



### Lesson Plan

**Program:** MBA

**Semester:** II

**Course Code:** KMBN 207

**Course Name:** DIGITALMARKETING AND E COMMERCE

#### Course Objectives

**CO1** To help Student understand the concept of Digital Marketing & E-commerce in today's scenario

**CO2** To enable student in creating and maintaining a good website and blog posts.

**CO3** To make student understand the importance of SEO and Email Marketing in today's modern world

**CO4** To understand the functioning and importance of Social Media Marketing via various platforms

**CO5** To understand various Analytics tools of online marketing

**Session Duration:** 50 minutes

**Participants:** MBA 1<sup>st</sup> Year Students

#### Entry level knowledge and skills of students

- i. Fundamentals of Marketing & Terminology

#### Equipment required in Classroom/ Laboratory/ Workshop

- i. Smart Board
- ii. Projector
- iii. Computer

#### Assessment Schemes

S. No.	Criteria	Marks (150)
1	AKTU End Term Examination	100
2	Internal Evaluation Scheme	50
2(a)	Class Tests	30
2(a)(i)	Class Test-I	15
2(a)(ii)	Class Test-II	15
2(b)	Teacher Assessment (Continuous Evaluation)	20



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2(b)(i)	Attendance	5
2(b)(ii)	Case Study/Topic Based Presentation	5
2(b)(iii)	*GD	10
	*MCQ Based Assignment	2

**Course Outcomes** (starting with action-oriented observable and measurable verb)

**CO1** Be able to understand the concept of Digital Marketing & E-commerce in today's scenario.

Knowledge (K2)/ Remembering (K1)

**CO2** To able to create and maintain a good website and blog posts. Applying (K 4)

**CO3** Be able to understand and apply SEO and Email Marketing in today's modern world Comprehending (K3) Applying (K4)

**CO4** To apply the Social Media Marketing techniques via various platforms Applying (K 4)

**CO5** To implement various Analytics tools of online marketing Synthesizing (K6)/ Evaluating (K7)

L. No.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
<b>UNIT 1 Introduction to Digital Marketing &amp; Website and Blog Development (8 Hours)</b>							
1.	Introduction to Digital Marketing and its Significance	Digital Marketing Concept		Improved Lecture	CO1		
2.	Traditional Marketing Vs Digital Marketing	Differences between Traditional Marketing Digital Marketing		Improved Lecture	CO1		
3.	Digital Marketing Process; The contemporary digital revolution	Digital Marketing Process		Brainstorming	CO1		



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4.	Types of websites, Keywords,	Websites & Keywords, Info		Demonstration	CO2		
5.	Understanding Domain and Webhosting	Domain and Webhosting		Case let	CO2		
6.	using CMS WordPress, Using WordPress Plug-ins	CMS WordPress, & WordPress Plug-ins		Computer Added Learning	CO2		
7.	Blog Creation: Including Headlines, Links, Posts	How to create Blog Including Headlines, Links, Posts		Brainstorming + Activity	CO2		
8.	Using various plug ins like Elimentor	Use of plug ins Elimentor		Demonstration	CO2		

## UNIT 2 SEO & Email-Marketing (8 Hours)

9.	Introduction to SEO	SEO		Improved Lecture	CO3		
10.	SEO Keyword Planner Tools	SEO Planner Tools		Demonstration	CO3		
11.	On Page SEO Techniques: Indexing and Key Word Placement	SEO Techniques Indexing		Brainstorming	CO3		
12.	Content Planning & Optimization	Content Creation		Improved Lecture	CO3		
13.	Display Advertising	Display Advertising		Improved Lecture	CO3		
14.	Various SEO Plug-in, off – Page SEO Techniques	Off –Page SEO Techniques		Computer Added Learning	CO3		
15.	Email Marketing- Introduction	Email Marketing-		Improved Lecture	CO3		



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	and Significance,						
16.	campaigns using Mail Chimp	campaigns using Mail Chimp		Computer Added Learning	CO3		
<b>UNIT 3 SEM &amp; Social Media Marketing (8 Hours)</b>							
17.	Introduction to SEM, Mobile Marketing	Mobile Marketing		Improved Lecture	CO4		
18.	Video Marketing on YouTube	Video Marketing		Presentation	CO4		
19.	Introduction to Social Media Marketing	Social Media Marketing		Improved Lecture	CO4		
20.	Facebook, Instagram, Linked-in, Twitter,	Facebook, Instagram, Linked-in, Twitter,		Buzz Session	CO4		
21.	Google G Suit and online marketing campaigns	Google G Suit campaigns		Computer Added Learning	CO4		
22.	Content Marketing,	Content Marketing Concept		Brainstorming	CO4		
23.	Content creation process	How to create Content		Demonstration & Presentation	CO4		
24.	Influencer marketing	What is Influencer marketing		Demonstration	CO4		
<b>UNIT 4 Using Marketing Strategies &amp; Analytics Tools (6 Hours)</b>							
25.	Using Marketing Strategies & Analytics Tools	Analytics Tools		Improved Lecture	CO5		
26.	Understanding Digital marketing Strategies	Digital marketing Strategies		Case Study	CO5		



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27.	Marketing analytics tools to segment, target, position	analytics tools to apply STP		Brainstorming	CO5		
28.	Online PR and reputation management	PR and reputation management		Improved Lecture	CO5		
29.	Digital Marketing Strategies and its ROI	ROI in Digital Marketing		Improved Lecture	CO5		
30.	Using Google Analytics and other social media analytics tools.	Application of Google Analytics		Caselet	CO5		
<b>UNIT 5 Applications of E-Commerce (6 Hours)</b>							
31.	Introduction, History of Electronic Commerce	Evolution of Electronic Commerce		Improved Lecture	CO1		
32.	Roadmap of e-commerce in India	e-commerce in India		Improved Lecture	CO1		
33.	E-business Models Based on the Relationship of Transaction Parties	E-business Models		Group Discussion	CO1		
34.	e-commerce Sales Life Cycle (ESLC) Model	Sales Life Cycle (ESLC) Model		Group Discussion	CO1		
35.	Electronic Payment Systems, Electronic Cash, Smart Cards and Electronic Payment Systems,	Types of Electronic Payment Systems		Seminar	CO1		



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36.	Credit Card Based Electronic Payment Systems, Risks and Electronic Payment Systems,	Credit Card Based Electronic Payment Systems		Seminar	CO1		
<b>Revision</b>							
37.	Unit 1	Question Paper		Improved Lecture	1		
38.	Unit 1	Question Paper		Improved Lecture	2		
39.	Unit 2	Question Paper		Improved Lecture	3		
40.	Unit 2	Question Paper		Improved Lecture	3		
41.	Unit 3	Question Paper		Improved Lecture	4		
42.	Unit 3	Question Paper		Improved Lecture	4		
43.	Unit 4	Question Paper		Improved Lecture	5		
44.	Unit 5	Question Paper		Improved Lecture	1		
45.	Unit 5	Question Paper		Improved Lecture	1		

### Text Books:

1. Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015).
2. Seema Gupta; Digital Marketing, McGraw Hill Education; First edition (November 2017)

### Reference Books:

3. Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014).
4. Ravi Kalakoda: Frontiers of E Commerce (Pearson)

### Journals:



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