



Bharati College
(University of Delhi)
 Janak Puri, Delhi- 100058
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Lesson Plan (CORE, Semester I, July to November 2022)

Name of Teacher	Ms. Chitrangda	Department	Commerce
Course	B.com (H) (SEC)	Semester	III
Paper	Digital Marketing (22413305)	Academic Year	2022-2023

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Learning Objectives

[This course seeks to provide knowledge about the concepts, tools, techniques, and relevance of digital marketing in the present changing scenario. It also enables the student to learn the application of digital marketing tools and acquaint about the ethical and legal aspects involved therein.](#)

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Learning Outcomes

[After completing the course, the student shall be able to:](#)

- [identify and assess the impact of digital technology in transforming the business environment and also the customer journey.](#)
- [understand how marketers think, conceptualize, test continuously to optimise their product search on digital platforms.](#)
- [illustrate how the effectiveness of a digital marketing campaign can be measured](#)
- [demonstrate their skills in digital marketing tools such as SEO, Social media, and Blogging for engaging the digital generation.](#)
- [appreciate the need for regulatory framework for digital marketing in India.](#)

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Lesson Plan

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Week No.	Theme/Curriculum	Any Additional Information
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1-3	<p><u>Unit I: Introduction</u></p> <ul style="list-style-type: none"> • <u>Concept, scope, and importance of digital marketing. Traditional marketing versus digital marketing. Challenges and opportunities for digital marketing. Digital penetration in the Indian market. Digital marketing landscape: an overview.</u> 	<ul style="list-style-type: none"> • <u>Test</u>
4-6	<p><u>Unit II: Digital Marketing Management</u></p> <ul style="list-style-type: none"> • <u>Digital-marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment; Digital technology and customer-relationship management. Digital consumers and their buying decision process.</u> 	<ul style="list-style-type: none"> • <u>Power point presentations</u>
7-10	<p><u>Unit III: Digital Marketing</u></p> <ul style="list-style-type: none"> • <u>Presence Concept and role of Internet in marketing. Online marketing domains. The P.O.E.S-M framework. Website design and Domain name branding. Search engine optimisation: stages, types of traffic, tactics. Online advertising: types, formats, requisites of a good online advertisement. Buying models. Online public relation management. Direct marketing: scope and growth. E-mail marketing: types and strategies.</u> 	<ul style="list-style-type: none"> • <u>Test</u>
11-13	<p><u>Unit IV: Interactive Marketing</u></p> <ul style="list-style-type: none"> • <u>Interactive marketing: concept and options. Social media marketing: concept and tools. Online communities and social networks. Blogging: types and role. Video marketing: tools and techniques. Mobile marketing tools. PPC marketing. Payment options.</u> 	<ul style="list-style-type: none"> • <u>Power point preseantations</u>
14-15	<p><u>Unit V: Ethical and Legal Issues</u></p> <ul style="list-style-type: none"> • <u>Ethical issues and legal challenges in digital marketing. Regulatory framework for digital marketing in India.</u> 	<ul style="list-style-type: none"> • <u>Test</u>

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References	
<ul style="list-style-type: none"> • Chaffey, D. F.E. Chadwick, R. Mayer, and K. Johnston (2015). Internet Marketing: Strategy, Implementation, and Practice. Pearson India • Frost, Raymond D., Alexa Fox, and Judy Strauss (2018). E- Marketing. Routledge • Gupta, Seema (2018). Digital Marketing. McGraw Hill Education (India) Private Ltd. • Kapoor, Neeru. E-Marketing. Pinnacle learning • Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan (2017). Digital Marketing: 4.0 Moving from Traditional to Digital. Pearson India • Ryan, Damian and Jones Calvin (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation. Kogan page 	
Additional Resources	
<ul style="list-style-type: none"> • Blanchard O. (2014) Social Media ROI: Managing and Measuring Social Media Efforts in Your Organisation. • Charlesworth, Alan (2018). Digital Marketing: A Practical Approach. • Gay, Richard, Alan Charlesworth, and Rita Esen. Online Marketing: a customer-led approach. Oxford University Press Inc., New York. • Ryan, Damian (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation. • Tasner, M. (2015) Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First, 2/E, Pearson 	
Online Resources (If Any)	
Assignment and Class Test Schedule for Semester	Link the assignment and Test (optional)

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