



Spring Term

Basic Information:

Title:	eCommerce (Digital Marketing)	Code:	IT 362
Program:	BBIT	Credit Hours:	Three (03)
Sessions:	30 Classes + Mid Term + Final Term	Pre-Requisite:	MKTG 280

Course Description:

This course will enhance students' understanding of the dynamics of digital marketing in business-to-business and business-to-consumer space. It will help them unveil underlying theoretical and practical aspects of marketing that lead businesses to success, stagnation or failure. As the dynamics of the 'third wave' of the internet revolution is unfolding, the landscape of job and business is experiencing a critical shift from traditional to digital and automated way of working. In order to cope with the market demand, it is prime time to acquire digital literacy and put it in practice. The core focus of the course is to prepare the candidates to earn through freelancing, working for or starting his/her own digital marketing agency.

Learning Outcomes:

After the completion of this course, it is expected that students who will involve themselves in the knowledge base working of the course will be capable to:

- 1. Identify the elements of an organization's online marketplace that have implications for developing a digital marketing strategy*
- 2. Evaluate the potential of digital technology and applying the concept of 'Big Data' to support 1-1 marketing*
- 3. Assess how to integrate social and mobile interactions to develop social CRM capabilities.*
- 4. Define the requirements that contribute to an effective digital experience delivered as online presence etc.*
- 5. Evaluate the advantages and disadvantages of each digital media channel for marketing communications*
- 6. Make the most of the marketing strategies for the B2B and B2C to achieve sustained financial growth*

Teaching Learning Methodology:

The formal pedagogy of this course comprises active student participation in lectures, discussions, research assignments, vis-a-vis applying the tools and techniques to their term projects. Lectures will be twice a week of 90 min each.

Group Configurations:

One of the objectives of this course is to encourage and facilitate creativity, persuasion, and teamwork. Class will have to make a group of four for projects and research assignments. It is recommended that student will form their own groups. As a general guideline, your group should have members with diverse skill sets including people who are proficient or have aptitude for different subject areas.

All Groups are required to submit their team rosters in the form of a memo to me by the end of 4th week. The memo should include Student Names, and ID numbers of all members and it should also identify a designated group leader who will serve as the primary point of contact for me to communicate with the group.

Weekly Term Plan

Wk	Lecture Topic	Activity
01	<i>Introducing digital marketing</i>	
02	<i>Online marketplace analysis: micro-environment</i>	A01
03	<i>The online macro-environment</i>	Quiz~01
04	<i>Understanding graphic designing and its significance</i>	
05	<i>Take a business online; Digital marketing strategy</i>	A~02
06	<i>Digital media and the marketing mix</i>	Quiz~02
07	<i>Relationship marketing using digital platforms</i>	A~03
08	Mid Term Examination	
09	<i>Delivering the online customer experience</i>	A~04
10	<i>Marketing communications using digital media channels</i>	
11	<i>Search Engine Optimization (SEO), Search Engine Marketing (SEM)</i>	A-05 Quiz~03
12	<i>Track and measure web traffic, Sell products or services online</i>	A-06
13	<i>Take a business global</i>	Quiz~04
14	<i>Business-to-consumer & Business-to-business digital marketing practice</i>	
15	<i>Legal aspects of digital marketing, Artificial Intelligence in Marketing</i>	
16	<i>Final Term Examination</i>	



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Topics in Detail

Introduction to Digital Marketing

Digital business models and e-commerce
Digital content marketing

Search Engine Optimization (SEO)

How Search Engines Work
Introduction to SEO
Keyword Research

On-page SEO

HTML Basics

On-page SEO

Technical SEO

Mobile SEO

Schema Mark-ups

Off-page SEO

Link Building

Social SEO

Local SEO

SEMrush.com Backlink

SEO Audit, Tools, Measurement

SEO Audits

Google Search Console

Algorithm Updates

Measurement with Google Analytics

SEO Resources, Careers in SEO

Search Engine Marketing (SEM)

Introduction to SEM

Creation of Google Display Network

Mobile Ad Campaigns

Shopping Campaigns – Introduction

YouTube Marketing - Introduction & Ad Formats

Social Media Marketing (SMM)

Getting Started with Social Media Marketing

Facebook Marketing

What is Facebook Marketing

How does Facebook Advertising Work?

Instagram & LinkedIn Marketing

Marketing on Instagram

LinkedIn as a Marketing Platform

Twitter, Snapchat and Pinterest Marketing

Twitter Marketing

Snapchat Marketing

Pinterest Marketing

Pinterest for business

SMM Tools and Crafting a Successful Digital Marketing Strategy

SMM Tools

Crafting a Successful Social Media Strategy

Email Marketing

Deliverability

Effective Email Content

Customer Acquisition Strategies

Effective Creative Introducing

Nurturing & Automation

Resources to do situational analysis and progressive updates

Email Automation

Introduction to Automation

Choosing an Automation Platform

Simple Automation Functions from Mail Chimp

Inbound Marketing

Attracting your potential customers into conversion funnel

Converting your prospects into leads using emails

Landing Page

Conversion Optimization

Conversion Optimization Patterns for Engaging website Visitors

Lifecycle Emails

Web Analytics

Introduction

Google Analytics

Content Performance Analysis

Visitors Analysis

Social media analytics

Actionable Insights and the Big Picture

Social CRM & Analysis

Digital Analytics

Platform Principles

Special Topics in Digital Marketing

Facebook Marketing – In Association with FB

Integrated Digital Marketing Strategy

How to Become a Freelancer in Digital Marketing?

Media Buying & Planning

E-commerce Listing and Marketplace Selling

Affiliate Marketing

Programmatic Marketing



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Text & Recommended Readings

- A. Digital Marketing: Strategy, Implementation and practice by Dave Chaffey & Fiona Ellis-Chadwick 6th edition, 2016. Pearson.
- B. Digital Marketing All-in-one, Stephanie Diamond, 2019 by John Wiley & Sons, Inc., Hoboken, New Jersey
- Recommended**
- C. Digital Marketing Strategy: an integrated approach to online marketing, Simon Kingsnorth, 2016. Koganpage.
- D. A.I in Marketing, Sales and Service. Peter Gentsch, 2019. Palgrave Macmillan
- E. Digital Marketing: A Practical Approach by Alan CharlesWorth, 2018
- F. Dynamic Digital Marketing: Master the world of online and social media marketing to grow your business, Dawn McGruer, 2020. Wiley
- G. Principles of Marketing 16th Global Edition by Philip Kotler, Gary Armstrong, 2016. Pearson.
- H. Adobe Photoshop CC Classroom in a Book, 2019
- I. Adobe Illustrator CC Classroom in a Book, 2019
- J. Adobe Premiere Pro CC Classroom in a Book, 2019

Assignment Specification

1. Submit all the assignment in digital form
2. Write your name and roll number properly in the assignment and as document name (Name Roll number) (MS Word checks spellings only)
3. Use the Grammarly application on your laptops or phones to correct SENTENCES in your write-up.
4. Submit the assignment in MS Word (.docx) format not as Adobe (.pdf) file
5. Write at least 1000 words for each assignment
6. Plagiarism (more than 10%) or copying in assignments will lead to disciplinary action or 5 marks deduction from your sessional marks.
7. Use professional presentation skills such as images, graphics, graphs, facts & figures.
8. Submit the assignments well before the due date.

Headings	Arial 11pt Bold
Normal Text	Times New Roman 10pt
Header Footer	Times New Roman 8pt
Paragraph	Single Line Spacing
	First Line Indent 1.0 cm
Page Margins	2 cm from each side

Assignments:

No	Title	Due Date
A-01	<i>What are the tools and technology stack that are used in digital marketing?</i>	<i>1st Class of 2nd Week</i>
A-02	<i>Make a nice post of your marketing skills and post it on your social media (use infographics with the help of any designing application (Canva, Adobe, etc)), or make a 1-minute video explaining your top skills.</i>	<i>1st Class of 5th Week</i>
A-03	<i>You are a marketing agency, make a 1-week marketing campaign for yourself on your social media so that people know you. You can freelance your services or make your own agency (logo, trademark, social media page, website, etc)</i>	<i>1st Class of 7th Week</i>
A-04	<i>What is the legal cover that is provided to your brand (Trademark, logo, content, etc.) in Pakistan?</i> <i>Tip: Intellectual property organization Pakistan</i>	<i>1st Class of 9th Week</i>
A-05	<i>What are your marketing package plans that you offer to your customers as a freelancer or agency? (Make some packages)</i>	<i>1st Class of 11th Week</i>
A-06	<i>Reach out new businesses/startups and offer them your services: social media posts, marketing strategy, devising campaign, etc. Tip: if you're good at it you can earn some money as well, otherwise do it for free. (submit the report as assignment)</i>	<i>1st Class of 12th Week</i>



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Grading Policy:

Final Grade for this course will be the cumulated result of the following term work with relevant participation according to the quoted percentage.

Sessional	25%	MidTerm	35%	Final Term	40%
Assignments	10 %	Mid Term Exam	25%	Final Exam	30%
Quizzes	10%	Major Report/Work	10%	Case Study/Project/ Term Paper	10%
Presentations	05%				

Remember subdivision of Mid Term and Final Term Examination should be done only in extreme cases of very essential and major Grading Instruments.

Dishonest Practices & Plagiarism

Any student found responsible for dishonest practice/cheating (e.g. copying the work of others, use of unauthorized material in Grading Instruments) in relation to any piece of Grading Instrument will face penalties like deduction of marks, grade 'F' in the course, or in extreme cases, suspension and rustication from IBIT.

For details consult PU Plagiarism Policy at <http://pu.edu.pk/dpcc/downloads/Plagiarism-Policy.pdf>

Grading System:

Letter Grade	Grade Point	Num Equivalence
A	4.00	85 – 100 %
A-	3.70	80 – 84 %
B+	3.30	75 – 79%
B	3.00	70 – 74 %
B-	2.70	65 – 69 %
C+	2.30	61 – 64 %
C	2.00	58 – 60 %
C-	1.70	55 – 57 %
D	1.00	50 – 54 %
F	0.00	Below 50 %
I	Incomplete	*
W	Withdraw	*

Norms to Course:

- ✓ *Submission Date and Time for the term instruments is always **Un-Extendable***
- ✓ *5 Absentees in class will be result in forced withdrawal. **(PU Policy)***
- ✓ *Re-sit in Mid and Final Term will cause you a loss of 2 and 3 grade marks respectively. **(PU Policy)***
- ✓ *This is your responsibility to keep track of your position in class evaluation units.*
- ✓ *After the submission date, NO excuse will be entertained.*
- ✓ ***Keep a copy of all submitted Grading Instruments.***
- ✓ *Assignment is acceptable only in its Entirety.*
- ✓ *No make up for any assignment and quiz.*
- ✓ *Copied & Shared work will score Zero.*
- ✓ *Assignments are Individual.*

Good Luck
 For the Spring Term