

# **FUNDAMENTALS OF** **DIGITAL MARKETING**

A value-added course

**Course duration : 30 hours**

**Year : 2018-19**

**Offering Department : PG Commerce**

<b>COURSE OUTCOME</b>	<b>Acquaint concepts of marketing and the role of marketing in society</b>
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## **CONTACT**

**Head of the department**

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# M.COM- SYLLABUS

For 2018-19  
Value Added course  
First Semester

## FUNDAMENTALS OF DIGITAL MARKETING

### 1. Course Description:

The course provides the coverage on the strategies and technologies required to effectively grow a business through digital marketing. The goal of digital marketing is to create a digital campaign that will advertise a company on the web and social media platforms.

### 2. Course Outcome:

- CO1 Acquaint concepts of marketing and the role of marketing in society
- CO2 knowledge on applications of digital marketing in the globalized market
- CO3 Understand the concept of Digital Marketing Mix .
- CO4 Learn about Application and usage of E-mail advertisement and mobile marketing

### 3. Pedagogy:

The subject matter will be presented through lecture, class discussion, student presentation, guest lectures.

### 4. Course Contents:

Module 1 1: Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM.

Module 2: Marketing Automation: Definition, Advantages, Marketing Automation Softwares: CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools.

Module 3: Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting. Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements.

Module 4: Email Marketing- Need for Emails, Types of Emails, options in Email advertising, Features of MailChimp, Mobile Marketing: Overview of the B2B and B2C Mobile Marketing.

### REFERENCE BOOKS:

1. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
2. Your Google Game Plan for Success: Increasing Your Web
3. Michael J. Thibault (2023). The Influencer Blueprint: A Step-by-Step Guide to Harnessing the Power of Influencer Marketing for Business Success.
4. How To Start a Blog (on the Side) by Ryan Robinson
5. George Pain(2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization.
5. George Pain(2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization