

Course Code: MADDIGI

Course Title: Digital Marketing

Course Description:

The MADDIGI module was developed to make students understand how the Internet has shaped the best practices of Marketing. With a plethora of ways to create awareness and conversations with your target market online, as well as the emergence of E-commerce in the glory days of retail, "DIGITAL" has progressed more aggressively than the ordinary marketing mind can comprehend. The next generation of consumers and audiences have become more discerning of advertising, and now yearn for relevance more than anything else.

The internet, being the most measurable and interactive of all media, has opened up a new frontier on how businesses approach their overall growth strategies, marketing communications and media planning. Digital Marketing continues to challenge organizations, regardless of size, to continuously ask the question - "How else can we improve our online presence?"

Navigating the world of the Internet and the possibilities of how it can be used as a marketing tool are challenges marketers now face in this digital age. Given the right frameworks and customizing it to their overall marketing objectives, brands can emerge victorious not by conquering various online platforms, but by mastering how to manage this unstable and dynamic creature called the Internet.

Department: Marketing and Advertising

Required text and materials

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