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### **Learning outcomes**

- Understand the concept of digital marketing and its real-world iterations
- Articulate innovative insights of digital marketing enabling a competitive edge
- Understand how to create and run digital media based campaigns
- Identify and utilise various tools such as social media etc.

## **SYLLABUS OF GE- 9**

### **Unit 1 Social Media Marketing (4 Weeks)**

Social Media Marketing: Introduction, Process – Goals, Channels, Implementation, Analyze. Tools: Google and the Search Engine, Facebook, Twitter, YouTube and LinkedIn. Issues: Credibility, Fake News, Paid Influencers; social media and Hate/ Phobic campaigns. Analytics and linkage with social media. The Social Community.

### **Unit 2 Email Marketing (3 Weeks)**

Introduction, email marketing process, design and content, delivery, discovery. Mobile Marketing: Introduction and concept, Process of mobile marketing: goals, setup, monitor, analyse

### **Unit 3 Mobile Marketing (4 Weeks)**

Introduction and concept, Process of mobile marketing: goals, setup, monitor, analyze; Enhancing Digital Experiences with Mobile Apps. Pros and Cons; Targeted advertising. Issues: Data Collection, Privacy, Data Mining, Money and Apps, Security, Spam. Growth Areas.

### **Unit 4 Managing Digital Marketing (3 Weeks)**

Content Production; Video based marketing; Credibility and Digital Marketing; IoT; User Experience; Future of Digital Marketing.

### **Practical component (if any) - NIL**

### **Essential/recommended readings**

1. Dodson, Ian: The Art of Digital Marketing. Wiley
2. Ryan, Damien: Understanding Digital Marketing. Kogan Page Limited

**Note:** Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.