

Department of BBA

Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Introduction to Digital Marketing
2.	Course Code	UGSEC-104 (B)
3.	Academic Year	2024-2025
4.	Semester	1
5.	Number of Lesson plans	24
6.	Faculty Assigned	Ms Sunanjita Mahajan

Faculty Signature

Lesson Plan No. 1.1	Course Name: Introduction to Digital Marketing Topic: Digital Marketing	Course No.: UGSEC 104 (B)
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Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> • Students will be able understand the concept of digital marketing • Students will be able to gauge the need of digital marketing in today's time • Students will be able to explain the co-existence of digital and traditional marketing.
Teaching Aids (if any)	<ul style="list-style-type: none"> • Power Point Presentation
Teaching Development	<p>1. Introduction (05 minutes)</p> <p>Start with a question: Ask the class, "Have you come across any ad on social media for a product you were just talking about?"</p> <p>Can you give some examples of engaging social media ad that was engaging?</p> <p>Real-world connection: Show an image of recent influencer posts on various products</p> <p>2. Development (30 minutes)</p> <p>Introduction to marketing Explain that key concept of marketing, highlighting its evolution from the production concept to the social marketing concept. Focus on need or solution based marketing in times of consumer awareness.</p> <p>4P's of Marketing Explain how 4 P's of marketing goes beyond traditional approach and how it has a bearing on consumer's marketing campaign. Case of 82* E will be discussed</p>



	<p>Introduction to Digital Marketing Explain that concept and relevance of digital marketing How does it differ from traditional marketing: an overview</p>
<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Digital Marketing for Dummies
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. What are the 4 P's of marketing 2. Can Price be a marketing strategy 3. Why do you think luxury brands in India are physically located at DLF and not other malls? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 1.2	Course Name: Introduction to Digital Marketing Topic: Digital Marketing	Course No.: UGSEC 104 (B)
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Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> • Students will be able understand the concept of digital marketing • Students will be able to gauge the need of digital marketing in today's time • Students will be able to evaluate the relevance of creativity in digital marketing
Teaching Aids (if any)	<ul style="list-style-type: none"> • Power Point Presentation
Teaching Development	<p>1. Introduction (05 minutes)</p> <p>Start with a question: Ask the class, "Is traditional marketing irrelevant?"</p> <p>Have you ever paid attention to Zomato's push notification?</p> <p>Give some real time examples of the notification of zomato or swiggy that caught your attention</p> <p>How often have these notification motivated you to place order online?</p> <p>2. Development (30 minutes)</p> <p>Decoding Zomato's Push Notification</p> <ul style="list-style-type: none"> • Personalisation: Zomato's microcopy goes beyond mere words—it's a personalized experience • Emotional Appeal: Food is not just sustenance; it's an emotion—most of us can agree with that. Zomato is excellent at tapping into that sentiment. • Relatable: Establishing a genuine connection is the ultimate goal of any copy, and relatability is the key to achieving it • Curiosity: The core purpose of push notifications across most products is to leave users intrigued and eager for more, encouraging further exploration. <p>Zomato's push notifications excel at piquing curiosity and sparking interest.</p>



	<p>Whether it's a clever math pun or seemingly random gibberish, these notifications compel users to tap and uncover what lies beyond.</p> <ul style="list-style-type: none">• Trend Spotting: Keeping up with trends in the online world is crucial for relevance, engagement, and connection with users. Zomato misses no opportunity in this domain.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading: Digital Marketing for Dummies
Evaluation	<ol style="list-style-type: none">1. What are the essential elements of any digital marketing message2. Why is trend spotting essential? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 1.3	Course Name: Introduction to Digital Marketing Topic: Digital Marketing	Course No.: UGSEC 104 (B)
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Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> • Students will be able understand the concept of digital marketplace • Students will be able to gauge the need of to provide effective marketspaces • Students will be able to illustrate the impact of micro and macro factors on digital marketplace
Teaching Aids (if any)	<ul style="list-style-type: none"> • Power Point Presentation
Teaching Development	<p>1. Introduction (05 minutes)</p> <p>Start with a question: Ask the class, "What makes amazon the go to space for shopping?"</p> <p>Can you give differentiate between internal and external environment?</p> <p>Real-world connection: Illustrate how digital marketplace and enhancing user experience</p> <p>2. Development (30 minutes)</p> <p>Introduction to marketplace Explain that key concept of marketplace and its types including B2B B2C C2C B2G With real examples.</p> <p>Micro Environment Meaning and components Suppliers Customers Competitors Key focus on how the impact the digital marketplace with real time examples</p>



	<p align="center">Macro Environment</p> <p>ECONOMIC: Big Billion Days SOCIO-CULTURAL: Tanishq, a jewelry brand, has launched campaigns that celebrate diversity and inclusivity, POLITICAL AND LEGAL: APPLE PROMOTING DATA PRIVACY, In response to the government’s push for digital payments and financial inclusion, Paytm shifted its marketing focus to highlight safety, security, and ease of use TECHNOLOGICAL: Zomato’s AI recommendations, Fintech, EDtech</p>
Closure	<p>4. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 5. Discuss the University Questions from the Syllabus. 6. Suggested Reading: Digital Marketing for Dummies</p>
Evaluation	<p>3. What is the relevance of digital marketplace 4. Can differentiate between micro and macro environment 5. How do you think COVID impacted the strategies of business that are operating digitally? Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 1.4	Course Name: Introduction to Digital Marketing Topic: Digital Marketing	Course No.: UGSEC 104 (B)
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Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> • Students will be able understand the concept of competitive analysis • Students will be able to gauge the need to evaluate the competitors digital marketing strategies • Students will be able to conduct competitive analysis
Teaching Aids (if any)	<ul style="list-style-type: none"> • Power Point Presentation
Teaching Development	<p>1. Introduction (05 minutes)</p> <p>Recap of previous class</p> <p>Question: Does your competitors marketing strategy matter to you?</p> <p>Real-world connection: Illustrate how rival firms have in the past competed in marketing sense with one another?</p> <p>Discuss example of Burger King and Mc Donalds</p> <p>2. Development (30 minutes)</p> <p>Introduction to competitive analysis Focus is to explain Competitive analysis in digital marketing as a process that researches competitors to identify strengths and weaknesses. It examines the strategies companies use for marketing, pricing, product development, and distribution to gain insights</p> <p>Why you should do a Competitive Analysis in Digital Marketing? Identify barriers and opportunities in a market Identify your value proposition and how it differs from competitors Highlight where competitors are not delivering or have weaknesses Target the most effective digital strategies in your marketplace Identify new customers and territories Uncover market trends See the potential for a new product or service Establish a benchmark to measure your performance against</p>



	<p>Applying 4P's of Marketing in competitive analysis</p> <p>Product - What are they selling? What do customers like about their product or service? What makes it a successful product or service? What features or product(s) does their product have over mine?</p> <p>Price - What price model do they use? Is it a one-off payment or subscription-based? What makes the price point attractive?</p> <p>Promotion - How do they promote their brand and offerings? What digital channels are they most active in promoting? What tactics do they use to promote?</p> <p>Place - Where do they sell? Are they active online or do they have brick-and-mortar stores or branches</p>
Closure	<p>7. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>8. Discuss the University Questions from the Syllabus.</p> <p>9. Suggested Reading: Digital Marketing for Dummies</p>
Evaluation	<p>6. What is the relevance of digital marketplace</p> <p>7. Can differentiate between micro and macro environment</p> <p>8. How do you think COVID impacted the strategies of business that are operating digitally?</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 1.5	Course Name: Introduction to Digital Marketing Topic: Digital Marketing	Course No.: UGSEC 104 (B)
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Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> • Students will be able understand the concept of competitive analysis • Students will be able to gauge the need to evaluate the competitors digital marketing strategies • Students will be able to conduct competitive analysis
Teaching Aids (if any)	<ul style="list-style-type: none"> • Power Point Presentation
Teaching Development	<p>1. Introduction (05 minutes)</p> <p>Recap of previous class</p> <p>Overview of competitive analysis</p> <p>Recap of types of business environment</p> <p>Role of 4P in competitive analysis</p> <p>2. Development (30 minutes)</p> <p>CONDUCT A COMPETITORS' ANALYSIS FOR YOUR PRODUCT: SPORTS SHOE: Rockerz</p> <p>Determine competitor types</p> <p>Not all competitors should be treated the same. Split them into categories based on their level of competitiveness</p> <p>Profile your competitors' target customers</p> <p>Understanding the audience of your competitors will tell you a lot about a business. It will help you to understand who they target and the digital channels they use effectively to do that.</p> <p>Applying 4P's of Marketing in competitive analysis</p> <p>Product - What are they selling? What do customers like about their product or service? What makes it a successful product or service? What features or product(s) does their product have over mine?</p> <p>Price - What price model do they use? Is it a one-off payment or subscription-based? What makes the price point attractive?</p> <p>Promotion - How do they promote their brand and offerings? What digital channels are they most active in promoting? What tactics do they use to promote?</p> <p>Place - Where do they sell? Are they active online or do they have brick-and-mortar stores or branches</p> <p>Use a framework for analysis</p> <p>What method you use to analyze your competitors depends on what</p>



	<p>you want to know. For example, you can use SWOT analysis once you gather all the data if you want to discover new opportunities or threats in the marketplace. This will also help you identify your strengths and weaknesses.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading: Digital Marketing for Dummies
Evaluation	<ol style="list-style-type: none">1. Evaluating student's analysis of the competitor brand Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 2.1	Course Name: Introduction to Digital Marketing Topic: Digital Marketing	Course No.: UGSEC 104 (B)
Objectives	<p>At the end of the lesson the students shall be able to:</p> <ul style="list-style-type: none"> • Students will be able understand the concept of digital marketplace • Students will be able to gauge the importance of brick and click stores • Students will be able to assess the factors responsible for the growth of marketplaces 	
Teaching Aids (if any)	<ul style="list-style-type: none"> • Power Point Presentation 	
Teaching Development	<p>1. Introduction (05 minutes)</p> <p>Recap of previous class Focus the introduction on digital marketplace and its relevance in recent times</p> <p>2. Development (30 minutes)</p> <p>Types of marketplaces</p> <ul style="list-style-type: none"> <input type="checkbox"/> Product-Based Marketplaces: These platforms focus on facilitating the buying and selling of physical goods, ranging from consumer electronics and clothing to home appliances and automotive parts. <input type="checkbox"/> Service-Based Marketplaces: These platforms connect service providers with consumers seeking various services, such as freelance work, consulting, tutoring, or home repair. <input type="checkbox"/> Digital Asset Marketplaces: These specialized platforms are dedicated to the exchange of digital products, including software, e-books, music, videos, and digital art. <p>Factors behind the growth of digital marketplace</p> <ul style="list-style-type: none"> <input type="checkbox"/> Interactivity <input type="checkbox"/> Revised relationships between multiple business group <input type="checkbox"/> Emergence of New network economy <input type="checkbox"/> Surfacing of Customer Experience <p>Focus to give an overview of these components</p>	



Closure	<ol style="list-style-type: none">Summarize the Lesson Learning Outcomes and get affirmation from students on these.Discuss the University Questions from the Syllabus.Suggested Reading: Digital Marketing for Dummies
Evaluation	<ol style="list-style-type: none">Evaluating student's understanding of marketplace and gauge their deeper understanding Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 2.2	Course Name: Introduction to Digital Marketing Topic: Digital Marketing	Course No.: UGSEC 104 (B)
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Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> • Students will be able understand the concept of digital marketplace • Students will be able to gauge the importance of brick and click stores • Students will be able to assess the role of interactive platforms in e-marketplace
Teaching Aids (if any)	<ul style="list-style-type: none"> • Power Point Presentation
Teaching Development	<p>1. Introduction (05 minutes)</p> <p>Recap of previous class Focus on the introduction to interactivity on digital marketplace platform</p> <p>2. Development (30 minutes)</p> <p>Types of Interactivity Information-seeking interaction Problem-solving interaction Community interaction Activity based interaction Expert opinion interaction Feedback eliciting interaction</p> <p>Examples of interactivity in platforms Information-Seeking Interaction Google Scholar: For academic research and papers. Quora: Where users ask questions and get answers from the community. Wikis: Collaborative platforms like Wikipedia where users can seek and share information. Problem-Solving Interaction Reddit (specific subreddits): For advice on various topics, such as r/AskReddit or r/technology. Community Interaction Facebook Groups: Where people with shared interests can connect and interact. Activity-Based Interaction Twitch: For live streaming video games and interacting with viewers in real time.</p>



	<p>Expert Opinion Interaction LinkedIn: Professionals share insights and opinions on industry-related topics. ResearchGate: Where researchers can share their work and seek expert opinions. Feedback Eliciting Interaction Platforms: SurveyMonkey or Google Forms: For gathering feedback from users or participants. UserTesting: A platform where companies can gather user feedback on their products. Slack: Channels can be used for real-time feedback on projects or initiatives within teams.</p> <p>Impact of interactive platform Customer can voice opinions Pose queries- discuss with experts in real time Helps marketer get instant feedback Personalisation</p>
Closure	<p>7. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 8. Discuss the real time examples and their impact. 9. Suggested Reading: Digital Marketing for Dummies</p>
Evaluation	<p>3. Evaluating student’s understanding of marketplace and gauge their deeper understanding Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 2.3	Course Name: Introduction to Digital Marketing Topic: Digital Marketing	Course No.: UGSEC 104 (B)
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Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> • Students will be able understand the concept of digital marketplace • Students will be able to assess the role of the new network economy in e-marketplace
Teaching Aids (if any)	<ul style="list-style-type: none"> • Power Point Presentation
Teaching Development	<p>1. Introduction (05 minutes)</p> <p>Recap of previous class Questions? How does interactivity promote marketing? Which marketplace do you think is more interactive amazon or flipkart? What factors are you accounting to support your decision?</p> <p>2. Development (30 minutes)</p> <p>Introduction to New Network Economy It's an emerging type of economic environment arising from the digitization of fast-growing, multilayered, highly interactive, real-time connections among people, devices, and businesses.</p> <p>New network economy involves value being added to products and services through social networks operating on a large or global scale</p> <p>Example of facebook grew through social connections and each of us found more value from it when more people joined it and kept sustaining its value</p> <p>Networks Effect Understanding network effects Types of network effects Direct: instagram, tik-tok/musically Indirect: computer=hard drives Two-sided: gamers=developers</p>



Closure	10. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 1. How network economies impact digital marketplace? 2. Suggested Reading: Digital Marketing for Dummies
Evaluation	4. Evaluating student's understanding of marketplace and gauge their deeper understanding Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 2.4	Course Name: Introduction to Digital Marketing Topic: Digital Marketing	Course No.: UGSEC 104 (B)
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Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> • Students will be able understand the concept of digital marketplace • Students will be able to assess the role of the changing customer sales pattern in e-marketplace
Teaching Aids (if any)	<ul style="list-style-type: none"> • Power Point Presentation
Teaching Development	<p>1. Introduction (05 minutes)</p> <p>Recap of previous class Questions? What is the difference between direct, indirect and two sided network effects? How did Instagram gain from network effects What factors are you accounting to support your decision?</p> <p>2. Development (30 minutes)</p> <p>Introduction to Customer sales pattern History of customer services WHAT HAPPENED BEFORE?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Get the product <input type="checkbox"/> Identify customers <input type="checkbox"/> Give them information <input type="checkbox"/> Persuade them <p>Overview of how things have changed now Information accessible to customers Changing pattern of communication channel Deriving meaning and huge sets of customer data Knowledge of changing platforms and tools for sales</p> <p>Evaluating the impact of customer changing patterns on marketing strategies Overview with examples</p>



Closure	<ol style="list-style-type: none">11. Summarize the Lesson Learning Outcomes and get affirmation from students on these.3. How customer expectations impact digital marketplace?4. Suggested Reading: Digital Marketing for Dummies
Evaluation	<ol style="list-style-type: none">5. Evaluating student's understanding of marketplace and gauge their deeper understanding Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 2.5	Course Name: Introduction to Digital Marketing Topic: Digital Marketing	Course No.: UGSEC 104 (B)
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Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> • Students will be able to understand the concept value chain digitisation • Students will be analyze the importance of adding value at each stage of digital value chain • Students will be able to differentiate between physical and digital value chain
Teaching Aids (if any)	<ul style="list-style-type: none"> • Power Point Presentation
Teaching Development	<p>1. Introduction (05 minutes)</p> <p>Recap of previous class Question: Elaborate the role of Interactivity New network economy Changing customer patterns Impact digital marketplace</p> <p>2. Development (30 minutes)</p> <p>2. Development (30 minutes)</p> <p>Introduction to Value Chain</p> <ul style="list-style-type: none"> • Overview of value chain • Elements of value chain • Brief overview of porter’s value chain <p>Introduction to digital value chain</p> <p>Value chain digitization refers to the process of integrating digital technologies into the various activities of a company's value chain. The value chain encompasses all the steps a business takes to deliver a product or service, from initial design and production to marketing, sales, and after-sales service</p> <p>Value chain of Amazon (Physical)</p>



	<p>Value chain of bookings.com</p> <p>Elements of digital value chain</p> <ul style="list-style-type: none">• Convenience• variety• cost• aesthetics• communication• customisation
Closure	<p>12. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>5. How customer expectations impact digital marketplace?</p> <p>6. Suggested Reading: Digital Marketing for Dummies</p>
Evaluation	<p>6. Evaluating student's understanding of marketplace and gauge their deeper understanding</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Kot, Bhalwal, Jammu

Model Institute of Engineering & Technology (Autonomous) Lesson Plan



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1

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