

Course Name: Digital Marketing

Credits	Three
Faculty Name	Prof Plavini Punyatoya
Program	MBA-BM
Academic Year and Term	2017-18, Term V

1. Course Description

“You can’t just ask customers what they want and then try to give that to them. By the time you get it build, they’ll want something new.”

(Steve Jobs)

The world is filled with new and emerging technologies that continue to affect the way marketing is practised today. This emerging technology has brought fundamental transformation to the marketing industry. Consumers and businesses are increasingly shifting their attention from traditional marketing media to the digital media. Today, companies must connect with customers and other businesses through digital channels and adjust their marketing mix in order to succeed. Research indicates that digital marketing budgets are increasing dramatically, and digital media campaigns are becoming a pivotal part of effective marketing plans. This course addresses the need of executives to get acquainted with the important concepts and applications of digital marketing. The course would help the participants to understand the relevance of digital marketing in business decision making. As rightly said by David Siteman Garland, host of the ‘Rise to the Top’: ‘When you break all the fluff, there are two ways to promote and market your business: dumber, slower, and expensive-or smarter, faster, and cheaper.’

Course Objectives are:

- To sensitize the participants about the role of Digital Marketing in business & its relevance
- To develop a hands-on in-depth understanding of the discipline
- To integrate digital marketing initiatives with other overall marketing plan
- To understand better ways to optimize digital spending and get the right return out of it

Pedagogy:

This course requires use of case method of instruction to make students understand how to deal with real-life marketing problems and how to use the digital marketing concepts to handle a difficult situation. In addition, the sessions will be a blend of interactive lectures, classroom exercises, quizzes and marketing games. Project work will constitute an important element of the learning pedagogy.

2. Student Learning Outcomes

By the end of this course, participants should:

- Be able to understand the importance of digital marketing in the current era
- Become confident and conversant with the new and unique techniques to market products and services
- Become conversant with digital consumers behaviour
- Be able to understand how can a firm market its offering in the digital era
- Be able to understand how can a firm optimally combine digital (on-line & mobile) and traditional marketing techniques to target consumers
- Be able to create effective digital marketing strategies

3. Required Text Books and Reading Material

- Roberts, M. L. and Zahay, D. (2016). *Internet Marketing: Integrating online and offline strategies*, Cengage Learning. (IM)

Additional Reference books

- Gay, R., Charlesworth, A. and Esen, R. (2011). *Online Marketing*, Oxford.
- Wertime, K. and Fenwick, I. (2010). *DigiMarketing: The Essential Guide to New Media and Digital Marketing*, Wiley.
- Charlesworth, A. (2009). *Internet Marketing: A Practical Approach*, Butterworth-Heinemann.
- Ryan, D. (2014). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Kogan Page.
- Tuten, T.L. and Solomon, M.R. (2015). *Social Media Marketing*, Pearson India.
- Additional handouts/case studies will be provided during the course.

4. Tentative Session Plan

Session No.	TOPIC	Readings
1	Introduction to Digital Marketing Objectives: To learn -Digital Marketing: Past, Present and Future -Strategies in Digital Marketing -Internet: benefits and problems	R: Ch 1 (IM) R: The changing face of marketing, 2010, <i>Strategic Direction</i> , Vol. 26, No. 4, pp. 21-24. (Emerald)
2	Branding using new media Objectives: To discuss -Importance of online branding -Brand value creation via internet	R: Ch 5 (IM) R: Edelman, D.C. (2010). Branding in the digital age: You're spending your money in all the wrong places, <i>Harvard Business Review</i> , Vol. 88, No. 12, pp.62-69. C: Building a political brand
3-4	Understanding Internet customer Objectives: To understand -Online B2B and B2C buyer behaviour -Online retailing	R: Ch 13 (IM) R: Hoffman, D.L. & Novak, Thomas P. (2000). How to acquire customers on the web, <i>Harvard Business Review</i> , Vol. 78, No. 3, pp.179-188. C: Procter and Gamble C: Volkswagen India
5	Online marketing planning issues Objectives: To learn -Digitally integrated marketing plans -Online marketing mix	R: Ch 2 and 3 (IM)
6	Getting started online, and Measuring web marketing programmes Objectives: To learn -Web traffic analysis -Google analytics	R: Ch 12 and 14 (IM) R: Barwise, P. & Meehan, S. (2010). The One Thing you must get right when building a brand, <i>Harvard Business Review</i> , Vol. 88, No. 12, pp. 80-84. C: Demand Media

7	Search Engine Marketing Objectives: To learn -SEO and PPC -Strategies and planning issues	R: Ch 8 (IM)
8-9	Online advertisement Objectives: To learn -Advertising on the internet -Different types of online ads	R: Ch 6 (IM) R: Teixeira, T. (2012). The new science of viral ads, <i>Harvard Business Review</i> , Vol. 90, No. 3, pp. 25-27. C: Nike Football
10-11	The online product, price, & Online Distribution and Procurement	R: Baye, M.R., Gatti, J. R. J., Kattuman, P. & Morgan, J. (2007). A Dashboard for Online Pricing, <i>California Management Review</i> , Vol. 50, No. 1, pp. 202-216. C: The VideoEgg Story C: The Zappos
12-13	Direct Marketing -Permission Marketing -Email Marketing Mobile Marketing	R: Ch 7 and 16 (IM) R: Clawson, T. (2012). Email's social evolution, <i>Marketing</i> , 7/11/2012, Special section, pp. 8-9. C: Sephora Direct
14-15	Social Media marketing Objectives: To learn -Social Networks -Viral marketing -User generated content (UGC) and its importance -Variou Social media: Facebook, Twitter, Youtube, Google +, Foursquare, LinkedIn, Myspace	R: Ch 9 (IM) R: Kumar, V. & Sundaram, B. (2012). An evolutionary roadmap to winning with social media marketing, <i>Marketing Research</i> , Vol. 24, No. 2, pp. 4-7. C: Starbucks and Social Media C: The Jet Airways Way
16	Online marketing research Objectives: To learn -Stages of online marketing research	R: Ch 4 (IM) C: Saab

	-Monitoring the online media -Big data and data analytics	
17	Digital Marketing legal and ethical issues	R: Ch 15 (IM) C: A&M Records, Inc. vs. Napster, Inc.
18	Innovative uses & the Future of Digital platform	R: Ch 16 (IM) R: Rigby, D. (2011). The Future of Shopping, <i>Harvard Business Review</i> , Vol. 89, No. 12, pp. 64-75.
19-20	Course Wrap-up Project Presentation and Submission	

Note: R = reading, C =case

5. Evaluation

Components	Weightage (in %)
Class Participation** and Case Discussion	10
Quizzes*	20
Case Analysis and Presentation	15
Group Project Submission and Presentation	20
End-Term Exam	35
Total	100

Quizzes

No make-up for missed quiz. Two quizzes will be conducted and both of them will be considered for the evaluation.

Class Participation

Students are expected to be sincere in the class in terms of reaching the class on time, solving the class-room cases and exercises properly and submitting assignments on time. They should maintain the decorum inside the class, listen to the lecture and respect the fellow participants. Mere presence in the class doesn't guarantee full CP marks. Students should actively involve in classroom discussion and give their inputs constructively to drive class further in a positive direction.

Group Project Submission and Presentation

To get a first-hand feel of the discipline of Digital Marketing, a project work is required to be done by participants.

Project:

Develop an understanding of the digital marketing activities for any brand from FMCG/Semi durable/durable product category or service category and understand how this brand(s) are functioning in the virtual market. Explain about the integration of DM strategies with traditional marketing strategies. Compare the DM activities of the chosen brand to digital marketing strategies of two of its competing brands. In the second part of the project, participants also need to develop a proposed marketing planning, promotion and distribution for a new product or service to be introduced by the firm (hypothetical) and how digital platform can be used to market the product.

A presentation will be made in class by participants on Session 19 & 20. An audio-visual presentation is preferred.

Submissions:

Participants need to submit soft copy of the project work on the day of session 19, on or before 8.30 AM. Names of participants need to be mentioned over the document. No extension will be granted on the deadline. The written document should not exceed 20 A-4 typed pages, 12 pt font size and 1.5 spacing including annexure.

Case Analysis and Presentation

Students have to form different groups and analyze one of the Harvard cases assigned to them by the instructor. The case analysis should include the main problem/issue in the case, important facts and figures, alternative solutions, any required calculation and the final recommendation of the group. The analysis will be presented in the class. The instructor will choose who will present based on her sole decision. Q & A can be handled by rest of the group members.

End Term

It is a closed book examination. All the topics covered in the 20 sessions will be part of end term.

6. Academic Integrity

You are expected to maintain discipline in the class and not indulge in any disruptive activities during the sessions. Students involved in academic dishonesty will receive a zero mark on the particular component in which the violation occurred. Focus is on authenticity. Kindly refer to manual of policy for code of conduct.