

## SGT UNIVERSITY, GURUGRAM

### General Electives

### 4<sup>th</sup> Semester

### ONLINE MARKETING

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
	<b>ONLINE MARKETING</b>	60	20	20	-	-	4	-	-	4

**Legends:** L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

**INTERNAL ASSESSMENT** shall be based on the following components-*Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

#### Course Objective

The primary objective of course is to provide a basic knowledge of various online marketing concepts and to make students capable of operating and managing business through various online channels.

#### Course Content

##### Unit 1: Basics of Online Marketing

Introduction: Evolution of online marketing, , Emergence of online marketing as a tool, Online marketing channels, Online marketing applications and benefits, Online marketing framework, Online marketing Models creations: Factors impacting online marketplace, Value chain digitization, Online marketing business model. The Consumer for online marketing: Consumer behavior on the internet, Evolution of consumer behavior models, Managing consumer demand, Integrated marketing communications

##### Unit II: Online Marketing Strategy Development

Online marketing strategy definition, Online marketing strategy groundwork, Defining the online marketing mix, , Offering mix for digital, Digital pricing models, Channels of purchase-reaching the e-consumer, Managing promotional channels , developing the extended Ps-People, Process, Programs and Performance

##### Unit III: Online Marketing Planning and Setup

Online marketing communications and channel mix, Online marketing planning development, Understanding digital media planning terminology, Digital media planning stages, Designing the communication mix, Marketing communications from mass market to mass customized, Steps to creating marketing communications strategy, Understanding marketing operations set-up, Understanding digital marketing conversion, Basics of lead generations and conversion marketing, Lead nurturing and lead scoring concepts, Setting up for conversion from web page to landing page

##### Unit IV : Online Marketing Execution

Online marketing Campaign Management, Basic elements of digital campaigns, Basic elements of digital campaign management, Campaign planning and budgeting , Campaign set-up and launch, Campaign monitoring and reconciliation

#### Suggestive Readings

1. Chuck Hemann, Digital marketing Analytics, Pearson Education, 2<sup>nd</sup> Edition.
2. Miller Michael, B2B Digital Marketing, Pearson, 2<sup>nd</sup> Edition
3. Bhatia, P, Fundamental of Digital Marketing, Pearson
4. Srivastava. R, E-Commerce and Mobile Commerce, S.Chand Publication.
5. Alvin C. Burns, Marketing Research, Pearson.