

Name of College: S. R. Luthra Institute of Management								
Faculty	Management			Program	Master of Business Administration (M.B.A.)			
Year	II			Version	1.0			
Semester	3			Effective From	June 2024			
Course Code	MGMB16302	Course Name	Digital and Social Media Marketing (DSMM)					
Teaching Scheme				Examination Scheme				
Credits	Lecture (L)	Tutorial (T)	Practical (P)	ME	CE	SE	V	Total
4	4	0	0	30	40	50	---	120

Course Outcomes:

CO1	Formulate a digital marketing strategy for a given entity
CO2	Design a website for a given entity
CO3	Recommend appropriate SEO and SEA strategies
CO4	Develop social media marketing strategies for specific digital marketing objectives
CO5	Suggest relevant analytics and metrics to measure the effectiveness of digital and social media
CO6	Propose appropriate uses of mobile and e-mail marketing strategies
CO7	Justify the importance of digital and social media marketing as an integral element of holistic marketing

Mapping Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	1	1	2
CO2	3	2	1	1	1	2
CO3	3	2	1	1	1	2
CO4	3	2	1	1	1	2
CO5	2	3	1	1	1	2
CO6	3	2	1	1	1	2
CO7	3	2	1	1	1	--



Sr. No.	Module	Description	CO	Marks	Hours
1	I	Introduction to Digital Marketing <ul style="list-style-type: none"> • Concept and meaning • Drivers of the new marketing environment • Evolution of Digital Marketing, Digital landscape • Current Trends of Digital Marketing • Digital marketing strategy • Digital marketing buying models 	1, 7	11	9
2	II	SEM, SEA, SEO and SMO <ul style="list-style-type: none"> • Concept and meaning • Working of SERP • SEO strategy – on page and off page Website Marketing <ul style="list-style-type: none"> • Website design and review • Website indexing on search engine • Website optimisation for social media • Website analytics Search Engine Advertising <ul style="list-style-type: none"> • Concept and Meaning • Ad Placement, Ad Ranks • Creating Ad Campaigns Display marketing <ul style="list-style-type: none"> • Types of display Ads • Programmable Digital Marketing (only concept) • Display ads analytics 	2, 3, 5	14	11
3	III	YouTube marketing <ul style="list-style-type: none"> • YouTube: search engine; channel, Ads • YouTube video optimization for SEO • YouTube Analytics Social Media Marketing <ul style="list-style-type: none"> • Concept and Meaning • Social Media Marketing Strategy Facebook Marketing <ul style="list-style-type: none"> • Set Up a Brand Facebook Page • Advertise on Facebook • Facebook Post Types • Facebook Analytics LinkedIn Marketing <ul style="list-style-type: none"> • LinkedIn for Business and Marketing • Advertise on LinkedIn 	4, 5	15	11

		<ul style="list-style-type: none"> • Types of LinkedIn Ads • LinkedIn Analytics Twitter Marketing <ul style="list-style-type: none"> • Twitter for Business • Advertise on Twitter • Twitter Analytics 			
4	IV	Instagram Marketing <ul style="list-style-type: none"> • Instagram for Business • Types of Instagram Posts • Instagram Advertising • Instagram Analytics Mobile Marketing <ul style="list-style-type: none"> • Concept and meaning • Mobile advertising models (on device and off device) • Mobile marketing Analytics Email Marketing <ul style="list-style-type: none"> • Concept and meaning • When to Use Email Marketing • Email Marketing Analytics 	4, 6	10	9

REFERENCES:

Books:	
1.	Gupta, S. (2023). <i>Digital Marketing</i> . Pearson.
2.	Bhatia. (n.d.). <i>Fundamentals of Digital Marketing</i> , 2e. Pearson Education India.
3.	Kotler, P., Kartajaya, H., & Setiawan, I. (2017). <i>Marketing 4.0: moving from traditional to digital</i> . John Wiley & Sons, Inc., Cop.
4.	Dodson, I. (2016). <i>The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted and Measurable Online Campaigns</i> . Hoboken, New Jersey John Wiley & Sons, Inc.
5.	Ahuja, V., & Alavi, S. (2019). <i>Managing social media practices in the digital economy</i> . IGI Global.