

# Teaching Lesson Plan

## MND-1D: DIGITAL MARKETING

Lecture hours: 60

**OBJECTIVES:** To provide knowledge about the concepts, tools, techniques, and relevance of digital marketing in the present changing scenario. It also enables the learners to learn the application of digital marketing tools and acquaint about the ethical and legal aspects involved therein.

SN	Subject and Objectives	Lectures Hrs	Methodology	Evaluation Mode
Unit-I	<b>Introduction</b>	<b>12Hrs</b>		
	<ol style="list-style-type: none"> <li>1. Concept, scope, and importance of digital marketing. Traditional marketing versus digital marketing.</li> <li>2. Challenges and opportunities for digital marketing. Digital penetration in the Indian market. Benefits to the customer; Digital marketing landscape: an overview.</li> <li>3. Ethical issues and legal challenges in digital marketing. Regulatory framework for digital marketing in India.</li> </ol>	12	PPT, Illustrations	Q & A, Assignments
Unit-II	<b>Digital Marketing Management</b>	<b>12Hrs</b>		
	<ol style="list-style-type: none"> <li>1. Digital-marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment; Digital technology and customer-relationship management.</li> <li>2. Digital consumers and their buying decision process.</li> </ol>	12	PPT, Illustrations	CIA
Unit-III	<b>Digital Marketing Presence</b>	<b>12Hrs</b>		
	<ol style="list-style-type: none"> <li>1. Concept and role of Internet in marketing. Online marketing domains. The P.O.E.M. framework. Website design and Domain name branding.</li> <li>2. Search engine optimization: stages, types of traffic, tactics.</li> <li>3. Online advertising: types, formats, requisites of a good online advertisement. Buying models.</li> <li>4. Online public relation management.</li> <li>5. Direct marketing: scope and growth. Email marketing, Facebook marketing, YouTube and Video marketing, Twitter Marketing, Instagram Marketing: types and strategies.</li> </ol>	12	PPT, Illustrations	Q & A, Assignments
Unit-IV	<b>Interactive Marketing</b>	<b>12Hrs</b>		

	1. Interactive marketing: concept and options. Social media marketing: concept and tools. Online communities and social networks. 2. Blogging: types and role. 3. Video marketing: tools and techniques. 4. Mobile marketing tools. 5. PPC marketing. Payment options.	12	PPT, Illustrations	Q & A, Assignments
<b>Unit-V</b>	<b>Artificial Intelligence in Marketing</b>	<b>12Hrs</b>		
	Introduction of Artificial Intelligence in Marketing, how does AI Work, Benefit of AI in Marketing Automation, Content creation with AI, AI Tools available for Digital marketing.	12	PPT, Illustrations	Q & A, Assignments

**Reference Books:**

1. Chaffey, D., Chadwick, F. E., Johnston, K., & Mayer, R. (2008). Internet Marketing: Strategy, Implementation, and Practice. New Jersey: Pearson Hall.
1. Frost, R. D., Fox, A., & Strauss, J. (2018). E- Marketing. Abingdon: Routledge. Gupta, S. (2018). Digital Marketing. Delhi: Tata McGraw Hill Education.
2. Kapoor, N. (2018). Fundamentals of E-Marketing. Delhi: Pinnacle India.
3. Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Digital Marketing: 4.0 Moving from Traditional to Digital. New Jersey: John Wiley & Sons.

Prepared by: Department