

Indian Institute of Technology, Kanpur

Proposal for a New Course

1. Course No: MBA*** (PG Level)
2. Course Title: Digital Marketing
3. Per Week Lectures: 03, Tutorial: 0, Laboratory: 0, Additional Hours: 0

Credits: 5, Duration of Course: Half-Semester

4. Proposing Department/IDP: Department of Management Sciences (DoMS)

Other Departments/IDPs which may be interested in the proposed course: NA

Other faculty members interested in teaching the proposed course: NA

5. Proposing Instructor: Jitender Kumar
6. Course Description: Course is designed for MBA (2nd Year - 3rd/4th semester) graduates. First year (2nd semester) students who have studied a course on 'Marketing Management' in their 1st semester may opt for it in 2nd and following semesters.

About the course: Marketers must fish where the fishes are. Customers are spending more time online than traditional mass media, i.e., print, radio, television, etc. Digital Marketing has become a mainstream as in this age of internet, traditional marketing practices of advertising and distribution are not so effective as earlier. It is no longer a choice, but an inevitable part of marketing and it has created a level playing field for big as well as small marketers.

In this course, students are going to learn about various online platforms and tools available for a business to leverage upon, e.g., Facebook, Twitter and other forms of social media advertising, YouTube Ads, Google Ads, search engine optimization, data driven advertising, crowd sourcing, etc., to kick start a business idea and a way out to generate initial funds. etc. Along with issues of privacy, copyright and new age cybercrimes in this digital world, these issues become extremely relevant as the non-owned media may pose a serious risk to the image of the company/brands altogether.

A). Course objective/s

To enable students to:

1. Choose the better mix of digital channels for advertising their product or business idea/s.
2. Evaluate the actual outcomes of the advertising spending.
3. Create innovative and interactive content to appeal to different customer segments.
4. Understand various challenges of advertising through non-owned media.
5. Understand the strategic decisions that organizations make and have on balancing Brand Marketing and Performance Marketing.

B). Content

S. No.	Topics (with sub topics and brief description)	Reading Reference/Cases	NO. OF LECTURES
1	Introduction to the world of Digital Marketing Digital marketing & its role in business Differences between traditional and digital marketing Customer journey with AIDA & 5 A framework	Chapter 1 Closing the gap between Digital Marketing Spending and Performance (Digital marketing - case study) [Article – Performance Marketing vs Brand Marketing the age old debate (https://brandequity.economictimes.indiatimes.com/news/marketing/brand-marketing-vs-performance-marketing-the-age-old-debate/85390467) Competing with Patanjali: Can You Bend Like the Baba?]}	1-2 3-4
2	Display Advertising Search Engine Advertising & Optimization Terminologies in Digital Marketing & performance matrix Plan and execute a display advertising strategy Buying models in advertising	Chapter 2 & 3 Nivea case study & Kotak Securities case study from Textbook 3SEO Content Planning (Attachment -- Digital marketing case study) Twigggle: E-commerce with semantic search Corona Beer: Ambiguous Brand Association during the Coronavirus Pandemic	5-6 7-8
3	Social Media Marketing & Facebook Marketing Key components of social media strategy Plan & execute a social media strategy step by step Evaluate the effectiveness of social media strategy Various conceptual frameworks	Chapter 4 & 5 Marketing the Nissan Micra and Tata Nano Using Social Media Bookcase – Tentree (Page-233) Piranda, D. R., Sinaga, D. Z., & Putri, E. E. (2022). Online Marketing Strategy In Facebook Marketplace As A Digital Marketing Tool. Universitas (PDF shared)	9-10
	Exam/Quiz		
4	Discussion on Social Media Advertising, LinkedIn, Instagram, Snapchat What is social media advertising Why it is so indispensable for business of any size and type	Chapter 6 IKEA: Global Communication Strategy, Multimedia Case Bombay Shaving Company: Digital Customer Conversion	11
5	Mobile Marketing Importance of mobile marketing Why apps for everything? How to engage customers through mobile? Mobile marketing campaigns and tracking their progress	Chapter 9 Ford Fiesta Movement: Using Social Media and Viral Marketing to Launch Ford's Global Car in the United States	12
6	Affiliate Marketing		13
7	Digital Analytics & Digitalization of Marketing Importance of web analytics Google analytics	Chapter 11	14
8	Project Presentation & Revision of the Concepts & Doubt Clearance		15-17.5

8. Short summary for including in the Courses of Study Booklet: The course delves into digital marketing strategies to grow a business.

9. Recommended Books:
Digital Marketing by Seema Gupta (Third Edition)

Other course material: The learning material for this course is abundant. The articles, cases, exercises will be shared time-to-time, as the sessions go along.

10. Any other remarks:

Classroom activity will mainly consist of lectures and case discussions. Assignments and hands-on exercises will support the classroom discussions. Class attendance is required and there is no substitute for missed sessions. More than two absences will attract penalties in the class participation component of valuation. The institute policy on attendance will also be applicable during the duration of the course.

There will be periodic evaluations of your learning. Late assignments will result in a zero grade unless in the case of a personal emergency or for medical reasons.

Dated: 29-10-2024

Proposer: Jitender Kumar



Dated: _____

DUGC/DPGC Convener: _____

The course is approved / not approved

Chairman, SUGC/SPGC

Dated: _____