



Calcutta Business School

Subject Code and Course Name: **DIGITAL MARKETING**

Term: *II 30 Hrs -30 sessions*

Academic Year: 2020

Batch- 2020-20

Course Instructors' Name and Designation: Dr. Sanjana Mondal, Assistant Professor Marketing

And Prof. Debojyoti Banerjee- Founder 7boats info Systems

Digital Marketing Session Plan for CBS 2020

Total number of practical based online live sessions by SM=8 & DB= 22 (Total = 30)

Sessions per day: 1 online session of 1 hr. each

Total Session hrs - 30 Hrs

Training language: English/Hindi

Evaluation: Class Attendance & Participation / Group PPT / Mock Test / Final Exam

Applicable Digital Marketing Course (Fully Industry oriented)					
Session Number	Module	Topic	Type	Taken By	Duration (Hours)
S1	Module I: Integrated Marketing Communication(IMC)	<u>Introduction to Marketing Communication and importance of Integration</u> IMC definition, importance, promotion mix	Theoretical with audio visual examples through online platform	SM	1

		vs marketing mix			
S2		<p><u>Components of Marketing Communication</u></p> <p>Each elements of promotion mix, their objectives,</p>	Theoretical with audio visual examples through online platform	SM	1
S3		<p><u>Objective of Communication and Strategy</u></p> <p>Changing world of communication, trends driving integration, marketing and promotion process model, positioning strategy.</p>	Theoretical with audio visual examples through online platform	SM	1
S4		<p><u>Message Strategy and Design.</u></p> <p>Appeals through communication.</p> <p>Execution technique</p> <p>Creative design process</p>	Theoretical with audio visual examples through online platform	SM	1
S5		IMC planning process and	Theoretical with audio visual examples through	SM	1

		Budgeting (Part 1) IMC planning model. Information flow. Consumer behavior perspective Integration Processes and Decision Rules	online platform		
S6		<u>IMC planning process and Budgeting (Part 2)</u>	Case Study	SM	1
S7		Practical hands on	Exercise	SM	1
S8		Practical hands on	Exercise	SM	1

S9	Module II: Understanding Digital Marketing	<u>Digital Marketing Fundamentals Part 1</u> Business analysis / audit, Target audience research, KPI, Types- Inbound, Outbound, Binge Marketing etc	Concept & Case Studies, Live practical Practical - Understand business and find out TG (b2c / b2b) Prepare digital marketing mix	DB	1
S10		<u>Digital Marketing Fundamentals Part 2</u>	Concept, Case studies, Live practical Practical - prepare	DB	1

		Landing page guidelines, FAB, POP, POD, Competitor Analysis	value proposition statements with pop,pod, fab concept Find competitor		
S11		<u>Digital Marketing Fundamentals Part 3</u> AACRO® Model, Digital Marketing Mix	Concept, Case studies, Live practical Practical - Landing page suggestions	DB	1
S12		<u>Digital Marketing Fundamentals Part 4</u> Content Strategy & Models, Conversion Optimization & Lead funnels	Concept, Case studies, Live examples Practical - Build a conversion strategy for an online education business	DB	1
S13	MODULE-III: Web Dev	<u>Website Development Part 1</u> Concepts of domain, hosting, platform, framework	Concepts with, Live examples	DB	1
S14		<u>Website Development Part 2</u> Business Website development in WordPress	Concept, Live Examples Practical: Build your own Blog	DB	1
S15	MODULE-IV: SEO & Mobile Marketing	<u>Search Engine Optimization Part 1</u> LSI, Search Algo, Voice Search, Keyword Research, UI/UX, Design Thinking	Concept, Case studies, Live practical examples Practical - Find number of indexed pages Find long tail	DB	1

		etc	keywords based on search volume		
S16		<u>Search Engine Optimization Part 2</u> Onpage SEO Factors, Mobile Marketing & App Store Optimization	Concept, Case studies, Live practical Practical - Do SEO Audit with SEO tools & Make hybrid mobile app & market it	DB	1
S17		<u>Search Engine Optimization Part 3</u> Landing page Optimization with WordPress Yoast SEO plugin	Concept, Case studies, Live practical Practical - Optimising and doing on page SEO with Yoast SEO / RankMath	DB	1
S18		<u>Search Engine Optimization Part 4</u> Off Page SEO Techniques, Blogging, Reviews, ORM, Citations etc	Concept, Case studies, Live practical examples Practical - link building, anchor text Research backlink of competitor via ubersuggest tool and do link building, social sharing etc	DB	1
S19		<u>Search Engine Optimization Part 5</u> - Google My Business	Concept, Case studies, Live practical example Practical - make Robots.txt Find out negative comments Put positive reviews on Google, FB	DB	1
S20	MODULE-V: PPC/ONLINE ADS	<u>Google Ads Part 1</u> Concepts of Google Ads	Concept & Case Studies, Live practical examples	DB	1

			Practical - prepare ad strategy		
S21		<u>Google Ads Part 2</u> Search & Display Ads Walkthrough	Concept, Case studies, Live practical examples Practical - make a search campaign	DB	1
S22		<u>Google Ads Part 3</u> Video & other types of Google Ads Walkthrough	Concept, Case studies, Live practical examples Practical - make a video campaign	DB	1
S23	MODULE-VI: SMM	<u>Social Media Marketing Part 1</u> Fundamentals of Social Media Optimization with Facebook example, Influencer Marketing, YouTube Promotion	Concept, Case studies, Live examples Practical - make a social calendar	DB	1
S24		<u>Social Media Marketing Part 2</u> <u>Walkthrough of social media marketing on YouTube, LinkedIn, Instagram etc.</u>	Concept, Case studies, Live examples Optimize YouTube Channel	DB	1
S25		<u>Social Media Marketing Part 3</u> Social Media Ads (FB Ads, LinkedIn Ads etc)	Concept, Case studies, Live examples Create a FB lead ad	DB	1
S26	MODULE-VII: Business	<u>Google Search Console</u>	Concept, Case studies, Live	DB	1

	Intelligence	Basics of Google Search Console	examples Analyse Search Console data		
S27		<u>Google Analytics</u> Google Analytics Fundamentals & Reporting	Concept, Case studies, Examples Practical - derive decisions from data	DB	1
S28		<u>Marketing Intelligence</u> Analyzing & Derving Marketing Strategies from Web Analytics	Concept, Case studies, Examples Practical - derive decisions from data	DB	1
S29		<u>Digital Tools & Website Performance</u> Tools, Marketing Automation & Performance analysis	Concept, Case studies, Examples	DB	1
S30		<u>Case Study + QA</u> Practical case examples (Integrated Digital Marketing Campaign) & upcoming trends	Case studies, Examples & Open QA	DB	1

Prepared by: SM & Debajyoti Banerjee, Seven Boats Info-System Pvt. Ltd. <https://www.7boats.com>