

**DIPLOMA PROGRAM IN DIGITAL MARKETING
(DPDM)
SESSION 2020-21**

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AUGUST 25, 2020
Institute of Management Studies and Research (IMSAR)
MAHARSHI DAYANAND UNIVERSITY

Institute of Management Studies and Research

SCHEME OF EXAMINATIONS FOR DIPLOMA IN DIGITAL MARKETING (DPDM) (SESSION 2020-21)

First Semester

Course Code	Title of the Course (s)	External Marks	Sessional Marks	Practical Marks	Total Marks	Credits
20CPDM1	Fundamentals of Digital Marketing	80	20		100	4
20CPDM2	Social Media Marketing	80	20		100	4
20CPDM3	Website, E-Mail and Mobile Marketing	50		50	100	4
20CPDM4	Internship Report	100	100		200	8
Total Credits						20

Second Semester

Course Code	Title of the Course (s)	External Marks	Sessional Marks	Practical Marks	Total Marks	Credits
20DPDM5	Digital Marketing Communication	80	20		100	4
20DPDM6	Search Engine Marketing	80	20		100	4
20DPDM7	Digital Analytics	50		50	100	4
20DPDM8	Project Report	100	100		200	8
Total Credits						20

Note:

1. One credit equals 25 marks in the Scheme of Examination for each course.
2. Internship Report: A candidate has to undergo the 4 Weeks Organizational/ Institutional Training only in the area of Digital Marketing as consulted with course coordinator in the end of first semester prior to commencement of end of term theory examinations.
3. Project Report: A candidate has to undergo a Project specifically on Digital Marketing assigned after due consultation of Project Mentor/ Course Coordinator during second semester prior to commencement of end of term theory examinations.
4. The duration of all the end term theory examinations shall for 3 hours.
5. The Criteria for awarding internal assessment of 20 marks shall be as under:
 - a) Sessional Test :10 marks
 - b) Assignments and Presentations :5 marks
 - c) Attendance :5 marks

Less than 65%	:0 marks
Upto 70%	:2 marks
Upto 75%	:3 marks
Upto 80%	:4 marks
Above 80%	:5 marks

L-T-P
3-0-1

External Marks: 80
Sessional Marks: 20
Time Allowed: 3 Hrs.

Fundamentals of Digital Marketing
Course Code: 20CPDM1

Course Outcomes

After completing the course students would be able to:

CO1: Use digital marketing for multiple goals within a larger marketing and/or media strategy.

CO2: Utilize latest digital marketing platforms available.

CO3: Develop, evaluate, and execute a comprehensive digital marketing strategy and plan.

UNIT-I

Introduction to Digital Marketing: Concept and Applications, Digital Market Evolution, Digital Marketing Environment Analysis, Digital Data Analysis and Management, Digital Marketing and Branding, Non- Business Digital Marketing, Career in Digital Marketing.

UNIT-II

Understanding Digital Consumer Behavior: Consumer Characteristics and profiles, Information Search Behavior, Factors Influencing Consumption Behavior, Purchase Decision Process, Post Purchase Behavior and Management. Attracting and Retaining Audience for Non- Business Digital Marketing Efforts.

UNIT-III

Digital Marketing Strategy: Alignment of Digital and Non- Digital Marketing Strategy, Digital Marketing Mix Decisions- Product, Price, Distribution and Promotion, Digital Marketing Strategy Formulation and Execution, Digital Market Positioning.

UNIT-IV

Digital Marketing Mechanisms: Websites- Company and Retail Service Providers, Search Engines- Google, Bing, Ask, Yahoo etc., Social Networks- Facebook, Instagram, Linked In, WhatsApp, Telegram, Twitter etc., Video Hosting and Entertainment- Youtube, Vimeo, Netflix etc., Mobile Phones and Applications, E- Mails, Blogs.

Recommended Readings:

1. Puneet Bhatia, Fundamental of Digital Marketing, Pearson Education (2017)
2. Seema Gupta, "Digital Marketing", McGraw Hill Education, New Delhi.
3. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan - Marketing 4.0_ Moving from Traditional to Digital-Wiley (2016)
4. Ryan Deiss and Russ Henne berry. Digital Marketing for Dummies (2017)
5. Jason McDonald, Social media marketing workbook: how to use social media for business. JM Internet Group (2016)
6. Miller, The Ultimate Web Marketing Guide, Pearson Education (2011)

Lab: Practical on Digital Marketing Strategies

Instructions for External Examiner: The question paper shall be divided in two sections.

Section A shall comprise of eight short answer type questions from whole of the syllabus

carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.

Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal sixteen marks

L-T-P
3-0-1

External Marks: 80
Sessional Marks: 20
Time Allowed: 3 Hrs.

Social Media Marketing **Course Code: 20CPDM2**

Course Outcomes

After completing the course students would be able to:

CO1: Utilize social media options professionally.

CO2: Devise social media marketing strategies for business and non- business purposes.

CO3: Able to integrate social media with digital and non- digital promotional programs.

UNIT-I

Introduction to Social Media Marketing: Concept, Comparison and Implications, Social Media- Evolution, Characteristics, Social Media Marketing for Business and Non- Business Efforts, Career in Social Media Marketing.

UNIT-II

Social Media Architecture and Marketing: Social Media Community- Networks and Audience, Social Media Publishing- Contents and Publishing, Social Media Entertainment- Gaming, Music, Videos and Celebrities, Social Media Commerce- Opportunities and Trends.

UNIT-III

Social Media Customer: Profiles, Behavior and Engagement; Customer Data Management- Data Types, Data Retrieval and Data Processing for Customer Retention.

UNIT-IV

Social Networks: Facebook, Instagram, Twitter, YouTube, Whatsapp - Design, Features, Mechanism, Metrics, Reach and Users, Social Network Marketing- Communication and Branding Strategy, Sales Strategy

Recommended Readings:

1. Dan Zarrella - The Social Media Marketing Book-O'Reilly Media (2009)
2. Dave Evans, Susan Bratton, Jake McKee - Social Media Marketing_ The Next Generation of Business Engagement-Sybex (2010)
3. Matthew Halloran, Crystal Thies(auth.) - The Social Media Handbook for Financial Advisors_ How to Use LinkedIn, Facebook, and Twitter to Build and Grow Your Business (2012)
4. Melissa Barker, Donald Barker, Nicholas Bormann, and Krista Neher. Social media marketing: A strategic approach. Nelson Education, 2012.
5. Puneet Bhatia, Fundamental of Digital Marketing, Pearson Education (2017)
6. Jason, McDonald. Social Media Marketing Workbook: 2018 Edition - How to Use Social Media for Business

Lab: Practical on Social Media Networks Strategies

Instructions for External Examiner: The question paper shall be divided in two sections.

Section A shall comprise of eight short answer type questions from whole of the syllabus

carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.

Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal sixteen marks

L-T-P
2-0-2

External Marks: 50
Practical Marks: 50
Time Allowed: 3 Hrs.

Website, Email and Mobile Marketing
Course Code: 20CPDM3

After completing the course students would be able to:

CO1: Help develop customer friendly websites and applications.

CO2: Devise appropriate Search Engine Presence strategies.

CO3: Utilize website, e mail and mobile marketing for customer relationship management.

UNIT-I

Website Marketing: Concept and Implications, Web Aesthetics, Web User Experience (UX), Website Selling and Promotion, Retail Websites.

UNIT-II

E Mail Marketing: Concept and Applications, E Mail Lead Management, E Mail Automation, E Mail Oriented Promotional Programs, E Mail Metrics

UNIT-III

Mobile Marketing: Concept and Applications, SMS Marketing, Marketing on Mobile Applications, Marketing Implications Mobile Adapted Websites, Social Media and E Mail Services.

UNIT-IV

Web Concerns: Data Safety and Privacy Concerns, Hacking, Financial Security Concerns, Payment Gateway Management, Customer Service, Search Engine Presence

Recommended Readings:

1. Cindy Krum - Mobile Marketing: Finding Your Customers No Matter Where They Are, Que (2010)
2. Daniel Rowles, Mobile Marketing, Koganpage (2017)
3. Eric Groves - The Constant Contact Guide to Email Marketing (2009)
4. Kevin Potts - Web Design and Marketing Solutions for Business Websites, apress (2007)
5. Molly Garris and Karen E Mishra, A Beginner's Guide to Mobile Marketing-Business Expert Press (2015)
6. Puneet Bhatia, Fundamental of Digital Marketing, Pearson Education (2017)
7. Ryan Deiss and Russ Henne berry. Digital Marketing for Dummies (2017)

Lab: Practicals on website, e mail and mobile marketing

Instructions for External Examiner: The question paper shall be divided in two sections.

Section A shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.

Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal ten marks.

L-T-P
3-0-1

External Marks: 80
Sessional Marks: 20
Time Allowed: 3 Hrs.

Digital Marketing Communication
Course Code: 20DPDM5

After completing the course students would be able to:

CO1: Utilize all marketing communication tools.

CO2: Develop digital marketing communication campaigns.

CO3: Brand products on digital platforms.

UNIT-I

Digital Marketing Communication: Concept and Implications, Concept of Integrated Marketing Communication, Marketing Communication Models.

UNIT-II

Digital Marketing Communication Strategy: Setting Objectives and Designing Communication Programs; Marketing Communication Mix- Digital and Non- Digital, Branding Implications.

UNIT-III

Advertisement Creation, Communication Media Planning- Digital and Non- Digital Media Mix, Marketing Communication Service Providers.

UNIT-IV

Content Marketing- Types and Channels, Affiliate Marketing- Mechanism and Management, Display Advertising- Types and Channels, Ethical Issues in Advertising, Career in Marketing Communication

Recommended Readings:

1. Anthony Borelli, Greg Holden - Affiliate Millions- Make a Fortune using Search Marketing on Google and Beyond-Wiley (2007).
2. David Booth, Corey Koberg - Display Advertising- An Hour a Day- Sybex (2012).
3. George E Belch, Michael A Belch, Advertisement and Sales Promotion, Tata McGraw Hill (2019).
4. Shah, Kruti and Alan D'Souza, Advertising and Promotion – An IMC Perspective, Tata McGraw Hill (2014)
5. Kenneth E. Clow, Integrated Advertising, Promotion and Marketing Communications, Pearson Education (2016)
6. Puneet Bhatia, Fundamental of Digital Marketing, Pearson Education (2017)
7. Rebecca Lieb, Content Marketing- Think Like a Publisher - How to Use Content to Market Online and in Social Media (Que Biz-Tech)-Que (2011)
8. Ryan Deiss and Russ Henne berry. Digital Marketing for Dummies (2017)

Lab: Practicals on Advertising, Display Advertising, Content Marketing.

Instructions for External Examiner: The question paper shall be divided in two sections. **Section A** shall comprise of eight short answer type questions from whole of the syllabus

carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.

Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal sixteen marks

L-T-P
3-0-1

External Marks: 80
Sessional Marks: 20
Time Allowed: 3 Hrs.

Search Engine Marketing **Course Code: 20DPDM6**

After completing the course students would be able to:

CO1: Take leverage of Search Engines in Marketing.

CO2: Formulate strategy to attract more customers to sell and promote products.

CO3: Evaluate the performance of search marketing program.

UNIT-I

Search Engine Marketing: Concept and Mechanism, Search Engines and Mechanisms, Search Types, Customer Search Motives and Behavior

UNIT-II

Developing Search Engine Marketing Program: Website Performance Analysis, Website Objectives, search marketing strategy

UNIT-III

Organic Search Program: Website Indexing, Keyword Selection, Content Optimization, Website linking, Outsourcing Search Engine Marketing Services

UNIT-IV

Paid Search Program: Customer Life Time Value and Cost, Pay Per Click System; Digital Analytics to measure Search Engine Program Performance

Recommended Readings:

1. Andreas Ramos and Stephanie Ann Cota, Search Engine Marketing, McGraw-Hill, Osborne Media (2008)
2. Mike Moran and Bill Hunt, Search Engine Marketing, Pearson Education (2008)
3. Peter Kent, Pay Per Click Search Engine Marketing For Dummies, For Dummies (2006)
4. Puneet Bhatia, Fundamental of Digital Marketing, Pearson Education (2017)
5. Ryan Deiss and Russ Henne berry. Digital Marketing for Dummies (2017)
6. Todd Kelsey, Introduction to Search Engine Marketing and AdWords- A Guide for Absolute Beginners, Apress (2017)

Lab: Practicals on organic and paid search engine marketing programs

Instructions for External Examiner: The question paper shall be divided in two sections.

Section A shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.

Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal sixteen marks

L-T-P
2-0-2

External Marks: 50
Practical Marks: 50
Time Allowed: 3 Hrs.

Digital Analytics
Course Code: 20DPDM7

After completing the course students would be able to:

CO1: Retrieve useful digital data regarding customers.

CO2: Optimize search engine and social media network operations.

CO3: Utilize third party data for marketing decisions.

UNIT-I

Digital Analytics: Concept and Evolution, Marketing Application of Digital Analytics, Digital Analytics Industry

UNIT-II

Digital Analytics Metrics, Search Engine Analytics, Search Engine Optimization, Web Analytics Reports

UNIT-III

Social Media Analytics, Social Media Hyperlink Analysis, Social Network Analysis, Third Party Data Analytics

UNIT-IV

Text Analytics, Geo-Location Analytics, Mobile Phone and Applications Analytics

Recommended Readings:

1. Andreas Ramos and Stephanie Ann Cota, Search Engine Marketing, McGraw-Hill, Osborne Media (2008)
2. Gohar F. Khan and Marshall Sponder, Digital analytics for marketing, Routledge (2018)
3. Jumin Kamki, Digital Analytics, Data Driven Decision Making in Digital World, Notion Press, Inc. (2017)
4. Puneet Bhatia, Fundamental of Digital Marketing, Pearson Education (2017)
5. Todd Kelsey, Introduction to Search Engine Marketing and AdWords- A Guide for Absolute Beginners, Apress (2017)

Lab: Practicals on search engine and social media analytics.

Instructions for External Examiner: The question paper shall be divided in two sections.

Section A shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.

Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal ten marks