

Title of Skill Course: Digital Marketing Manager

1. Department: Department of Computer Science Optional
2. Title: Digital Marketing Manager
3. Sector: Information Technology
4. Eligibility: M.Sc.I
5. Year of implementation: 2021

Course Structure

Skill Level	Theory Hours	Practical Hours	Total Hours	Credits	No. of students in batch
5	15	30	45	02	30

Syllabus**Learning Objectives:**

1. Choose relevant digital and social media platforms
2. Propose digital tactics to achieve marketing goals.

Theory Syllabus (Contact Hrs: 15, Credits: 01)**Unit I: Introduction to Digital Marketing****[10]**

Evaluation of Digital Marketing from traditional to modern era, Role of Internet; Current trends, Info-graphics, implications for business & society; Emergence of digital marketing as a tool; Drivers of the new marketing environment; Digital marketing strategy; P.O.E.M. framework, Digital landscape, Digital marketing plan, Digital marketing models, Internet Marketing, opportunities and challenges; Digital marketing framework; Digital Marketing mix, Impact of digital channels on IMC

Unit II: Social Media Marketing – Role of Influencer Marketing, Tools & Plan [10]

Introduction to social media platforms, penetration & characteristics; Building a successful social media marketing strategy, **Facebook Marketing:** - Business through Facebook Marketing, Creating Advertising Campaigns, Adverts, Facebook Marketing Tools, **Linkedin Marketing:** - Introduction and Importance of Linkedin Marketing, Framing Linkedin Strategy, Lead Generation through Linkedin, Content Strategy, Analytics and Targeting, **Twitter Marketing:** - Introduction to Twitter Marketing, how twitter Marketing is different than other forms of digital marketing, framing content strategy, Twitter Advertising Campaigns, **Instagram and Snapchat:** - Digital Marketing Strategies through Instagram and Snapchat, **Mobile Marketing:** - Mobile Advertising, Forms of Mobile Marketing, Features, Mobile Campaign Development, Mobile Advertising Analytics, Introduction to social media metrics

Practical Syllabus (Contact Hrs: 30, Credits: 01)

List of Experiments ----- 30 hrs

A group of two students (Maximum) has to work on creating an advertising campaign through any form of digital marketing viz:

1. Content Marketing
2. Email Marketing
3. Search Engine Marketing

4. Mobile Marketing,
5. Twitter Marketing,
6. Facebook Marketing,
7. LinkedIn Marketing,
8. Instagram or Snapchat Marketing.
9. Case study/ Industrial Visit

Learning Outcomes:

Students will be able to,

1. Do various strategies involved in Marketing products and Services Digitally.
2. Provide an introduction to Digital Marketing Platforms like Facebook, Twitter, YouTube, Pinterest, etc.

Reference Books:

1. Deighton, J., Kornfeld, L. (2009) Interactivity's Unanticipated Consequences for Marketers and Marketing, Journal of Interactive Marketing 23 (1), str. 4-10.
2. Krishnamurthy, S., Umit Kucuk, S. (2009) Anti-branding on the internet. Journal of Business Research, 62, str. 1119-1126.
3. Epic Content Marketing, Joe Pulizzi, Publication: McGraw Hill Education.
4. Social Media Marketing All-in-one Dummies, Author: Jan Zimmerman, Deborah Ng, 4th Edition, Publication: John Wiley & Sons Inc,

BOS Sub Committee:

- | | |
|------------------|----------|
| 1. Dr. S.S. More | Chairman |
| 2. Ms. R.U. Atar | Member |

Expert:

- | |
|--|
| 1. Dr. Urmila Pol (Shivaji University, Kolhapur) |
| 2. Shraddha Sonawane (Cognizant Solution, Pune) |