



YASHASWI EDUCATION SOCIETY'S
INTERNATIONAL INSTITUTE OF
MANAGEMENT SCIENCE, CHINCHWAD

DIGITAL MARKETING

COURSE COORDINATOR -
DR. PUSHPRAJ WAGH

YEAR : 2020 - 21



Syllabus DIGITAL MARKETING		Course Code-DM-1
Aims of the course	<p>The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success; to develop a digital marketing plan; to make SWOT analysis; to define a target group; to get introduced to various digital channels, their advantages and ways of integration; how to integrate different digital media and create marketing content; how to optimize aWeb site and SEO optimization; how to create Google AdWords campaigns; social media planning; to get basic knowledge of Google Analytics for measuring effects of digital marketing and getting insight of future trends that will affect the future development of the digital marketing. The application of the gained knowledge, skills and competences will help future managers in forming digital marketing plan in order to manage a digital marketing performance efficiently.</p>	
Learning outcomes	<p>Students will be able to identify the importance of the digital marketing for marketing success, to manage customer relationships across all digital channels and build better customer relationships, to create a digital marketing plan, starting from the SWOT analysis and defining a target group, then identifying digital channels, their advantages and limitations, to perceiving ways of their integration taking into consideration the available budget.</p>	
Course Duration	40 Hours.	
Contents of the course		



PLAN OF LECTURES BY MODULES

Module	Teaching unit	Number of classes (lectures)
I	<ul style="list-style-type: none"> • Introduction of the digital marketing • Digital vs. Real Marketing • Digital Marketing Channels 	2
II	<ul style="list-style-type: none"> • Creating initial digital marketing plan • Content management • SWOT analysis • Target group analysis • EXERCISE: Define a target group (working in groups) 	3
III	<ul style="list-style-type: none"> • Web design • Optimization of Web sites • MS Expression Web 	2
IV	<ul style="list-style-type: none"> • SEO Optimization • Writing the SEO content • Exercise: Writing the SEO content (working in groups) 	3
V	<ul style="list-style-type: none"> • Google AdWords- creating accounts • Google AdWords- types • Exercise: Google AdWords (working in groups) 	3
VI	<ul style="list-style-type: none"> • Introduction to CRM • CRM platform • CRM models • Exercise: CRM strategy (working in groups) 	3
VII	<ul style="list-style-type: none"> • Introduction to Web analytics • Web analytics - levels • Introduction of Social Media Marketing • Exercise: Social Media Marketing plan (working in groups) 	3
VIII	<ul style="list-style-type: none"> • Creating a Facebook page • Visual identity of a Facebook page • Types of publications • Exercise: Making a Facebook page (working in groups) 	3
IX	<ul style="list-style-type: none"> • Business opportunities and Instagram options • Optimization of Instagram profiles • Integrating Instagram with a Web Site and other social networks • Keeping up with posts 	3
X	<ul style="list-style-type: none"> • Business tools on LinkedIn • Creating campaigns on LinkedIn • Analyzing visitation on LinkedIn 	3
XI	<ul style="list-style-type: none"> • Creating business accounts on YouTube • YouTube Advertising • YouTube Analytics 	3
XII	<ul style="list-style-type: none"> • Facebook Ads • Creating Facebook Ads • Ads Visibility 	3
XIII	<ul style="list-style-type: none"> • E-mail marketing • E-mail marketing plan • E-mail marketing campaign analysis • Keeping up with conversions 	3
XIV	<ul style="list-style-type: none"> • Digital Marketing Budgeting • resource plannig • cost estimating • cost budgeting • cost control 	3