

PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY
PANIPAT
Department of Management Studies

Semester: 3rd

Course Title: Digital & Social Media Marketing

Course No. MM 306

Sr. No.	Lecture No.	Topics to be covered
1	L-1	Introduction to Digital Marketing
2	L-2	Evolution of digital marketing
3	L-3	The digital consumer & communities online
4	L-4	Case Study (Flipkart – Amazon of India)
5	L-5	Digital marketing landscape
6	L-6	Search Engine Marketing
7	L-7	PPC and Online Advertising
8	L-8	Social Media Marketing
9	L-9	Social Media Strategy & Customer Engagement
10	L-10	Affiliate marketing & strategic partnerships-I
11	L-11	Affiliate marketing & strategic partnerships-II
12	L-12	Case Study (The Indispensables)
13	L-13	Email Marketing
14	L-14	Content strategies
15	L-15	CRM & CX in Digital Marketing
16	L-16	Domain & Web Hosting
17	L-17	Basics of WordPress
18	L-18	Digital Marketing Data, and Analytics
19	L-19	Social listening
20	L-20	Web Analytics

Sr. No.	Lecture No.	Topics to be covered
21	L-21	Social media analytics
22	L-22	Case Study (Knorr)
23	L-23	Mobile Marketing
24	L-24	Integrating Digital and Social. -Media Strategies
25	L-25	Revision Class