



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

Digital Marketing

Name of the Faculty:	Seema Gupta
Designation/Affiliation:	Adjunct Faculty
Teaching Area: (such as Finance & Accounting; Marketing; Production & Operations Management; Strategy)	Marketing
This course may be offered to:	GNAM SNOC (Small Network Online Course) Master's level
Total Credits (No. of hours):	3 Credits, 30 hours
Specify the Year and Month:	
Course Type:	SNOC Elective
Grading Norms	Qualitative
Budget Requirement:	Small budget of about Rs 3000 will be required per group (of 5 members) to run live campaigns. This is to be borne by students.



Course Summary

Marketing dollars have shifted from mass media to digital media. The course covers how to prepare a digital marketing strategy, what are the key conceptual frameworks in digital marketing and how to leverage the different platforms in digital marketing. It includes understanding of consumer behavior in the online world; the psychological influences shaping peoples' behavior online and how marketers can influence the online behavior. The course includes not just the theory but also application of digital marketing. Students will be able to internalize the learning by running live campaigns in Google Ads. Dashboards, tools, applications will be used live in the classroom to make the course contemporary, relevant and experiential.

The course is comprehensive covering all facets of digital marketing – search engine marketing; social media strategy; content strategy; algorithms of key platforms such as Instagram, YouTube, Facebook ads, Google ads; Search engine optimization; analytics and optimization; and Consumer behavior. The pedagogy is experiential focusing on both theory as well as application. Students get to run live campaigns for a startup and act as consultants advising the start up in improving their digital marketing.

Learning Objectives / Outcomes

The course is designed with the following specific objectives and learning outcomes:

- a. Understand consumer behavior in online world and influencing consumers
- b. Prepare a digital marketing plan
- c. Analyze digital marketing strategy of a company and make recommendations for improving it.
- d. Understand the algorithm of different digital platforms
- e. Optimize paid campaigns for scale and efficiency
- f. Improve ROI of digital marketing
- g. Content Strategy
- h. Building Community on social media



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

Pedagogy

Lectures, Live campaigns, Tools, Group work, Presentation, Discussions

Text book: **Digital Marketing, Seema Gupta, McGraw 2020**

Course Evaluation & Grading

Evaluation

Quiz	50%
Digital Strategy Project	20%
Live Campaigns Presentation	30%
Total	100%



Session-wise plan

Session 1	Introduction to Digital Marketing
Readings	1. Ch 1 Textbook 2. Ch 14w Textbook 3. The Future of Marketing: Voice activated
Session 2-3	Digital Psychology for Influencing Consumers
Session 4	Fundamentals of Paid Advertising
Readings	1. Ch 2 Textbook
Session 5-6	Creating Google Ads Account & Running Live Campaigns
Session 7	Strategic Video Marketing
Readings	1. Get More from YouTube 2. Ch 12 Textbook
Session 8	Running Live YouTube Campaigns and optimizing
Session 9	Concepts in Search Engine Advertising
Readings	1. Ch 3 Textbook
Session 10	Running Live Campaigns and optimizing
Session 11	Social Media Strategy
Readings	1. Ch 4 Textbook 2. Branding in the age of Social Media
Session 12	LinkedIn and Twitter Marketing
Readings	1. How CEOs can leverage Twitter 2. Ch 6 & 7 Textbook
Session 13	Strategic Facebook Marketing
Readings	1. Ch 5 Textbook 2. Ch 11 Textbook
Session 14	Running Live Campaigns and Digital Analytics
Session 15-16	Instagram Marketing Strategy
Readings	1. Ch 8 Textbook
Session 17-18	Search Engine Optimization
Readings	1. Ch 10 Textbook
Session 19-20	Project Presentations



Profile of Faculty:

Seema Gupta is an [Ex-Professor of Digital Marketing at IIM Bangalore](#). She has published many papers in reputed journals such as Information Systems Research and Journal of Marketing theory and practice. She has published many popular cases on Harvard publishing site. She is the winner of the prestigious EFMD and IVEY awards for best case studies. She conducts digital marketing training, research and provides consulting. She is the author of popular textbook Digital Marketing published by McGraw. She has also authored a book “How People Buy Online” published by SAGE.

She is a keynote speaker to many high profile digital marketing summits and panel discussions. She is a three times TEDx speaker. She is regularly quoted in popular press.

She addresses town hall meetings of companies as well as agencies on digital marketing. She was a visiting faculty of digital marketing at ESAN University, Peru and EGADE University, Mexico. She is also a blogger and a YouTuber. Her social media account on all the major platforms is @ProfSeemaGupta.

With more than 10 years of experience in digital marketing, she has advanced expertise to grow business. She has trained both CXOs and senior professionals of companies. She specializes in optimizing firms through digital marketing, improving traffic, leads, conversions thus increasing return on investment.



seema@profseema.com