

BSDP 501: Digital Marketing**Total Hours: 30**

Learning Objectives: The Learning Objectives of this course are as follows:

- To acquaint the students with the knowledge of growing integration between the traditional and digital marketing concepts and practices in the digital era.
- To familiarize the students with the tools and techniques used by the digital marketers for driving the marketing decisions to attain marketing objectives

Learning outcomes: The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to understand the concept of digital marketing and its integration with traditional marketing.
- After studying this course, students will be able to understand customer value journey in digital context and behaviour of online consumers.
- After studying this course, students will be able to understand email, content and social media marketing and apply the learnings to create digital media campaigns.
- After studying this course, students will be able to examine various tactics for enhancing a website's position and ranking with search engines.
- After studying this course, students will be able to leverage the digital strategies to gain competitive advantage for business and career.

SYLLABUS**Unit I: Marketing in the Digital World:****8 Hours**

Digital marketing: Concept, Features, Difference between traditional and digital marketing, moving from traditional to digital Marketing; Digital Marketing Channels: Intent Based-SEO, Search Advertising; Brand Based- Display Advertising, Community Based-Social Media Marketing; Others-Affiliate, Email, Content, Mobile; Customer Value Journey: 5As Framework; The Ozone 03 Concept Key; Traits of online consumer

Unit II: Content and Email Marketing:**7 Hours**

Content Marketing: Step-by-step Content Marketing Developing a content marketing strategy; Email Marketing: Types of Emails in email marketing, Email Marketing best practices


Unit III: Social Media Marketing and Display Marketing:**7 Hours**

Social Media Marketing: Building Successful Social Media strategy; social media Marketing Channels; Facebook, LinkedIn, YouTube (Concepts and strategies); Display Advertising: Working of Display Advertising; Benefits and challenges; Overview of Display ad Process.; Define- Customer, Publisher, Objectives; Format- Budget, Media, Ad Formats, Ad Copy.



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Unit IV: Search Engine Marketing:

8 Hours

Introduction of SEM: Working of Search Engine; SERP Positioning; online search behaviour, DMI's 5P Customer Search Insights Model; Search Engine Optimization: Overview of SEO Process; Goal Setting-Types; On-Page Optimization: Keyword Research, SEO Process -Site Structure, Content, Technical Mechanics, Headings, Image & Alt text, Social Sharing, Sitemaps, Technical Aspects-Compatibility, Structured Data Markup; Off Page Optimisation: Link Formats, Link Building, Content Marketing, Social Sharing, Black and White Hat Techniques; Search Advertising: Overview of PPC Process; Benefits of Paid Search; Basis of Ranking, Goal Setting-Objectives; Account Setting-Creation of Google Ads, Campaign architecture, Campaign setup, Targeting, Bid Strategy, Delivery, Ad Scheduling, Ad Rotation, Keyword Selection; Ad Copy composition, Ad Extension

Text & References:

- Dodson, I. (2016). The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns. John Wiley & Sons.
- Kartajaya, H., Kotler, P., & Setiawan, I. (2016). Marketing 4.0: moving from. traditional to digital. John Wiley & Sons.
- Ryan, Damien: Understanding Digital Marketing - Marketing Strategies for Engaging the Digital Generation. Kogan Page Limited.



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