



Savitribai Phule Pune University
School of Open Learning
(Distance Education Program)
Master of Business Administration
(M.B.A.-Distance)

Critical Thinking in Digital and Social Media Marketing
SEM-III, MKTG –MJ-32

- 1. Digital Marketing:** Why Digital Marketing, Digital Marketing Platforms, Digital Marketing students, professional and Business.
Email Marketing: Importance of email marketing, email Marketing platforms, creating e- mailers, creating a Contact Management and Segmentation Strategy, Understanding Email Deliverability & Tracking emails, how to create Effective & Unique Email Content, Outlining the Design of Your Marketing Emails, Open rates and CTR of email, Drive leads from email, what are opt-in lists, Develop Relationships with Lead Nurturing & Automation.
Content Marketing: Understanding Content Marketing, Generating Content Ideas, planning a Long-Term Content Strategy, building a Content Creation Framework, becoming an Effective Writer, Extending the Value of Your Content through Repurposing, Creating a Blog Post, Promotion of blog post
- 2. Search Engine Optimization (SEO):** What is SEO, SEO Importance, Growth in recent years, Ecosystem of a search Engine, kinds of traffic, Keyword Research & Analysis (Free and Paid tool & Extension), Recent Google Updates & How Google Algorithms works, On Page Optimization (OPO), Off-Page Optimization. SEO Tools- Google Webmaster Tools Browser-based analysis tools, Pinging & indexing tools, Open site explorer, Google My Business.
- 3. Google AdWords & Google AdSense:** Google Ad-Words Fundamentals, Google AdWords Account Structure, Key terminologies in Google AdWords, how to Create an AdWords account, Different Types of AdWords and its Campaign & Ads creation process, Ad approval process,

Keyword targeting & selection (Keyword planner), Display Planner, Different types of extensions, Creating location extensions,

Google AdSense: Understanding ad networks and AdSense's limitations, learning which situations are best for using AdSense, setting up an AdSense account, creating new ad units, displaying ads on a website, Allowing and blocking ads,

- 4. Social Media Marketing (SMM):** Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, YouTube Marketing, Pinterest Marketing, Snapchat Marketing, Instagram Marketing, Social Media Automation Tools, Social Media Ad Specs. The ROI in social media, Blogging, micro blogging, Podcasts, Marketing, Tools and Dashboards, Google Analytics, Social Media Analytics.
- 5. YouTube Advertising-** YouTube advertising, why should one advertise on YouTube, Creating YouTube campaigns, Choose the audience for video ads, Instream ads, In- video ads, In-search ads, In-display ads, Measuring your YouTube ad performance, Drive leads and sales from YouTube ads.



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Advertising Strategy
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- 1. Introduction to Communication and Advertising Perspective:** Definition and Meaning of Advertising-Role of Advertising-What is Advertising Today? -What is Advertising?-Communication: What makes Advertising Unique-Marketing: Determining the types of Advertising to Use-The Evolution of Advertising-Economics: The Growing need for Advertising-Society and Ethics: The Effects of Advertising- The Economic, Social and Regulatory Aspects of Advertising-Economic impact of Advertising-Social impact of Advertising-Social Responsibility and Advertising Ethics-How Government regulates Advertising-Regulations of Advertising-The Scope of Advertising: From Local to Global-The Advertising Industry-The Advertisers and Advertising Agency-The Client/ Agency Relationship-Suppliers in Advertising.
- 2. Crafting Marketing and Advertising Strategies:** Marketing and Consumer Behavior: Foundations of Advertising-Consumer Behavior: the key to Advertising Strategy-Personal Processes in Consumer Behavior-Interpersonal influences on Consumer Behavior-Nonpersonal influences on Consumer Behavior-The Purchase Decision and Post-Purchase Evaluation-Market Segmentation and the Marketing Mix: Determinants of Advertising Strategy-Market Segmentation Process.-Target Marketing Process: Advertising and the Product Element--Advertising and the Price Element-Advertising and the Distribution (Place) Element-Advertising and the Communication (Promotion) Element-Marketing Mix in Perspective-Research: Gathering Information for Advertising Planning-Need for research in Marketing and Advertising-Applying Research to Advertising Decision Making-Steps in the Research Process-Important issues in Advertising Research-Marketing and Advertising Planning: Top-

Down, Bottom-Up and IMC-The Marketing Plan-The New Marketing Mantra: Relationship Marketing-Advertising Plan-Allocating Funds for Advertising-2.5. Planning Media Strategy: Finding Links to the Market-Media Planning: Integrating Science with Creativity in Advertising-Defining Media Objectives-Developing a Media Strategy: The Media Mix Media Tactics: Selecting and Scheduling Media Vehicles.

3. Integrating Advertising with Other Elements of the Communications Mix

Relationship Building: Direct Marketing, Personal Selling and Sales Promotion-Importance of Relationship Marketing and IMC-Understanding and role of Direct Marketing in IMC-Types of Direct Marketing Activities-Role of Personal Selling in IMC-Role of Sales Promotion in IMC-Sales Promotion Strategies-Relationship Building: Public Relations, Sponsorship and Corporate Advertising-Role of Public Relations-Sponsorships and Events-Corporate Advertising.

4. Creating Advertisements and Commercials: Creative Strategy and the Creative Process-The Creative Team: The Author and Encoders of Advertising-Formulating Advertising Strategy: the key to Great Creativity-How Creativity Enhances Advertising-The Creative Process-The Explorer Role: Gathering Information-The Artist Role: Developing and Implementation the Big Idea-The Judge Role: Decision Time-The Warrior Role: Overcoming Setback and Obstacles-Creative Execution: Art and Execution-The Visual and Verbal Idea-The Art of Creating Print Advertising-Formulating Copywriting for Advertising-Role of Art in Radio and TV Advertising-Creating Ads for International Markets-Producing Ads for Print, Electronic and Digital Media-Managing the Advertising Production Process-Print Production Process-Quality Control in Print Production-Radio Commercial Production Process-Television Commercial Production Process-Producing Advertising for Digital Media.

5. Using Advertising Media: Using Print Media-Role of the Print Media Buyer-Using Magazines in the Creative Mix-Buying Magazine Space-Using Newspapers in the Creative Mix-How Advertisers Buy Newspaper Space-Print Media and New Technologies-Sources of Print Media Information-Using Electronic Media: Television and Radio-The Medium of Television-TV Audience Measurement-Buying Television Time-Advertising on Video Rentals-The Medium of Radio-Buying Radio Time-Using Digital Interactive Media and Direct Mail-The Internet as a Medium-Measuring the Internet Audience-Buying Time and Space on the

Internet-The Global impact of the Internet-Other Interactive Media-
Direct- mail Advertising: The Addressable Medium-Using Out-of- Home,
Exhibitive and Supplementary Media-Out-of- Home Media-Outdoor
Advertising-Transit Advertising-Exhibitive Media-Supplementary Media.



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Technology Marketing
SEM-III, MKTG –MN-34

- 1. Introduction to New-Age Technology World:** Introduction- A Brief Overview of the New-Age Technologies (NATs)-AI: Predicting the Future-Robots are here to Stay-Machine Learning: The Game Changer-Drones: Eye in the Sky-IoT: Bedrock to Connect Physical Virtual-Block chain: Breaking New Grounds-Embracing the Digital Frontier-Marketing Meaningful Connections-Convergence of NATs and Marketing-Understanding Marketing Strategies, Capabilities and Resources of NATs
- 2. Marketing with AI:** Overview, Origin, Definition and Components of AI-The Rise of the Intelligent Home-Personalized Learning-Life on Autopilot-Current AI Applications in Marketing-Understanding Customer Needs to Develop AI-Revisiting Firm Capabilities to Integrate AI-Designing Marketing mix strategies with AI-Driving CE through AI-Designing digital strategies with AI-Future of AI in Marketing-Linking AI and Robotics-Reliance on Data-Seamless Integration of AI with Marketing: The new Marketing Culture.
- 3. Marketing with Robotics:** Overview-Origin, Definition and Classification of Robots-Industrial Applications-Domestic Oriented Technology-Business Applications-Current Robotics applications in Marketing-Understanding customer needs to deploy Robotics- Revisiting firm capabilities to Integrate robotics- Designing marketing mix strategies with robotics- Product, Price, Place, Promotion-Driving CE through Robotics-Designing Digital strategies with Robotics-Future of Robotics in Marketing-Robotics and the Interactive service Industry-Interactive Marketing (Social Robots)-Creative content curation.
- 4. Marketing with IoT :** Overview-Origin, Definition and Classification of

IoT-IoT Implementation at the Individual Level-IoT Implementation at the Organizational Level-IoT Implementation at the Industrial Level-IoT Implementation at the National Level-Wearable-Smart Homes- Industrial Automation-Current Applications in Marketing-Understanding customer needs to deploy IoT-Revisiting firm capabilities to Integrate IoT-Designing Marketing mix strategies with IoT- Product, Price, Place, Promotion-Driving CE through IoT-Designing Digital Strategies with IoT-Future of IoT Marketing-IoT and Transportation-Smart Cities-Real Time Buying process and purchasing.

- 5. Marketing with Block chain:** Overview-Origin, Definition and Classification of Block Chain-Decentralized-Secure and Immutable-Instantaneous-Transparent-Autonomous- Security- oriented Technology-Link to AI and ML-Real World Uses-Digital voting-Ridesharing-Food Safety-Current Blockchain Applications in Marketing-Understanding customer Needs to Deploy Blockchain-Revisiting firm capabilities to Integrate Blockchain-Designing Marketing mix strategies with blockchain: Product, Price, Place, Promotion-Driving CE through blockchain-Designing digital strategies with Blockchain-Future of blockchain in Marketing-Data and Transaction Security-Impact on Advertising Transparency-Online Marketing Campaign Management.



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Digital Marketing Implementation
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- 1. Digital Marketing Planning Process:** Inbound vs Outbound Marketing-Content Marketing-Understanding Traffic-Understanding Leads-Strategic Flow for Marketing Activities-Buying a Domain-Website Language & Technology-Core Objective of Website and Flow-One Page Website-Strategic Design of Home Page-Strategic Design of Products & Services Page-Strategic Design of Pricing Page-Portfolio-Gallery and Contact Us Page-Call to Action (Real Engagement Happens)-SEO Overview-Google Analytics Tracking Code-Website Auditing-Designing WordPress Website.
- 2. Segmentation, Targeting and Positioning in Digital Marketing:** Segmentation: Concept, Need & Benefits, Criteria for segmenting Digital Audience-Geographic, Demographic, Psychographic, Behavioral segmentation-Targeting Online Customers – Business and Customer Markets-Product Positioning, Sectoral perspective in digital marketing applications-Marketing Mix in digital marketing context.
- 3. Search Engine Optimization Techniques:** Introduction to SEO concept and role in digital marketing: Understanding Search Engine Optimization: Features of SEO, Significance of SEO-Model used in Digital Marketing-The Five Stage AACRO POEM model,- Inverted Pyramid in SEO,- Content Drilldown,- E3model-Understanding Web and Mobile Marketing perspective.-Key SEO too Google my business,- Google Search Console Google Trends, Google Tag manager SEM,- Rush, Domain Authority Score, Inbound Marketing.- Overview of Inbound Marketing: Essentials of an Effective Inbound Strategy,- Optimizing Your Website for Search Engines,- Convert Visitors in Leads, Creating Content with a

Purpose, Lead & its generation online.

- 4. Search Engine Marketing-** Comparison between SEO and SEM,- SMM and Keywords,-Terminologies associated to SEM,-Pay Per Click (PPC), Cost per Click (CPC),-Search Engine Results Page (SERP),- Click-Through Rate (CTR),- Key SEM tools,- Applications and functions,- Google Ads,- Google Analytics, Google Admob,- Google Marketing Platform, Google Shopping Campaign,- The Fundamentals of Blogging,- Amplifying Your Content with social media,- Enticing Clicks with Calls-to-Action,- Understanding the concept of Website Analytics,- Different types of Web Analytics, Social Web Analytics, Mobile Web Analytics, Google Analytic, Benefits of using Google Analytics, Website Traffic Measurement Metrics.
- 5. Social Media Marketing - B to C Perspective, B to B Perspective:** Introduction to social media, Advantages Over Online Marketing, Social Media Strategy. Understanding Web and Mobile Marketing perspective. Facebook Marketing: Understanding of Facebook Marketing, Types of Facebook, Advertising, creating first ad on Facebook, Setting Campaign and optimization, Facebook Power Editor, Facebook Video Marketing.



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Launching New Products and Services

SEM-IV, MKTG –MJ-42

- 1. Digital Marketing Planning Process:** Introduction to New Product and new services, -Classification of New Products and Services, -Product Life Cycle, -Services Life Cycle, -Measurement of Demand for New Product and New Services, -New Product Development, -New Services Development, -Product Planning: -Marketing Plan, -Portfolio Analysis, -Market Potential and Forecasting; -Product Market Strategies.
- 2. Building Product and Services Portfolio and Its Positioning:** Concept: Product and Services Differentiation, -Positioning Strategies, -Preference Analysis, -Benefit Segmentation; -New Products: New Product Categories, -Organization for Product Management, -Prototyping, -New Product Development Process, -Test Marketing. - Development of Market Offering, -Brand Development, -Brand Name Development.
- 3. Translating brand into compelling customer experiences:** The customer experience journey, purchase funnel, -touchpoint concept, -identifying touchpoints, -Prioritizing the key touchpoints, -Defining the touchpoints roles, -Implementing the brand at the key touchpoints.
- 4. Equipping and engaging employees to deliver on the brand promise:** Brand engagement concept, - defining internal communication and training programme, -Embedding the brand throughout the organization, -Measuring and tracking internal brand behaviour, -Key success factors for the brand engagement program.
- 5. Pricing and placement of product and services:** Concept of Pricing, -factors influencing pricing, -price setting process, -pricing strategies, -price fixation, - Physics distribution of products and services, - supply chain management, -order processing, - warehousing, - distribution channel selection, - Product and service launching strategies.



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Marketing Strategy for Growth and Defense
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- 1. Fundamentals of Marketing Strategy:** Basics of Marketing Strategy
Role of marketing strategy, Customer advantage, Differentiation, Positioning, Marketing plan-Marketing planning-Differences between strategic and tactical planning, Three levels of strategy development, Building blocks of success, A marketing planning and management model-Business definition and mission statement-Formulating the business definition, Defining the company's mission-SWOT analysis-Internal analysis, External analysis, Situation analysis, Confrontation matrix-Determining marketing objectives-How to formulate objectives, Hierarchy of objectives-Developing a marketing strategy-Portfolio analysis, Boston Matrix, Strategic implications, Generic strategies, Ansoff model-The Marketing Organization-Organizational framework, The marketing department-Writing the marketing plan-Why write a marketing plan? Marketing plan components, Focus of marketing plans-Implementation and Control-Evaluation and control, Operational marketing control, Strategic marketing control, Integrated marketing.
- 2. New business strategy:** Market Penetration-Market development-Alternative Channels-Product Expansion-Market Segmentation-Partnerships-Strategies for pioneering a new Category-Strategies for entering an established Category-Marketing Campaign Strategy for the New Business.
- 3. Established business strategy:** Strategies to build established Businesses-Margin Enhancement Strategies-Core business growth Strategies-New Product Development Strategy-What is a new product? -Types of new products, how innovation affects Consumers-Reasons for product Development-Why firms introduce new products, Make or buy?-

Developing new Products-New product strategy development, Idea generation, Screening and evaluation, Business analysis, Prototype development, Test marketing, Commercialization-Organizing new product Development-Venture teams, Alternatives to venture teams, speeding up new product Development-Why new products succeed or fail Successful introductions, Failed Introductions-Diffusion of innovations-The consumer adoption process, Adopter categories, Product features and rate of adoption.

4. **Defensive strategy:** Concept and importance of Defensive Strategy-Elements of Defensive Strategy-Personal Communication-Firm-Customer's trust Development-Bonding Development-Customer Complaint Management-Switching Barriers.
5. **Brand portfolio strategy:** Brand Definition/Requirements-Perspective on Brand-Dimensions of Brand Portfolio Strategy-Brand Portfolio Scope, Intraport folio Competition, Brand Portfolio Positioning-Brand Agriculture-Research Design, Importance, Requirement and Strategy.



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Business-to-Business Marketing
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- 1. Introduction to Business-to-Business Marketing:** Definition and Significance B2B marketing, Characteristics of organizational markets, types of organizational markets – commercial, institutional, government, differences between B2C and B2B marketing- Influences on organizational purchasing decisions – external, internal, individual and relational, potential members of buying unit, types of buying situations – new task purchase, modified rebuy, straight rebuy, stages in organizational buying process.
- 2. Segmentation, Targeting & Positioning:** Importance of Segmentation, Targeting & Positioning in B2B markets, segmentation variables – macro & micro variables, segmentation Process-Market targeting, positioning and re positioning.
- 3. Business products/services and Pricing: Definition:** of business product, business product classifications, Business product life cycle and marketing strategies in each stage, Classifying Business services – Product-service combinations and business service classifications, characteristics of business services, Management approaches to B2B service Delivery-Value in organizational markets – benefits and costs, making pricing Decisions – factors affecting price setting, B2B pricing strategies.
- 4. Marketing Channels & Supply Chains and Promotion:** Structure and role of marketing channels, flows and blockages in channels, marketing logistics, inventory and just-in time approaches, reverse logistics - Communication strategies, Integrated Marketing Communications in B2B marketing, B2B media, Personal Selling in B2B markets – role of B2B salesperson, organizing the sales force and Key

Account Management, Sales promotion, exhibitions, and trade fairs.

5. **Ethics and future of B2B marketing:** Marketing and ethics – selling, product, marketing communications, pricing, distribution, research, personnel - Major trends affecting B2B marketing, social networking, value-based marketing, relationship marketing, 21st century marketplace.



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Entrepreneurial Tools for Digital Marketing

SEM-IV, MKTG –MN-45

- 1. Search Engine Optimization (SEO):** Meaning-Advantages and Disadvantages- What is On-Page Optimization? - What is OFF-Page Optimization? - Search Engine Algorithms- Brief, Scope and Use on Ahrefs and Clearscope.
- 2. Search Engine Marketing (SEM):** SEM overview- PAY PER CLICK overview- Strategizing PPC campaigns- Market Analysis- Ad writing Techniques- Campaign Management- Bid Management Plan- Effective landing pages- Performance Tracking- Decipher User Psychology- Reporting & Analysis- SEM Management- Testing- SEMrush.
- 3. Social Media Marketing (SMM):** Why social media? - Creating Facebook Marketing Strategy - Demystifying Community Building on Facebook - Twitter: The Jewel in the Social Media Crown- Creating Twitter Marketing Strategy- Leveraging LinkedIn for B2B Lead Generation - Discussion on other Social Media Channels - Measuring ROI of Social Media- Planning & Creating Multi-Channel Social Media Strategy • Audience, Sprout Social and Loomly.
- 4. Email Marketing and Inbound Marketing:** Email Marketing- Deliverability- Effective Email Content- Customer Acquisition Strategies- Effective Creative- Nurturing & Automation- Resources to do situational analysis and progressive updates- SendGrid, Iemlist, Moosend-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- Life Cycle Emails - Unbounce, Optimizely, Hotjar, OptiMonk, Typeform, MailMunch.
- 5. Web Analytics:** Introduction - Google Analytics - Content Performance

Analysis - Visitors Analysis - Goals & Ecommerce Tracking- Social media analytics - Actionable Insights and the Big Picture Social CRM & Analysis.