CDM-04T: Contemporary Trends in Digital Marketing

Total Marks: 50
External Marks: 35
Internal Marks: 15
Credits: 2
Pass Percentage: 40%

Course: Contemporary Trends in Digital Marketing	
Course Code: CDM-04T	
Course Outcomes (COs) After the completion of this course, the students will be able to:	
CO1	Understand emerging trends in digital marketing such as Artificial Intelligence (AI), automation, and data-driven marketing strategies.
CO2	Analyze modern marketing practices including social commerce, influencer marketing, and short-form video content across digital platforms.
CO3	Apply advanced techniques like hyper-personalization, conversational marketing, and voice/visual search optimization in digital campaigns.
CO4	Evaluate the role of emerging technologies such as AR/VR, immersive media, and creator economy in shaping customer engagement and brand strategies.
CO5	Assess ethical, privacy, and sustainability considerations in digital marketing, including data protection and responsible marketing practices.

Detailed Contents:

Module	**Module Name**	**Module Contents**
Module I	**Introduction to Contemporary Digital Marketing**	Evolution of digital marketing: From traditional to modern trends; Overview of current digital marketing ecosystem; Role of data, analytics, and automation in marketing.
Module II	**Emerging Platforms and Content Trends**	Social media evolution and platform strategies, Influencer marketing and creator economy, Social commerce and live-stream marketing
Module III	**Advanced Technologies and Personalization**	Artificial Intelligence (AI) and Machine Learning in marketing, Chatbots, conversational marketing, and automation tools, Voice search and visual search optimization, Augmented Reality (AR) and Virtual Reality (VR) in marketing.
Module IV	**Ethics, Privacy, and Future Directions**	Data privacy laws and ethical marketing practices, Cookie-less marketing and data security, Sustainable and responsible digital marketing.

Books

1. Contemporary Issues in Digital Marketing – *by Outi Niininen*
2. Digital Marketing Analytics: In Theory and In Practice – *by Kevin Hartman*
3. The New Rules of Marketing and PR – *by David Meerman Scott*