



GUJARAT UNIVERSITY

BCA III SYLLABUS

COURSE TITLE	Digital Marketing	
COURSE CODE	EC-201	
COURSE CREDIT	2	
Session Per Week	2	
Total Teaching Hours	20 HOURS	
AIM		
<p>* To Provides comprehensive coverage of the developments and use of Internet as a marketing planning tool</p> <p>* To Presents the ability of the digital world to increase efficiency in established marketing functions</p> <p>* To Provides insights on how organizations can leverage the benefits of social media</p> <p>* To Discusses cutting-edge business strategies such as differentiation, and cost leadership that generate revenue while delivering customer value</p> <p>* To Includes both Indian as well as global case studies of companies such as Vodafone, Ford, Aviva India, Bacardi, Amazon</p>		
LEARNING OUTCOMES		
<p>On the completion of the course students will:</p> <p>1.Understand the marketing in the digital era.</p> <p>2. Understand the business drivers in the virtual world; such as social media, online branding, traffic building on web-site, e-commerce.</p> <p>3.Understand the online tools for marketing.</p> <p>4.To understand the contemporary digital revolution</p>		
DETAIL SYLLABUS		
UNIT	TOPIC / SUB TOPIC	TEACHING HOURS
1	Marketing in the Digital Era * E-marketing * The Online Marketing Mix * The Online Consumer * Customer Relationship Management in a Web 2.0 World	5
2	Business Drivers in the Virtual World * Social Media * Online Branding * Traffic Building * Web Business Models * E-commerce	5
	Online Tools for Marketing	5

3	<ul style="list-style-type: none"> * Engagement Marketing through Content Management * Online Campaign Management * Consumer Segmentation, Targeting, and Positioning using Online Tools * Market Influence Analytics in a Digital Ecosystem 	
4	The Contemporary Digital Revolution <ul style="list-style-type: none"> * Online Communities and Co-creation * The World of Facebook * The Future of Marketing Gamification and Apps 	5
TEXT BOOK/S:		
1. Digital Marketing Publisher: Oxford University Press Author: Vandana Ahuja		
REFERENCE BOOKS:		
WEB RESOURCES:		
REQUIRED SOFTWARE/S		