

CERTIFICATE COURSE IN DIGITAL MARKETING
PAPER CCDM1: Fundamentals of Digital Marketing

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

Objective:

To help learners explore several aspects of the new digital marketing. To make them understand frameworks and approaches in order to measure digital actions of the consumers

Section A

Unit-1

Introduction to Digital Marketing: Concepts, Traditional Marketing vs. Digital Marketing, Digital Market Evolution, Career in Digital Marketing,

Unit-2

Digital Consumer: Consumer Characteristics and profiles, Information Search Behavior, Factors Influencing Consumption Behavior, Purchase Decision Process, Post Purchase Behavior and Management.

Unit -3

Digital Marketing Strategy: Digital vs Non- Digital Marketing Strategy, Digital Marketing Decisions- Product, Price, Distribution and Promotion

Section B

Unit -4

Digital Marketing Strategy Formulation and Execution
Digital Marketing Mechanisms: Websites- Company and Retail Service Providers, Search

Unit-5

Unit-Engines- Google, Bing, Ask, Yahoo Video Hosting and Entertainment-Youtube, Wimeo, Amazon Prime, Netflix, Hotstar.

Unit-6

Mobile Phones, E-Mails, Blogs, Social Media: Facebook, Instagram, Twitter, Whatsapp.

Suggested Readings:

Seema Gupta, Digital Marketing, McGraw Hill Education

Punit Singh Bhatia, Fundamentals of Digital Marketing, Pearson

Philip Kotler, Marketing 4.0: Moving from Traditional to Digital, Publisher Wiley