

SACRED HEART COLLEGE (AUTONOMOUS)

THEVARA, KOCHI – 682013

VALUE ADDED COURSE

DIGITAL MARKETING

COURSE CODE: 17COMVAC01

COURSE DURATION: 30 hrs

CLASS TIMING: Weekly one or two hrs

COURSE OBJECTIVES

- To understand the concepts, importance and differences of Digital marketing and Real Marketing.
- The aim of this Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success.
- To measure the effects of digital marketing and getting insight of future trends that will affect the future development of the digital marketing.

UNIT 1 - Introduction to the concepts of digital marketing, Digital vs. Real Marketing, Digital Marketing Channels, Digital marketing procedures, Merits and Demerits.

UNIT 2 - Creating initial digital marketing plan, Content management, SWOT analysis, Target group analysis , EXERCISE: Define a target group (working in groups)

UNIT 3 - Introduction to CRM, CRM platform, CRM models, ERP and EDI, Exercise: CRM strategy (working in groups).

UNIT 4 – Introduction to E-marketing, Introduction of Social Media Marketing, Exercise: Social Media Marketing plan (working in groups), Creating a Face book page, Exercise: Making a Facebook page (working in groups).

UNIT 5 – Introduction to Web analytics, Web analytics – levels, Creating business accounts on YouTube, YouTube Advertising, YouTube Analytics, Google AdWords- creating accounts.

BOOKS FOR REFERENCE

- ❖ Fundamentals of Digital Marketing | Second Edition | By Pearson (English, Paperback, Puneet Bhatia).
- ❖ CHAFFEY, D. AND ELLIS-CHADWICK, F. Digital Marketing: Strategy Implementation and Practice 2012 - Pearson Education – Harlow.
- ❖ Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
- ❖ The Beginner's Guide to Digital Marketing (2015). Digital Marketer . Pulizzi J. (2014)
- ❖ Epic Content Marketing, Mcgraw Hill Education.



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