

BROCHURE



DEPARTMENT OF LOGISTICS MANAGEMENT ALAGAPPA UNIVERSITY

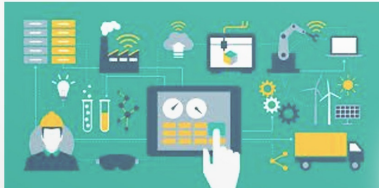
(A State University Accredited with A+ Grade by NAAC (CGPA:3.64) in the Third Cycle,
Graded as Category-I and Granted Autonomy by MHRD - UGC)

Karaikudi - 630 004. Tamil Nadu, India

ABOUT THE DEPARTMENT

- This is a young, vibrant entity established during the academic year 2016-17 at Alagappa University.
- Logistics Management is getting professionalized of late, which is evident from the fact that this MBA (Logistics Management) programme is sanctioned to Alagappa University as an Innovative Programme with liberal funding by the University Grants Commission (UGC).
- The faculty members of the DoLM are well qualified, industry-academia enriched, Nationally and Internationally experienced professionals.
- Infrastructure at the command of the department is enviable: Video conferencing facility, Wi-Fi environment, Networked Computer Laboratory, well stocked Library; Conference halls are few notable features.
- The DoLM offers industry focused MBA (LSCM), M.Phil (LSCM) and Ph.D. in Management - Specializing in Logistics Management.

VALUE ADDED COURSE ON DIGITAL MARKETING IN SUPPLY CHAIN MANAGEMENT



COURSE CODE : VACLM2302

DURATION: 20 hours (11th Oct 2023 to
4th Nov 2023)

TARGET PARTICIPANTS: ALL MBA STUDENTS

OBJECTIVES

- To understand the fundamentals of Digital Marketing in Supply Chain Management
- To understand the importance of Digital Marketing Assets in Supply Chain Management.
- To recognize the impact of digital marketing strategies, digital promotion and digital marketing plan in Supply Chain Management.

OUTCOMES

- Understand the applications of principles of Digital Marketing and Fundamentals in SCM.
- Define various platforms used in Digital marketing in SCM
- Develop compelling content digital media and its advanced strategies in SCM.

SUMMARY OF THE CONTENTS

- Introduction to Digital Marketing in SCM
- Digital Marketing Assets in SCM
- Digital Marketing Strategies in SCM
- Digital Promotions in SCM
- Design a Digital Marketing plan in SCM

COURSE COORDINATOR

Dr.V.A.ANAND,
ASSISTANT PROFESSOR
DEPARTMENT OF LOGISTICS MANAGEMENT
ALAGAPPA UNIVERSITY,KARAIKUDI

HEAD OF THE DEPARTMENT

Prof.V.SIVAKUMAR
PROFESSOR
DEPARTMENT OF LOGISTICS MANAGEMENT
ALAGAPPA UNIVERSITY,KARAIKUDI

Contact Details – 9585269710

SYLLABUS

DIGITAL MARKETING IN SUPPLY CHAIN MANAGEMENT

Code : VACLM2302

Weekly hours: 6

Total Hours: 20

Course Objectives:

1. To understand the fundamentals of Digital Marketing in Supply Chain Management.
2. To understand the importance of Digital Marketing Assets.
3. To recognize the impact of digital marketing strategies, digital promotion and digital marketing plan.

Course Outcomes:

1. Understand the applications of principles of Digital Marketing Fundamentals in SCM.
2. Define various platforms used in Digital marketing in SCM.
3. Develop compelling content digital media and its advanced strategies in SCM.

Course Content:

Unit – I Introduction to Digital Marketing in SCM

Basic of Online Marketing; Difference of Internet Marketing vs. Traditional Marketing, Search engines basics; Key points of internet marketing; Basic terms used in Internet marketing; Structure of Online Marketing. **(4 Hours)**

Unit – II Digital Marketing Assets in SCM

To rationalize the use of different assets that would be useful for a Digital Marketing Application. Learn about different assets like website, Branded assets (logos, icons, acronyms), Video content (video ads, product demos), Images (info-graphics, product shots, company photos), Written content (blog posts, eBooks, product descriptions, testimonials) and Social media pages. **(5 Hours)**

Unit – III Digital Marketing Strategies in SCM

Understand multiple strategies such as Paid Search Advertising, Search Engine Optimization (SEO), Social Media Marketing, Content Marketing, Native Advertising, Email Marketing and Affiliate Marketing. **(4 Hours)**

Unit – IV Digital Promotions in SCM

Affiliate marketing, Display Advertising, Email Marketing. **(3 Hours)**

Unit – V Design a Digital Marketing plan in SCM

Design digital marketing plan, SWOT, situational analysis, key performance Indicators in internet marketing Digital Landscape, P-O-E-M Framework. **(4 Hours)**

Reference Books:

1. Mankad, J. & Dishek, J., (2019), Understanding digital marketing strategies for online success, BPB Publications (August 26, 2019).
2. Digital Marketing: Strategy, Implementation & Practice by Dave Chaffey & Fiona Ellis-Chadwick.
3. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation – Damian Ryan and Calvin Jones