



Curriculum - 2023

BBA Hons (Entrepreneurship) Degree Program

Faculty of Management and Finance

University of Ruhuna

BTE 31333: Digital Marketing

Level: 3000

Number of Credits : 03

Course Description

Digital marketing exploits the opportunities of marketing through the effective use of related digital media and technology. This course provides students with a comprehensive guide to the theories, concepts, models and techniques relating to digital media and technology in achieving marketing objectives.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Explain concepts, theories, and models in digital marketing.
- Discuss approaches and techniques to implement digital marketing.
- Analyse business environment for digital marketing.
- Apply digital marketing techniques and strategies.
- Develop a digital marketing plan.

Teaching/Learning Methods

Lectures, Group discussions, and Case studies

Methods of Assessment

In-course Assessments	: 30%
End Semester Examination	: 70%

Course Contents

1. Introduction to digital marketing
2. Digital marketing environment
3. Digital marketing strategy
4. Digital media and the marketing mix
5. Electronic customer relationship management/e-CRM
6. Digital customer experience
7. Search engine marketing
8. Online advertising
9. Online public relations and partnerships
10. Social media marketing
11. Mobile marketing
12. Content marketing
13. Evaluation and improvement of digital channel performance
14. Digital marketing plan

Recommended Readings

1. Armendáriz, B., & Morduch, J. (2010). The economics of microfinance. (2nd Ed).MIT press.
2. Ledgerwood, J., Earne, J., & Nelson, C. (2013). The new microfinance handbook: A

financial market system perspective. World Bank Publications.