

# **CRITERIA 1.2.1**

**Assessment Year 2021-22**

# **LESSON PLAN-DIGITAL MARKETING**

## DIGITAL MARKETING

### **Program Faculty:**

Mr. Kush Bhardwaj, Visiting resource person IIM's/Consultant to multiple companies/  
Institutes.

**Module :** Digital Marketing Strategy and Operations

**Objective:** To learn to set out a digital marketing plan and ideas for operationalizing it for  
an organization.

### **1. Digital Marketing Strategy**

**Objective:** To learn about how to set up your firm's digital marketing strategy

**Readings:** Relevant chapters of Reference

**Case:** To be announced

### **2. Crowd sourcing: How it Works**

**Objective:** To discuss how to make crowd sourcing work for you and to what situations it is  
best suited.

**Exercise:** Find Crowd sourcing stories from India. One per group.

### **3. Web development, Design and Copy**

**Objective:** To learn practically about designing web copy for a given brand

**Exercise:** Develop web copy for your company

### **Module 2: Advertising and Public Relations**

**Objective:** To understand advertising in different digital media, and contrasting it with  
traditional media

### **4. Online Advertising**

To learn about various online advertising options



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**Case Study:** Hyundai & Media Mind

**Reading:** Relevant chapter of Reference

**5. Online Reputation Management**

**Objective:** To learn how to deal with negative publicity and create positive publicity

**Cases:** Dell Hell/Woolworths

**Exercise:** Identify and discuss recent PR disasters/successes

**6. Pay per click advertising**

**Objective:** To understand target-based advertising and payment system based on actual clicks

**Case:** Digital Marketing of IIM Indore Programs

**Module : Email, Social Media and Optimization**

**Objective:** To learn about various social media, email, and affiliates, and their role in achieving marketing and promotion objectives

- Search Engine Optimization

**Objective:** To learn what is SEO and how to achieve it

**Case:** City Lofts/Ten Motion

**8. Social media strategy and channels**

**Objective:** To understand specific social media and strategy appropriate for each

**Case:** MWEB

**9. Email Marketing**

**Objective:** To understand the nitty-gritty of using email as a marketing tool

**Case:** Canadian Tourism Commission

**Exercise:** Write a persuasive email for your target customer

**10. Affiliate Marketing**



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**Objective:** To understand third party affiliates and their role in furthering our objectives

**Case:** TripAdvisor

**Exercise:** Make a Youtube video/Podcast and present to the class in last session.



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