



Indraprastha College for Women

University of Delhi

Course Name:	B. A/ B. Com (P/H)
Paper Title:	Digital Marketing (SEC)
Unique Paper Code:	
Semester:	V
Faculty(s):	Ms. Divya Kalra
Year:	2024

Work Plan			
Period	Unit No.	Learning Objective	Topics to be Covered
1 st Aug -3 rd Aug	I	To learn about Marketing in the Digital World	Digital Marketing: Concept and features, Difference Between traditional and Digital marketing
5 th Aug-10 th Aug			Moving from traditional to digital marketing
12 th Aug-17 th Aug			Intent Based-SEO, Search Advertising
19 th Aug-24 th Aug			Brand Display Advertising:Community Based-Social Media Marketing, Others-Affiliate, Email, Content, Mobile
26 th Aug-31 st Aug			Customer Value Journey: 5AsFramework; Traits of online Consumer, The Ozone O3 Concept key
2 nd Sep-7 th Sep			Step-by-step Content MarketingDeveloping a content marketing strategy Email Marketing
9 th Sep-14 th Sep	Types of Email in email marketing, Email marketing best practices		
16 th Sep-21 st Sep	III	To learn about Social Media Marketing	Social media marketing: Concept and Features
23 rd Sep-28 th Sep			Social media marketing: Building successful social media strategy
30 th Sep-5 th Oct			Social media marketing channels: Facebook, LinkedIn, YouTube

7 th Oct-12 th Oct	III	To learn about Display marketing	Display Advertising: Working of Display Advertising, Benefits, Challenges
14 th Oct-19 th Oct			Overview of Display ad Process: Define-Customer, Publisher, Objectives: Format, Budget, Media, Ad formats, Ad copy
21 st Oct-26 th Oct			Introduction of SEM: Working of search engine, SERP Positioning; online search behaviour, DMI's 5P Customer Search Insights Model.
28 th Oct-2 nd Nov			MID SEMESTER BREAK
4 th Nov-9 th Nov	IV	To learn about Search Engine Marketing	Search Engine Optimization: Overview of SEO Process. On-Page Optimization, Process, Content, Technical Mechanics, Social Sharing, Sitemaps,
11 th Nov-16 th Nov			Technical Aspects- Compatibility, Structured DataMarkup, Off Page Optimisation: Link Formats, Link Building, Content Marketing, Social Sharing;
18 th Nov-23 rd Nov			Black and White Hat Techniques Search Advertising: Overview of PPC Process; Benefits of Paid Search; Basis of Ranking;
25 th Nov-27 th Nov			Goal Setting-Objectives; Account Setting -Creation of Google Ads, Campaign architecture, Campaign setup, Targeting, Bid Strategy, Delivery, Ad Scheduling, Ad Rotation, Keyword Selection; Ad Copy composition, Ad Extension
28 th Nov			DISBERSAL OF CLASSES

Unit	TOPICS
I	Marketing in the Digital World

II	Content and Email Marketing
III	Social Media Marketing and Display Marketing
IV	Search Engine Marketing
S. No.	Name of Authors/Books/Publishers
1.	Dodson, I. (2016). The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns. John Wiley & Sons
2.	Ryan, Damien: Understanding Digital Marketing – Marketing Strategies for Engaging the Digital Generation. Kogan Page Limited.
3.	Kartajaya, H., Kotler, P., & Setiawan, I. (2016). Marketing 4.0: moving from traditional to digital. John Wiley & Sons
4.	Taxmann's Digital Marketing By Satinder Kumar, Supreet Kaur