

Faculty of Commerce and Management

Online Marketing

This course is imparting transferable and life skills for a marketing professional as well for any entrepreneur for understanding the online marketing for its success.

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