



Bharati College
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Lesson Plan (SEC, Semester III, July to November 2022)

Name of Teacher	Dr. Sonali Jain	Department	Commerce
Course	B. Com(H)	Semester	III
Paper	Digital Marketing	Academic Year	2022-23

Learning Objectives

- Familiarize students with the concepts, tools, techniques, and relevance of digital marketing in the present changing scenario.
- Enables the student to learn the application of digital marketing tools and acquaint about the ethical and legal aspects involved therein

Learning Outcomes

After completing the course, the student shall be able to

- Develop the understanding about impact of digital technology in transforming the business environment, its measurement of effectiveness of a digital marketing campaign, digital marketing tools such as SEO, Social media, and Blogging and regulatory framework for digital marketing in India.

Lesson Plan

Week No.	Theme/Curriculum	Any Additional Information
1- 2	<ul style="list-style-type: none">Digital-marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment; Digital technology and customer-relationship management. Digital consumers and their buying decision process.	
3- 4	<ul style="list-style-type: none">Digital-marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment; Digital technology and customer-relationship management. Digital consumers and their buying decision process.	
5-8	<ul style="list-style-type: none">Concept and role of Internet in marketing. Online marketing domains. The P.O.E.S-M framework. Website design and Domain name branding. Search engine optimisation: stages,	

	types of traffic, tactics. Online advertising: types, formats, requisites of a good online advertisement. Buying models. Online public relation management. Direct marketing: scope and growth. E-mail marketing: types and strategies.	
9-12	<ul style="list-style-type: none"> Interactive marketing: concept and options. Social media marketing: concept and tools. Online communities and social networks. Blogging: types and role. Video marketing: tools and techniques. Mobile marketing tools. PPC marketing. Payment options. 	
13-15	<ul style="list-style-type: none"> Ethical issues and legal challenges in digital marketing. Regulatory framework for digital marketing in India. 	
References <ol style="list-style-type: none"> Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston (2015). Internet Marketing: Strategy, Implementation, and Practice. Pearson India Kapoor, Neeru. E-Marketing, Pinnacle learning Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan (2017). Digital Marketing: 4.0 Moving from Traditional to Digital. Pearson India 		
Online Resources (If Any)	NA	
Assignment and Class Test Schedule for Semester	Link the assignment and Test (optional)	