

Semester	IV	Specialization	Information Technology
Course Code	413IT	Type	Subject - Elective
Course Title	Internet Marketing & Internet of Things (IOT)		

Course Objectives:	
1	To understand, various approaches to Internet Marketing
2	To learn advantages and disadvantages of approaches to Internet Marketing
3	To develop skills to implement Internet Marketing under appropriate situations

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>Introduction:</p> <p>What is internet marketing? Significance of internet marketing, benefits of internet to the marketer, how internet marketing differs from traditional marketing</p> <p>Marketplace, customers, online buyer behavior, competitors, suppliers, intermediaries</p> <p>Websites:</p> <p>People behind websites- owners, venture capitalists, creative directors, account and project managers, programmers, graphic designers, copy writers, marketers</p> <p>Types of websites- web portals, B2B, B2C, C2C, B2E(Business to employee), social networking, informational, entertainment</p>	5+1
2	<p>Social Media and social networking sites:</p> <p>An overview of social media and networking sites,</p> <p>The rise and dominance of social networking- Social media optimization, social media marketing</p> <p>Who is using social media and how?</p> <p>Social networking sites- types of audiences, generalist social networking, Niche market social networking, social bookmarking</p> <p>Blogging as a marketing strategy:</p> <p>Blogging basics- What is blogging? Types of blogs, who blogs, who reads them, how and why.</p> <p>Blogging as a marketing strategy- Benefits of blogging, pitfalls of blogging, the requirements for a successful marketing blog</p>	5+1

3	<p>Web based video:</p> <p>Who is watching what, video as a social media tool, web based video as a marketing tool</p> <p>Wikis , RSS, Mashups , virtual worlds and marketing</p> <p>Web and brand building - Brand – brand promise, brand personality, unique selling proposition,</p> <p>The web's place in brand building</p>	5+1
4	<p>E- commerce sites:</p> <p>sources of revenue - direct sales, indirect sales, paid memberships and Subscriptions, advertising</p> <p>Shopping on the social web- store layout, the shopping cart and check out process, intuitive and personal content provision, Feedback and reviews</p>	5+1
5	<p>Online promotion techniques:</p> <p>Search engine marketing, online PR, Online partnerships, interactive advertising, e-mail marketing, viral marketing</p>	5+1

Learning Resources:

1	Text Books	Principles of Internet Marketing- new tools and methods for web developers by Jason I. Miletsky, Course Technology, Cengage Learning, 2009
2	Reference Books	<p>Internet marketing- strategy, implementation and Practice- David Chaffey, Fiona Ellis- Chadwick, Richard Meyer, Kevin Johnston, Pearson Education Limited, 2006</p> <p>The ultimate Web- Marketing Guide- Michael Miller, Pearson Education(QUE) , 2011</p>
3	Supplementary Reading Material	Search Engine optimization your visual blueprint for effective internet marketing- Kristopher B. Jones, Wiley Publishing
4	Websites	www.interdigitalmarketing.com/
5	Journals	Internet Marketing Research & Theory