

# International Summer School- Manipal University Jaipur [ISSMUJ]-2023

[Hybrid Mode]



## Course Overview

**Name of Course: - Digital Marketing for Budding Managers: A Strategic Approach**

Name of instructor: Dr. Sunny Dawar and Dr. Meenakshi Sharma

Session: May-July 2023

Language of instruction: English

Number of contact hours: 36

Credit awarded: 03

### Objective of Course

Digital marketing includes using the different platforms which are dependent on internet and various technologies for promoting the products and services. Digital marketing has the potential to assist various brands in educating their customers and sharing information. With the growing popularity of digital marketing, new people are becoming interested in this field. The syllabus and content of the course are designed in such a way that students can easily study the subjects and can gain the knowledge for working on different digital platforms. The application of acquired knowledge, skills, and capabilities will also help potential managers develop a digital marketing plan in order to efficiently manage digital marketing performance.

### Syllabus:

Introduction to marketing: Concept, Segmentation, Targeting and Positioning (STP), Product designing, pricing, distribution, and promotion. Digital marketing perspective: Digital vs traditional marketing, opportunities in digital marketing, understanding the digital customer, digital marketing mix. Search engine optimization: Basics, use and methods. Content marketing: Concept, ecosystem, strategies. Email marketing: Concept, importance, branding, effective mailing strategy. Social and mobile marketing: Need, importance, types of social media, strategies of effective marketing, mobile advertising. Planning and execution of digital marketing strategy in changing global landscape.

### Organization of Course

Total contact hrs 36		
1st week:	10 hrs (classes)	2 hrs (self-study/project)
2nd week:	10 hrs (classes)	2 hrs (Mid-term exam/assessment/discussion)
3rd week:	10 hrs (classes)	2 hrs
4 <sup>th</sup> week:	6 hrs (Classes)	2hrs (End term exam)

**Mode of lectures:** Hybrid mode lecture/videos/case study/ discussion.

### Course/Project Plan

Lecture no.	Topic	Lecture mode	Instructor
L: 1-6	Introduction to marketing: Concept, Segmentation, Targeting and Positioning (STP), Product designing, pricing, distribution, and promotion	Lecture/ Discussion	Dr. Sunny Dawar
L: 7-18	Digital marketing perspective: Digital vs traditional marketing, opportunities in digital marketing, understanding the digital customer, digital marketing mix. Search engine optimization: Basics, use and methods	Lecture/ Discussion	Dr Meenakshi Sharma
L: 19-25	Content marketing: Concept, ecosystem, strategies. Email marketing: Concept, importance, branding, effective mailing strategy.	Lecture/ Discussion	Dr Meenakshi Sharma
L: 25-30	Social and mobile marketing: Need, importance, types of social media, strategies of effective marketing, mobile advertising.	Lecture/ Discussion	Dr. Sunny Dawar & Dr Meenakshi Sharma
L: 31-36	Planning and execution of digital marketing strategy in changing global landscape.	Lecture/ Discussion	Dr. Sunny Dawar

### **Brief profile of the instructors**



Dr. Sunny Dawar is working as an Assistant Professor (Selection Grade) in Department of Commerce, School of Business & Commerce at Manipal University Jaipur, Rajasthan. He is having 12 years' experience of academics and industry. He has earned his Doctoral degree from M. L. Sukhadia University, Udaipur, Rajasthan. Dr. Sunny specializes in sustainable development, branding, and consumer behavior. He has presented many research papers in various national and international conferences and also published several research papers in many journals of repute.



Dr. Meenakshi Sharma is working as an Assistant Professor in the Department of Business Administration, School of Business & Commerce at Manipal University Jaipur, Rajasthan having experience of more than 6 years in industry and academics. She has earned her Doctorate from Birla Institute of Technology and Science, Pilani (BITS Pilani) and has authored many research papers in various National & International Journals. Her area of interest is Sustainable marketing, Consumer Behaviour, and other marketing related concepts.