrafts and handloom</i></b></p>	
Session 3- 4	<p>Digital Marketing Plan. Ethical Challenges: Frauds on the Web, Data and Identity Theft, Issue of Privacy. Information Technology Act, 2000.</p>	<p>Chapter 3 Gupta, S., (2020). <i>Digital marketing</i> (2<sup>nd</sup> Ed). Tata Mc Graw Hill.</p>	
Session 5-6	<p><b>Unit II: Display Advertising and e-mail Marketing</b> Concept of Display Advertising; Types of display Ads; Buying Models; Display Plan; Targeting – Contextual targeting- Placement Targeting- Remarketing- Interest categories- Geographic Language Tagging; What makes a good Ad? Programmatic digital advertising; Analytics tools – viewability, on target reach, Ad fraud, Brand Health.</p>	<p>Chapter 2 Gupta, S., (2020). <i>Digital marketing</i> (2<sup>nd</sup> Ed). Tata Mc Graw Hill.</p> <p><b><i>HBR – Chapter 1. Search Engine Marketing – Shishir Mishra</i></b></p>	<p>Lecture / Discussion/ <b><i>Hands on Session on Google Ads</i></b></p> <p><b><i>Hands on session on Mailchimp</i></b> <a href="https://mailchimp.com/">https://mailchimp.com/</a></p>
Session 7	<p>e-mail Marketing – Building a List- Content Strategies – e-mail newsletter – Automating e-mail marketing- Analytics</p>		

Session 8-9	<b>Unit III Social Media Marketing</b> How to build a successful social media strategy? Facebook Marketing- Facebook for Business-Anatomy of an Ad campaign – Adverts - Facebook Insights	Chapter 5 Gupta, S., (2020). <i>Digital marketing</i> (2 <sup>nd</sup> Ed). Tata Mc Graw Hill.  <b>Tech Talk – Creating a Social Media Strategy</b>	Lecture / case Discussion/ <b><i>making different types of ad using SMP and check the analytics of each</i></b>
Session 10	LinkedIn Marketing – LinkedIn Strategy- Sales lead generation – Content Strategy – LinkedIn Analytics – Targeting – Ad Campaign	Chapters 6 Gupta, S., (2020). <i>Digital marketing</i> (2 <sup>nd</sup> Ed). Tata Mc Graw Hill.  Chapter 7 Gupta, S., (2020). <i>Digital marketing</i> (2 <sup>nd</sup> Ed). Tata Mc Graw Hill.	
Session 11	Twitter Marketing – Getting started with Twitter – Building a content strategy – Twitter Ads – Twitter Analytics	Chapter 8 Gupta, S., (2020). <i>Digital marketing</i> (2 <sup>nd</sup> Ed). Tata Mc Graw Hill.	
Session 12	Twitter Marketing – Getting started with Twitter – Building a content strategy – Twitter Ads – Twitter Analytics	Chapter 8 Gupta, S., (2020). <i>Digital marketing</i> (2 <sup>nd</sup> Ed). Tata Mc Graw Hill.	
Session 13	Instagram Marketing – Objectives – Content Strategy – Style guidelines – Hashtags – Videos- Sponsored Ads – Apps – Generate leads	Case Discussion  <b><i>Mentorrd EduTech: charting new territories through social media marketing</i></b>	
Session 14-15	<b>Unit IV: Search Engine Advertising and Search Engine Optimization</b> Why pay for Search Advertising? Understanding Ad Placement; Understanding Ad ranks; Creating the first Ad campaign; Enhancing the Ad campaigns; Performance reports.	Chapter 10 Gupta, S., (2020). <i>Digital marketing</i> (2 <sup>nd</sup> Ed). Tata Mc Graw Hill.	Interactive Lecture and case discussion and hands on session of WordPress  Basic understanding of WordPress CMS <a href="https://wordpress.org/">https://wordpress.org/</a>

		Case Discussion	
Session 16	SEM: Introduction to SEM; Types of Online Ads; Online Ad Campaign Planning • Using Google AdWords Tool • Ad Auction	<b><i>Measuring RoI on Sponsored Search Ads</i></b>	
Session 17	Website designing framework, Site Mapping & Wireframes, UI and UX Concepts, Website creation using WordPress (hands on session)		
Session 18	Google AdSense. Search Engine Optimization – How search engine works? SEO Phases; On page Optimization; Off-page Optimization; Social Media Reach; Maintenance		
Session 19-20	<b>Unit V: Mobile Marketing and Web Analytics</b> Mobile Advertising – Mobile Marketing toolkit – Mobile Marketing Features – Mobile Analytics	Chapter 9 Gupta, S., (2020). <i>Digital marketing (2<sup>nd</sup> Ed)</i> . Tata Mc Graw Hill.	Interactive Lecture and Activity and hand on session on Google Analytics
Session 21-22	Web Analytics – Key Metrics – Making web analytics actionable – Types of tracking codes	Chapter 11 Gupta, S., (2020). <i>Digital marketing (2<sup>nd</sup> Ed)</i> . Tata Mc Graw Hill.	<a href="https://moz.com/blog/absolute-beginners-guide-to-google-analytics/">https://moz.com/blog/absolute-beginners-guide-to-google-analytics/</a>
Session 23	<b>AI and Big Data analysis</b>		Interactive Lecture
Session 24	<b>Landing Page Optimization:</b> Oli Gardner's Framework		Interactive Lecture and Videos
Session 25-26	<b>Simulation:</b> Digital Marketing Simulation: Media Attribution at Exercise Minde	Digital Marketing Simulation: Media Attribution at Exercise Minder	Hands on Session on simulation
Session 27-28	Group Presentation	Group Presentation	Interactive Presentation

*\*Please note that session topics and activities may subject to change during the course.*

**\* Group Project Details (Related to Internal 2 and 4)**

- **Assignment Title:** Digital marketing plan (students have to identify a real company and implement digital marketing plan)
- Group : 2-3 students in one group
- **Regarding Internal 4:** Groups to identify a client (Business of any kind) and understand their digital marketing requirements. After approval from the faculty, groups have to draft a digital marketing plan. The template is annexed in the course pack.
  - Client choice to be approved by the faculty member. Digital marketing Plan to be submitted as per the template given by the faculty
  - Groups to identify a business and draft a digital marketing plan by understanding the requirements of the business
  - Assignment is designed to enable students
    - i) Identify client requirements towards digital marketing;
    - ii) Prepare a digital marketing plan;
    - iii) Choose the KPIs for a digital campaign;
- **Regarding Internal 6:** Students should use appropriate metrics to analyse the performance of the digital marketing campaign.
  - Students are supposed to prepare a report on the entire project as per the given template.
  - Group presentation on the metrics used to analyse the performance of digital marketing campaign. Comprehensive viva on the project completion. Areas of discussion include proposed goals, pre- campaign and post campaign analysis. Recommendations on future digital strategy including web, mobile marketing and other emerging areas is expected in the report.
  - Assignment is designed to enable students
    - i) Appraise the campaign performance using appropriate metrics
    - ii) Recommend strategies to improve the future digital marketing campaigns