Teaching hours per week – 04 :   **Maximum Marks** : **100 Marks**

Semester End Examination : **70 Marks**

Internal Assessment : **30 Marks**

Course Outcomes:

On completion of this course, the students will be able to:

1. Understanding how digital platforms influence brand reputation.

2. Build a Robust and Sustainable online reputation.

3. Create a Robust Digital Marketing Strategy using Consumer Funnel.

4. Understand the positives of building a strong participatory culture.

5. Manage social media issues based on a real-life examples.

6. Manage a crisis and respond appropriately across multiple platforms.

7. Understand and Use Growth Hacking for Managing your Brands Online.

Syllabus

Modules	Syllabus	HOURS
Module 1	Understanding how digital platforms influence brand reputation and how marketers/business people can manage this. What do customers think of you? How can you find out? How can you manage backlash, issues or complaints online? How can you build positive perceptions for your brand on digital? Can reputation management be a part of your digital strategy?	**12**
Module 2	Creating a Digital Marketing Strategy: Concepts – Conversion Funnel, The McKinsey Consumer Decision Journey, Paid-Owned-Earned Media Elements of a good marketing strategy rolling into	**14**

	digital marketing strategy Defining objectives and creating a media mix measuring, evaluating and tweaking the strategy.	
Module 3	Executing the Strategy Skill sets & tools needed In-house v/s outsourcing Support systems available – a look at different kinds of agencies Agency structures – an inside look at various kinds of agencies.	**10**
Module 4	Growth Hacking: Why Growth is more than Marketing the Route to Multi-billion $ for Products like Facebook, LinkedIn, Airbnb, Dropbox, Evernote Customer Lifecycle and Acquisition Growth Framework Exercises and Workbook to Implement in your business	**08**
Module 5	Internet Campaign and Media Strategy: Planning, budgeting, measuring and analyzing.	**08**
Module 6	Key steps in media planning and buying Planning tools and key metrics used to analyze campaign effectiveness, return on investment and optimizing campaign conversion	**08**

Reference Books:

1. Online Reputation Management For Dummies (Lori Randall Stradtman)
2. How to Perform Online Reputation Management - The Guide to Proactive reputation Management (Annie Marie)
3. Mechanics of Online Reputation Management: Repair & Control Your Name Or Brand Reputation Online (Tyler Collins)
4. Growth Hacking Techniques, Disruptive Technology (Robert Peters)