

CRITERIA 1.2.1

Assessment Year 2017-18

LESSON PLAN-DIGITAL MARKETING

DIGITAL MARKETING

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



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



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.

