



Savitribai Phule Pune University

School of Open Learning

(Distance Education Program)

Master of Business Administration

(M.B.A. -Distance)

Basics of Digital Marketing

SEM-III, DMKG MN-34

- 1. Introduction to Digital Marketing:** Definition and concept behind digital marketing, importance of digital marketing, how it is different from traditional marketing techniques, Application aspects of Digital Marketing.
- 2. Web technology in Digital Marketing:** Planning and Creating a Website, tutorials to build a basic WordPress account or a complete website, importance of having your own website for brand engagement, skills of adding content in the website and skill of optimising website for traffic generation.
- 3. Role of Search Engine:** Optimisation, Definition, its importance, Strategies and techniques used to optimise any article/page/website/blog for traffic generation and revenue, on page optimisation, off page optimisation, keywords, google ad words and google analytics.
- 4. Social Media Marketing:** Definition, Nature, Role and Importance in marketing, Businesses using all of the major social media platforms (Facebook, Twitter, Instagram, YouTube) to connect with the audience and convince them for a call of action.
- 5. Web Analytics:** Traffic Reports, Content Report, Daily Traffic and Revenue Generation and Real Time Data. Better Traffic handling and analysing.



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Lead Generation & E Mail Marketing
SEM-III, DMKG MN-35

- 1. Lead Generation:** Meaning and Definition of lead generation, Importance of Social media marketing, Outbound lead generation, lead generation in marketing, B2B lead generation, Lead generation and its relevance to a good business.
- 2. Lead generation activities:** Use of Facebook lead generation, Types of leads, Lead Generation Machine, Small business and email marketing. Presales, sales and post sales skills, email marketing.
- 3. Customer Acquisition:** B2B Marketing, demand generation, Sales Funnels, Business Development, Demand Generation, Sales Funnel Marketing, Role of a sales person.
- 4. Social Media Plan:** Creating a social media marketing plan and tracking its progress in achieving goals with a variety of measurement tools, services, and metrics. Lead Generation through Linked in.
- 5. Email marketing:** Introduction to Advanced Email Marketing, Building email list Fundamentals of Email Marketing, Email Best Practices and Myths, Bulk Email concept, Things can be done with Emails, Email Marketing Strategies.



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Digital Media Laws

SEM-IV, DMKG MN-44

- 1. Introduction to Digital Media laws:** Meaning and Definition of Digital Media, Understanding different Laws in Digital Media, media infrastructure, communication in the media, law of the press, E-Justice, Defamation
- 2. Intellectual property:** Concept of Media, and Entertainment Laws, Nature and Characteristics of Digital Rights Management, Broadcasting, Media Ethics, Confidentiality, Privacy, Freedom of Information, Employment, Commercial contracts, Obscenity and Censorship.
- 3. Media Laws:** Contract Laws, Crime laws, Employment issues, Tax Laws, Torts, Immigration, Bankruptcy, Labour issues, Insurance Regulations.
- 4. Media and Ethics:** Advertisement and the Law, Electronic Media and Regulatory Law, Comedy, Choreography, and Creative Commons, Entities focusing on digital media content, Independent Litigators
- 5. Media Practices:** Understand the dimensions of ethics philosophies and frameworks as applied to media work, Interpret and critique common elements of media ethics codes and practices, Apply philosophy and frameworks to current media concerns and controversies, Rationally defend or critique choices in specific media contexts.



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Content Marketing
SEM-IV, DMKG MN-45

- 1. Content Marketing:** Introduction, nature, scope, meaning and importance in Marketing. Difference between content marketing and Digital Marketing.
- 2. Mastering Content Types:** Blog writing, post sharing, whitepapers and its importance, Relevant case studies, Use of Infographics.
- 3. Channel:** Selection of a right channel, tailoring the content according to the need, using Facebook, Instagram, Linked in customers and their comments on the content.
- 4. Content Creation:** The Content creation tools, Do's and Don'ts in Content Creation, Content Distribution and Content Optimization,
- 5. The Content Marketing Plan:** Importance, Monitoring, measuring its performance, Content related advertising techniques. Promoting Content at all platforms.