

Nutan Maharashtra Vidya Prasarak Mandal's (NMVPM's)

**NUTAN MAHARASHTRA INSTITUTE OF
ENGINEERING AND TECHNOLOGY
(NMIET)**

An

Autonomous Institute

Affiliated to Savitribai Phule Pune University



**Governing
Post Graduation (MBA) Program**

**Master of Business Administration
Digital Marketing
(With effect from Academic Year 2025 – 27)**



Course Approval Summary – Board of Studies (MBA)

Sl. No.	Approved By	Signature and Stamp / Authority
1	Chairman, Board of Studies, MBA	 HEAD OF THE DEPARTMENT Master Of Business Administration Nutan Maharashtra Inst Of Engg & Tech Talegaon Dabhade, Pune - 410 507
2	Secretary, Academic Council, NMIET, Pune	
3	Chairman, Academic Council, NMIET, Pune	 Director Nutan Maharashtra Institute of Engineering & Technology Talegaon Dabhade - 410507

CURRICULUM FRAMEWORK

List of Abbreviations

Sr. No.	Abbreviation	Type of Course
1.	GC	Generic Core
2.	GC	Generic Core with Non-Credit
3.	SC	Specialization Core
4.	SE	Specialization Elective
5.	OJT	On the Job Training
6.	RP	Research Project

Course Wise Credit Distribution

Sr.No	Abbreviation	Type of Course	No. of Courses		Total Course	Credits	
			III Sem	IV Sem		Credit Points	% of Credits
			1	GC			
I	GC	Generic Core with Non-Credit	1	-	1	0	0%
2	SC	Specialization Core	1	1	2	6	12%
i.	SC OJT	On Job Training	1	-	1	8	15%
ii.	SC RP	Research Project	-	1	1	6	12%
3	SE	Specialization Elective	4	4	8	24	46%
Total			8	8	16	52	100%

ASSESSMENT PARAMETERS

Continuous Assessment (CA) Parameters					
Parameter	Attendance & Overall Conduct	Assignment	Group Presentation	Case Study Presentation	Field Project
Marks (25)	5	5	5	5	5

Summative Assessment (SA) Parameters					
Course Credits	Formative Assessment (FA)		Summative Assessment (SA) / Practical	Oral / Viva Voce	Total Marks
	Unit Test (UT)	Continuous Assessment (CA)			
3 Credit Course	25 Marks	25 Marks	50 Marks	--	100 Marks
2 Credit Course	10 Marks	10 Marks	30 Marks	--	50 Marks
6 Credit Course	--	100 Marks	--	50 Marks	150 marks
OJT Credit (8 Credit)	--	100 Marks	--	100 Marks	200 Marks
Audit Course (0 Credit)	--	--	--	--	Pass/ Not Pass

CURRICULUM STRUCTURE
Second Year MBA-SEM-III- (Digital Marketing)

Type	Sem Code	Course Code	Course	Credits	Examination Schemes				Teaching Scheme [L,T,P]				Marks
					Theory				TOTAL				
					FA(50)		SA (50)	PR	TOTAL				
					UT (25)	CA (25)	TH		L	T	P	TO T	TOTAL
Mandatory	GC – 14	MB25GC-301	Strategic Management	3	25	25	50	-	2	1	1	4	100
Mandatory	GC – 15	MB25GC-302	Cyber Security	Audit Course (0 Credit)								AC/NC	
Mandatory	SC – 01	MB25SCDM-303	Fundamentals of Digital Marketing	3	25	25	50	-	2	1	1	4	100
CORE TOTAL			3	6	50	50	100	0	4	2	2	8	200
Mandatory	OJT (SC)	MB25OJTDM-304	On the Job Training	8	0	100	0	100	0	2	14	16	200
SIP TOTAL			1	8	0	100	0	100	0	2	14	16	200
Semester III Specialization Electives - Any 4 Courses to be Opted from the respective elective list													
Elective	SE 01	MB25SEDM-305	Digital Marketing Research	3	25	25	50	-	2	1	1	4	100
Elective	SE 02	MB25SEDM-306	Digital Marketing Channels	3	25	25	50	-	2	1	1	4	100
Elective	SE 03	MB25SEDM-307	Search Engine Optimization	3	25	25	50	-	2	1	1	4	100
Elective	SE 04	MB25SEDM-308	Google Analytics	3	25	25	50	-	2	1	1	4	100
Elective	SE 05	MB25SEDM-309	Start-ups and Digital Business Management	3	25	25	50	-	2	1	1	4	100
Elective	SE 06	MB25SEDM-310	E-Customer Relationship Management	3	25	25	50	-	2	1	1	4	100
GENERIC ELECTIVE TOTAL			4	12	100	100	200	8	4	4	16	400	
SEMESTER TOTAL			8	26	150	250	400	12	8	20	40	800	

L- Lecture, T-Tutorial, P-Practical, UT-Unit Test, FA-Formative Assessment, SA-Summative Assessment,

Exit Policy: Available as a separate document

CURRICULUM STRUCTURE
Second Year MBA-SEM-IV-(Digital Marketing)

Type	Sem Code	Course Code	Course	Credits	Examination Schemes				Teaching Scheme [L,T,P]				Marks
					Theory				TOTAL				
					FA(50)		SA(50)	PR	L	T	P	TOT	TOTAL
					UT (25)	CA (25)	TH						
Mandatory	GC – 16	MB25GC-401	Entrepreneurship, Innovation and Design Thinking	3	25	25	50	-	2	1	1	4	100
Mandatory	GC – 17	MB25GC-402	Project Management	2	10	10	30	-	1	1	1	3	50
Mandatory	SC – 02	MB25SCDM-403	Social Media Marketing	3	25	25	50	-	2	1	1	4	100
CORE TOTAL			3	8	60	60	130	0	5	3	3	11	250
Mandatory	RP	MB25RPDM-404	Research Project	6	0	100	0	50	0	2	10	12	150
RESEARCH PROJECT TOTAL			1	6	0	100	0	50	0	2	10	12	150
Semester IV Specialization Electives - Any 4 Courses to be Opted from the respective elective list													
Elective	SE 07	MB25SEDM-405	Mobile Marketing	3	25	25	50	-	2	1	1	4	100
Elective	SE 08	MB25SEDM-406	Affiliate Marketing	3	25	25	50	-	2	1	1	4	100
Elective	SE 09	MB25SEDM-407	Digital Analytics	3	25	25	50	-	2	1	1	4	100
Elective	SE 10	MB25SEDM-408	Building Digital Brands	3	25	25	50	-	2	1	1	4	100
Elective	SE 11	MB25SEDM-409	Website Design and Development	3	-	-	50	50	2	1	1	4	100
Elective	SE 12	MB25SEDM-410	Marketing Strategy in Digital Age	3	25	25	50	-	2	1	1	4	100
GENERIC ELECTIVE TOTAL			4	12	75	75	200	50	8	4	4	16	400
SEMESTER TOTAL			8	26	160	260	380	13	9	17	39	800	

L-Lecture, T-Tutorial, P-Practical, UT-Unit Test, FA-Formative Assessment, SA-Summative Assessment,

***Exit Policy: Available as a separate document**

Course Syllabus
Second Year MBA.
(Digital Marketing)
Semester III

Program	MBA (Digital Marketing)			Semester: III				
Course	Strategic Management			Course Code	MB25GC-301			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
	Lecture	Tutorial	Practical	FA		SA	PR	Total
				UT	CA	TH		
3	2	1	1	25	25	50	-	100

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 301.1	REMEMBERING	DESCRIBE the basic terms and concepts in Strategic Management.
CO 301.2	UNDERSTANDING	EXPLAIN the various facets of Strategic Management in a real-world context.
CO 301.3	UNDERSTANDING	DESCRIBE the trade-offs within and across strategy formulation, implementation, appraisal.
CO 301.4	APPLYING	INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.
CO 301.5	ANALYSING	EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
CO 301.6	CREATING	DEVELOP the capability to view the firm in its totality in the context of its environment.

Course Contents

Unit	Description	Duration [Hrs]
I	Understanding Strategy: Concept of strategy, Levels of Strategy - Corporate, Business and Functional. Strategic Management - Meaning and Characteristics. Distinction between strategy and tactics, Strategic Management Process, Stakeholders in business, Roles of stakeholder in strategic management. Strategic Intent – Meaning, Hierarchy, Attributes, Concept of Vision & Mission - Process of envisioning, Difference between vision & mission. Characteristics of good mission statements. Business definition using Abell's three dimensions. Objectives and goals, Linking objectives to mission & vision. Critical success factors (CSF), Key Performance Indicators (KPI), Key Result Areas (KRA). Components of a strategic plan, Analyzing Company's External Environment: Environmental appraisal, Scenario planning – Preparing an Environmental Threat and Opportunity Profile (ETOP). Analyzing Industry Environment: Industry Analysis - Porter's Five Forces Model of competition, Entry & Exit Barriers.	(7+2)
II	Analyzing Company's Internal Environment- Resource based view of a firm. Analyzing Company's Resources and Competitive Position - meaning, types & sources of competitive advantage, competitive parity & competitive disadvantage. VRIO Framework, Core Competence, characteristics of core competencies, Distinctive competitiveness. Benchmarking as a method of comparative analysis. Value Chain Analysis Using Porter's Model: primary & secondary activities. Organizational Capability Profile: Strategic Advantage Profile, Concepts of stretch, leverage & fit, ways of resource leveraging – concentrating, accumulating, complementing, conserving, recovering. Portfolio Analysis: Business Portfolio Analysis – BCG Matrix – GE 9 Cell Model.	(7+2)
III	Generic Competitive Strategies – Meaning of generic competitive strategies, Low cost, Differentiation, Focus – when to use which strategy. Grand Strategies: Stability, Growth (Diversification Strategies, Vertical Integration Strategies, Mergers, Acquisition & Takeover Strategies, Strategic Alliances & Collaborative Partnerships), Retrenchment – Turnaround, Divestment, Liquidation, Outsourcing Strategies.	(7+2)
IV	Strategy Implementation – Barriers to implementation of strategy, Mintzberg's 5 Ps – Deliberate & Emergent Strategies. Mc Kinsey's 7s Framework. Organization Structures for Strategy Implementation: entrepreneurial, functional, divisional, SBU, Matrix, Network structures, Cellular/ Modular organization, matching structure to strategy, organizational design	(7+2)

	for stable Vs. turbulent environment, Business Continuity Planning. Changing Structures & Processes: Reengineering & strategy implementation – Principles of Reengineering. Corporate Culture: Building Learning organizations, promoting participation through technique of Management by Objectives (MBO). Strategy Evaluation: Operations Control and Strategic Control - Symptoms of malfunctioning of strategy – Concept of Balanced scorecard for strategy evaluation.	
V	Cost Control Techniques: Budgetary Control & Standard Costing: Budgetary Control: Meaning of Budget and Budgeting, Importance, Advantages and Disadvantages, Cash Budget and Flexible Budget, Standard Costing: Meaning, Importance, Advantages and Disadvantages, Cost Variance Analysis. Material Variances– Material Cost Variance, Material Rate Variance, Material Usage Variance, Material Mix Variance and Material Yield Variance.	(7+2)
	Total	45

Suggested Textbooks:

1. Strategic Management and Business Policy by Azhar Kazmi, Tata McGraw-Hill
2. Strategic Management by Ireland, Hoskisson & Hitt, Indian Edition, Cengage Learning
3. Crafting and Executing Strategy- The Quest for Competitive Advantage by Thompson, Strickland, Gamble & Jain, Tata McGraw-Hill
4. Concepts in Strategic Management & Business Policy by Thomas L. Wheelen & J. David Hunger, Pearson

Suggested Reference Books

1. Strategic Management by Dr. Yogeshwari L. Giri
2. Competitive Strategy: Techniques for Analyzing Industries and Competitors by Michael E. Porter, First Free Press Edition
3. Competing for the Future by Gary Hamel & C.K. Prahalad,
4. Blue Ocean Strategy by Kim & Mauborgne

Suggested Online Link:

1. https://onlinecourses.nptel.ac.in/noc24_mg112/preview
2. https://onlinecourses.nptel.ac.in/noc25_mg129/preview
3. <https://www.coursera.org/learn/strategic-management>
4. <https://www.upgrad.com/advanced-program-strategic-management-business-excellence-iim-lucknow/>
5. <https://www.coursera.org/courses?query=strategic+management>
- 6.

Program	MBA (Digital Marketing)			Semester: III				
Course	Cyber Security			Course Code	MB25GC-302			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
	Lecture	Tutorial	Practical	FA		SA	PR	Total
				UT	CA	TH		
0	-	-	-	-	-	-	-	AC/NC

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 302.1	REMEMBERING	Recall and describe the phases of ethical hacking, CIA triad, cybersecurity principles, and basic security concepts.
CO 302.2	UNDERSTANDING	Explain Linux basics, virtualization setup, cloud-based virtual machines, and cybersecurity tool configuration.
CO 302.3	UNDERSTANDING	Interpret networking fundamentals, scanning techniques, network vulnerabilities, and security components like IDS/IPS and firewalls.
CO 302.4	APPLYING	Apply ethical hacking tasks such as reconnaissance, exploitation, privilege escalation, post-exploitation, OSINT, and persistence techniques..
CO 302.5	ANALYSING	Analyze web application vulnerabilities using OWASP Top 10, evaluate security flaws, and assess governance, risk, and incident response strategies

Course Contents

Unit	Description	Duration [Hrs]
I	Introduction: Phases of ethical hacking, Understanding the underlying principles cyber security, Understanding CIA Triads, Information Security Vs Cyber Security. Basics of Linux: Windows-based Setup, Installing VirtualBox or VMware for virtualization, Setting up Kali Linux as a virtual machine, Installing and configuring essential cybersecurity tools. Linux-based Setup, Using a Linux distribution as the host OS, Installing and configuring essential cybersecurity tools. Linux basic commands and filesystem architecture, Cloud-based Setup (AWS or Azure), Creating a virtual machine instance on a cloud platform. Installing Kali Linux or other distributions. Configuring cloud security policies and networking, Registration on - TryHackMe HackTheBox, PortSwigger Web Academy	(4+2)
II	Network Hacking: Networking Fundamentals, Understanding the fundamentals of networking. OSI and TCP/IP models. IP and MAC addresses, subnetting, and IPv4/IPv6. Introduction to routers, switches, and firewalls. Types of Viruses, worms, and trojan horses and how they spread through the network. Role of Firewalls and Intrusion Detection Systems (IDS) and Intrusion Prevention Systems (IPS). Secure Network architecture and design principles, Network Sniffing: Packet capturing and analysis with Wireshark and TCP Dump. Scanning and Reconnaissance: Network scanning with Nmap, Network Vulnerability Assessment with Nessus, Identifying open ports, services, and potential vulnerabilities. Initial Foothold: Phishing attacks and email-based threats, Exploiting software vulnerabilities, social engineering techniques. Privilege Escalation: Windows Privilege Escalation Linux Privilege Escalation Cheatsheets and Payloads. Post Exploitation: Post Exploitation Tools and frameworks Creating backdoors and maintaining control Deleting digital Footprints, File system manipulation and data exfiltration, Techniques for maintaining access and evading detection. Concept of Persistence.	(4+2)
III	OSINT (Open-Source Intelligence Techniques): Information Gathering Tools and Techniques for OSINT of - Website, mail, FaceBook Instagram Twitter, Phone Number, Data Leak Lookups,	(4+2)

IV	Web Application Security: Web Application Fundamentals and Lab Setup: Web App Technologies Basics (HTML, CSS and JS) Client Server Model, Burp Suite Installation, Burp Suite Proxy Setup and Practical, OWASP Top 10: Broken Access Control SQL Injection, Cross Site Scripting XML External Entity, Security Misconfiguration - Access Control Vulnerabilities Vulnerable and Outdated Component Vulnerabilities, Authentication Vulnerabilities, Server Side Request Forgery, Business Logic Vulnerabilities Session Management Vulnerabilities Automation Testing for Web Apps Practical of Tools - ZAP, Nikto, Nuclei.	(4+2)
V	Cybersecurity Governance, Risk, and Strategy for Business Leaders: Cybersecurity as a Business Imperative Risk Management Frameworks Security Policies & Compliance, Incident response and decision making: Incident Response & Business Continuity Strategic Decision-Making	(4+2)
Total		30

Suggested Textbooks:

1. Principles of Information Security (7th Edition), Authors: Michael E. Whitman & Herbert J. Mattord, Publisher: Cengage Learning, Edition: 7th Edition (2023)
2. Cryptography and Network Security: Principles and Practice, Author: William Stallings, Publisher: Pearson, Edition: 8th Edition (latest widely adopted)
3. Cybersecurity: With Cryptography Essentials, Authors: Shishir Kumar Shandilya, Agni Datta & Bong Jun Choi, Publisher: McGraw Hill / Higher Education Press, Edition: 1st Edition (2025)

Suggested Reference books:

1. Security in Computing, Authors: Charles P. Pfleeger, Shari Lawrence Pfleeger & Jonathan Margulies, Publisher: Pearson Education, Edition: 6th Edition (2023)
2. Information Security: Principles and Practice, Author: Mark Stamp, Publisher: Wiley India, Edition: 3rd Edition (2023)
3. cryptography, Network Security, and Cyber Laws, Authors: Bernard L. Menezes & Ravinder Kumar, Publisher: Cengage Learning India Private Limited, Edition: 1st Edition (2018)

Suggested Online Link:

1. <https://nptel.ac.in/courses/106105031>
2. <https://nptel.ac.in/courses/106106248>
3. <https://www.coursera.org/learn/crypto>
4. <https://www.coursera>
5. [.org/learn/information-security-foundations](https://www.coursera.org/learn/information-security-foundations)

Program	MBA (Digital Marketing)			Semester: III				
Course	Fundamentals of Digital Marketing			Course Code	MB25SCDM-303			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
	Lecture	Tutorial	Practical	FA		SA	PR	Total
				UT	CA	TH		
3	2	1	1	25	25	50	-	100

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 303.1	REMEMBERING	RECALL the key concepts of e- consumer buying behavior.
CO 303.2	UNDERSTANDING	EXPLAIN the applications of Digital Marketing, Mobile, Marketing, Affiliate Marketing, Video Marketing, Email, Marketing in multiple business domains and scenarios
CO 303.3	APPLYING	DEVELOP a thought process to harness the power of Digital Marketing to improve the website or business
CO 303.4	ANALYSING	ANALYSE Digital Marketing tools
CO 303.5	EVALUATING	SELECT the right method for Digital Marketing in business
CO 303.6	CREATING	COMBINE various tools and methods for business domains and scenarios.

Course Contents

Unit	Description	Duration [Hrs]
I	Introduction: Meaning & Process of Marketing-Digital Marketing. Visibility Meaning, Types. Visitors' Engagement- Meaning, importance & Examples. Bringing Targeted Traffic- Inbound and outbound marketing. Converting Traffic into Leads, Types of Conversion & Conversion Process tools. Role of Digital Marketing in increase in sales, competitive analysis	(7+2)
II	Digital Marketing vs Traditional Marketing: Difference- Traditional marketing and Digital marketing. Benefits and challenges. Tools for effective Digital Marketing	(7+2)
III	Website Planning, Search Engine Marketing (SEM) & Search Engine Optimization (SEO): Brand awareness, credibility and delivery among consumers through internet. Understanding domain names & extensions. Different types of websites based on functionality, purpose planning & conceptualizing. SEM in digital marketing - Need & Types. Introduction to SEO-Benefits and Challenges. Difference between SEO and SEM	(7+2)
IV	Email Marketing, Mobile Marketing, Affiliate Marketing: Email marketing Meaning, Basics, Types and benefits. Mobile Marketing-Definition & Types. Introduction to Affiliate Marketing- Need & Skills required.	(7+2)
V	Video Marketing, Blogging and Vlogging: Introduction to Video Marketing, Types, Strategy, Need, Benefits and Challenges. Blogs- Meaning, Importance, Issues and Challenges. Case studies on digital marketing. (5 cases)	(7+2)
	Total	45

Suggested Textbooks:

1. Fundamentals of Digital Marketing – Puneet Bhatia
2. Digital Marketing: From Fundamentals to Future Swamithan T N, Karthik Kumar

Suggested Reference Books

1. Digital Marketing: Strategy, Implementation and Practice (Chaffey & Ellis-Chadwick, Pearson, 8th Ed, 2020)
2. Marketing 4.0 (Kotler et al., Wiley, 1st Ed, 2017)
3. Digital Marketing Excellence (Chaffey & Smith, Routledge, 6th Ed, 2017)
4. Social Media Marketing: A Strategic Approach (Barker et al., Cengage, 2017)
5. Content Strategy for the Web (Halvorson & Rach, 2nd Ed, 2012)

Suggested Online Link

1. <https://www.coursera.org/professional-certificates/google-digital-marketing-ecommerce>
2. <https://www.coursera.org/courses?query=digital%20marketing>
3. <https://www.upgrad.com/free-courses/digital-marketing/>
4. <https://www.upgrad.com/digital-marketing-and-communication-pgc-mica/>

Program	MBA (Digital Marketing)			Semester: III				
Course	On The Job Training (OJT)			Course Code	MB25OJTDM-304			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
	Lecture	Tutorial	Practical	FA		SA	PR	Total
				UT	CA	TH		
8	0	2	14	00	100	-	100	200

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 304.1	REMEMBERING	IDENTIFY and DESCRIBE the fundamental aspects of the organization and industry where the OJT is conducted, including the company's profile, core business activities, and organizational structure.
CO 304.2	UNDERSTANDING	EXPLAIN the relevance and application of theoretical concepts learned in the classroom to real-world business practices observed during the OJT
CO 304.3	APPLYING	UTILIZE relevant theoretical knowledge and technical skills in real-world tasks and projects during the OJT in a professional setting
CO 304.4	ANALYSING	EXAMINE and break down the problems or tasks undertaken during the OJT, identifying the key issues, underlying causes, and possible solutions.
CO 304.5	EVALUATING	ASSESS the effectiveness of the strategies and solutions implemented during the OJT, from the standpoint of utility to the host organization, the feedback from the industry mentor.
CO 304.6	CREATING	DEVELOP a comprehensive OJT report and presentation that integrates the learning experiences, data collected, analysis, and outcomes of the project, demonstrating a clear connection between academic knowledge and practical application.

Course Contents

Unit	Description	Duration [Hrs]
A	<p>On Job Training (OJT) is an integral component of the MBA program that provides students with a unique opportunity to bridge the gap between theoretical knowledge gained in the classroom and practical application in a real-world environment. This training aims to equip students with both technical and non-technical skills that are essential for success in the industry.</p> <p>Each student shall undertake an On-the-Job Training (OJT) at the end of Second Semester and complete the same before the commencement of the Third Semester.</p> <p>Guidelines for the On Job Training (OJT) Nature of the OJT: The On-the-Job Training (OJT) program shall be of 12 weeks (3 months).</p> <ol style="list-style-type: none"> 8 weeks of training in the organization (industry / bank etc.) with 30 hours of work per week. 4 Weeks of pre and post training work including proposal making, analysis, report preparation and etc. OJT must be conducted outside the academic institution to expose students to real-world work environments. <u>OJT must be related to the intended specialization of the student.</u> OJT must be done individually. Group projects are not permitted. OJT may involve actual tasks relevant to the area of specialization of the student and as per the demands of the industry / organization where the student is carrying out the OJT. OJT should involve fieldwork / desk work in the organisation; <u>online OJT is not permitted.</u> Primary data collection is mandatory for Research based OJT. Research based OJT can be quantitative / qualitative in nature or even use 	(14+2)

	<p>mixed approaches.</p> <p>10. Research based OJT can involve surveys, interviews, case studies or observation studies.</p> <p>11. It is mandatory for the student to seek advance written approval from the faculty mentor and the Director of the Institute about the type of work and organization before commencing the OJT.</p>	
B1	<p>Permissible Partner Organizations:</p> <p>Students have the flexibility to conduct the OJT with any of the following organizations:</p> <ol style="list-style-type: none"> 1. Companies listed on either NSE or BSE in India /abroad 2. Unlisted subsidiaries of Listed Companies. 3. Government / Semi-Government Undertaking / PSU 4. Government Offices 5. Start Ups with an existence of 3 years or more and/or manpower more than 10. 6. Family managed businesses with an existence of 10 years or more and manpower more than 100. 7. Large Cooperative Societies / NGOs with an existence of 5 years or more operating in areas such as agriculture, food processing, health care, retail, banking, etc. 	
B2	<p>OJT mentors:</p> <ol style="list-style-type: none"> a) Each student shall be assigned two mentors <ol style="list-style-type: none"> i. a faculty mentor from the institution ii. an industry mentor from the host organization where the student undertakes the OJT. b) Industry Mentor Role: The industry mentor plays a crucial role in guiding the student during the internship. They ensure that the internee fulfils the requirements of the organization and successfully meets the demands of the assigned project. Through their expertise and experience, industry mentors provide valuable insights into real-world practices and industry expectations. c) Faculty Mentor Role: The faculty mentor serves as the overall coordinator of the OJT program of the assigned / allotted students. They oversee the entire internship process and evaluate the quality of the OJT in a consistent manner across all the assigned students. The faculty mentor ensures that the OJT aligns with the MBA program's objectives and provides valuable learning opportunities. They also facilitate communication between the institution, industry mentor, and student to ensure a fruitful OJT experience. 	
B3	<p>Submission of documentation for OJT:</p> <ol style="list-style-type: none"> a) OJT Progress diary: Each student shall maintain an OJT Progress Diary detailing the work carried out and the progress achieved on a daily basis. Daily entry can be of 3- 4 sentences giving a very brief account of the learning/activities/ tasks / interaction taken place. The faculty mentor will be monitoring the entries in the diary regularly. The student shall submit the duly signed and stamped OJT Progress Diary along with the OJT Report. Soft copy diaries (with time stamp) are also permitted. b) Formal Evaluation from the industry mentor: The students shall also seek a formal evaluation cum feedback of their OJT from the industry mentor. The formal evaluation cum feedback by the industry mentor shall comment on the nature and quantum of work undertaken by the student, the effectiveness and overall professionalism. The 	

	<p>learning outcomes of the OJT and utility of the OJT to the host organization must be specifically highlighted in the formal evaluation cum feedback by the industry mentor. The OJT evaluation sheet duly signed and stamped by the industry mentor shall be included in the final OJT report.</p> <p>c) OJT report: A student is expected to make a report based on the OJT he or she has done in an organization. The student shall submit TWO hard copies & soft copy of the OJT report to the institute. One hard copy of the OJT report is to be returned to the student by the Institute after the External Viva-Voce. In the interest of environmental considerations, students are encouraged to print their OJT reports on both faces of the paper. Spiral bound copies may be accepted.</p>	
B4	<p>OJT report should contain the following:</p> <p>The OJT report should be well documented and supported by –</p> <ol style="list-style-type: none"> 1. Institute’s Certificate 2. Certificate by the Company 3. Formal feedback from the company guide 4. Executive Summary 5. Organization profile 6. Outline of the problem/task undertaken 7. Research methodology & data analysis (in case of research projects only) 8. Relevant activity charts, tables, graphs, diagrams, pictures, screenshots, AV material, etc. 9. Learning of the student through the OJT 10. Consideration to factors such as environment, safety, ethics, cost, professional (national & international) standards 11. Contribution to the host organization <p>References in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.)</p>	
B5	<p>Interaction between mentors:</p> <p>It is suggested that a meet-up involving the intern, industry mentor, and the faculty mentor should be done as a mid- term review to ensure the smooth conduct of the OJT. The meeting can preferably be online to save time and resources. The meeting ensures the synergy between all stakeholders of the OJT. A typical meeting can be of around 15 minutes where at the initial stage the intern briefs about the work and interaction goes for about 10 minutes. This can be followed by the interaction of the mentors in the absence of the intern. This ensures that issues between the intern and the organization, if any, are resolved amicably</p>	
B6	<p>OJT workload for the faculty: Every student is provided with a faculty member as a mentor. So, a faculty mentor will have a few students under him/her. A faculty mentor is the overall in-charge of the OJT of the allocated students. He/she constantly monitors the progress of the OJT by regularly overseeing the diary, interacting with the industry mentor, and guiding on the report writing etc.</p>	
B7	<p>Evaluation Pattern:</p> <p>Total Marks: 200</p> <p>Formative Assessment: 100 Marks Summative Assessment: 100 Marks</p>	
	Total	16

Program	MBA (Digital Marketing)			Semester: III				
Course	Digital Marketing Research			Course Code	MB25SEDM-305			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
	Lecture	Tutorial	Practical	FA		SA	PR	Total
				UT	CA	TH		
3	2	1	1	25	25	50	-	100

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 305.1	REMEMBERING	DEFINE the key concepts in Digital Marketing Research.
CO 305.2	UNDERSTANDING	DIFFERENTIATE between Qualitative and Quantitative Research
CO 305.3	APPLYING	IDENTIFY various tools for carrying out digital marketing research
CO 305.4	ANALYSING	STRUCTURE online surveys for various platforms
CO 305.5	EVALUATING	REVIEW best practices in market research that uses the internet
CO 305.6	CREATING	PLAN digital marketing research for businesses

Course Contents

Unit	Description	Duration [Hrs]
I	Introduction to Digital Marketing Research: : Definitions - Marketing Research, Digital Marketing Research, Scope and Limitations of Digital Marketing Research, Role of Information in Marketing Decisions, Value and Cost of Information, Marketing Information System and Marketing Research, Marketing Decision Support System, Opportunities and threats in Digital Marketing Research, Relationship between Marketing Research & Marketing, Evaluating utility of Marketing Research, Ethics in Online Marketing Research, Recent Trends in Marketing Research, Marketing Research Industry in India	(7+2)
II	Online Qualitative Survey Research - I: Qualitative Vs Quantitative research, Advantages of quantitative research through online platforms, Online survey process, Designing online surveys - Defining the terms used in online surveys , The self - completion paradigm , The overall structure of the questionnaire, The first and last pages, Improving the survey experience, Using multimedia and its implications, Accessible surveys, Surveys for online access panels, surveys for client databases, Quality and ethical issues in survey design, Running an online survey	(7+2)
III	Qualitative Research: Overview of online qualitative research, Online focus groups - Running an online focus group, Choosing an online focus group solution, The arguments for and against online focus groups, Resources for online focus groups, Bulletin board groups and parallel IDIs (in-depth interviews) and Other online qualitative methods - Email groups, Depth interviews via the internet, Viewing focus groups remotely, Virtual words and virtual qualitative, Qualitative explication of online quantitative studies	(7+2)
IV	Social Media & Website Research: Participatory blogs as research tools, Online research communities, Blog and buzz mining, Other social media topics - Community - enabled panels, Ethnographical research and social media, Researcher - to - researcher networking, Ethical and quality issues, Website Research - Types of website research projects, Popup surveys, Website metrics and analytics, Website reviews, Accompanied surfing and observational research	(7+2)

V	Case Study Analysis using Software: Analyzing & solving case studies using R, SPSS, Systat, etc. Students can be asked to collect data through field work or hypothetical data can be used. On small data sets can be given or pilot data can be collected and analyzed applying techniques like ANOVA, Simple correlation and regression, Discriminant analysis Logistic regression for classification and prediction, cluster analysis for market segmentation, factor analysis for data reduction, Multidimensional scaling for brand positioning, Conjoint analysis for product design.	(7+2)
	Total	45
Suggested Textbooks:		
<ol style="list-style-type: none"> 1. The Handbook of Online and Social Media Research - Tools and Techniques for Market Researchers - Ray Poynter - Wiley Publication - United Kingdom 2. Marketing Research - An Applied Orientation, Malhotra and Dash, Pearson Education. 3. The Handbook of Online Marketing Research – Knowing your customer using the Net – Joshua Grossnickle and Oliver Raskin - McGraw-Hill Education - 2000 4. Data Analysis in Management with SPSS Software- J.P. Verma – Springer - 2019 Marketing Research: Text and Cases – RajendraNargundkar - McGraw Hill Education - (4th edition) 		
Suggested Reference Books		
<ol style="list-style-type: none"> 1. Marketing Research: An Applied Orientation - Naresh K. Malhotra- Pearson- 7th Edition, 2. Marketing Research Kit for Dummies - Michael R. Hymanand Jeremy J. Sierra - Wiley Publishing, Inc., Indianapolis, Indiana 		
Suggested Journals		
<ol style="list-style-type: none"> 1. Journal of Digital & Social Media Marketing 		
Suggested Online Link		
<ol style="list-style-type: none"> 1. https://onlinecourses.nptel.ac.in/noc26_mg06/preview 2. https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce 3. https://www.coursera.org/specializations/market-research 4. https://www.coursera.org/courses?query=digital%20marketing 		

Program	MBA (Digital Marketing)			Semester: III				
Course	Digital Marketing Channels			Course Code	MB25SEDM-306			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
	Lecture	Tutorial	Practical	FA		SA	PR	Total
				UT	CA	TH		
3	2	1	1	25	25	50	-	100

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 306.1	REMEMBERING	DEFINE / describe key terms associated with marketing channels, digital marketing channels, channel relationships, Omni-channels
CO 306.2	UNDERSTANDING	IDENTIFY the digital marketing channels of product & service companies
CO 306.3	APPLYING	DEMONSTRATE an understanding of various channel options for a real- world marketing offering (commodities, goods, services, e-products/ e- services.)
CO 306.4	ANALYSING	ANALYZE the channel structure & channel management issues
CO 306.5	EVALUATING	EXPLAIN Omni-channel strategies of real-world marketing offering (commodities, goods, services, eproducts/ e-services.)
CO 306.6	CREATING	DESIGN the digital marketing channels for real world marketing offering (commodities, goods, services, eproducts/ e-services.)

Course Contents

Unit	Description	Duration [Hrs]
I	Channel Basics: The Importance of Marketing Channel Strategies, key Channel functions, changing channel landscape, Digital channels- websites, email, mobile, mobile app, blogs, paid searches, review sites, social channels, Auditing Marketing Channels	(7+2)
II	Power of Channels: - Power as a tool, Sources of channel power, dependence- inter dependence, power-based influence strategies, Omni channel ecosystem & power	(7+2)
III	Digital Channel Relationships: Why Do Relationships Matter in Marketing Channels? Upstream, downstream channel relationship, building channel commitment, channel trust & channel relationship cycle, Value added functions of channels members	(7+2)
IV	Channel Management: transactional intermediaries & infomediaries, Channel cooperation, nature & type of conflicts, unwanted channels- gray markets, the inter mediation disintermediation- re-intermediation cycle	(7+2)
V	Omni Channel. Strategy: Omni-channels, Distinction Between Multi-Channel and Omni-Channel Marketing Strategies for product & service companies, cross channel shopping, altered shopping norms, Key Challenges of the Omni-Channel Approach, The Four Pillars of an Omni-Channel Strategy	(7+2)
	Total	45

Suggested Textbooks:

1. Marketing Channel Strategy- An Omni-Channel Approach by Robert W. Palmatier, Eugene Sivadas, LouisW. Stern, and Adel I. El-Ansary, Routledge Publication, 9th edition
2. Marketing Channels: A management view by Bert Rosenbloom, Thomson publication, 8th edition.
3. E-business: Organizational & technical foundations by Michael Papazoglou& Pieter Ribbers, Wiley Publication

Suggested Reference Books:

1. Channel Marketing Strategy: Text and Cases — S. Raghunath, Publisher: McGraw Hill Education
2. Distribution Channels: Understanding and Managing Channels to Market — Julian Dent, Publisher: Kogan Page
3. Retailing Management — Michael Levy & Barton Weitz, Publisher: McGraw Hill Education

Suggested Online Link

1. https://elearn.nptel.ac.in/shop/nptel/e-business/?utm_source=chatgpt.com&v=13b5bfe96f3e
2. https://www.coursera.org/specializations/marketingchannelstrategy?utm_source=chatgpt.com
3. https://www.coursera.org/learn/digital-channel-planning-strategy?utm_source=chatgpt.com
4. https://www.upgrad.com/digital-marketing-courses/?utm_source=chatgpt.com

Program	MBA (Digital Marketing)			Semester: III				
Course	Search Engine Optimization			Course Code	MB25SEDM-307			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
	Lecture	Tutorial	Practical	FA		SA	PR	Total
				UT	CA	TH		
3	2	1	1	25	25	50	-	100

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 307.1	REMEMBERING	DEFINE key concepts of Search Engine Marketing (SEM) and Search Engine Optimization (SEO).
CO 307.2	UNDERSTANDING	DIFFERENTIATE between On-page SEO, Off-page SEO, and Technical SEO techniques.
CO 307.3	APPLYING	IDENTIFY essential SEO and SEM tools for digital marketing analysis and campaign management.
CO 307.4	ANALYSING	ANALYSE the impact of inbound marketing strategies and web analytics on digital marketing performance.
CO 307.5	EVALUATING	REVIEW search engine advertising strategies and campaign management techniques.
CO 307.6	CREATING	DESIGN a comprehensive SEM campaign using industry tools and performance monitoring techniques.

Course Contents

Unit	Description	Duration [Hrs]
I	Introduction to SEM and SEO: Overview of Search Engine Marketing (SEM) and Search Engine Optimization (SEO), Understanding Google Search, Comparison between SEO and SEM, Key Terminologies, Search Engine Results Page (SERP), Organic vs. Paid Reach, Google Display Network (GDN), Web and Mobile Marketing Perspective, Key Models in Digital Marketing, Key Terms.	(7+2)
II	SEO Strategies and Tools: Role of SEO in Digital Marketing, Features and Significance of SEO, Understanding SEO Techniques: On-page SEO, Off-page SEO, Technical SEO, Key SEO Tools and Applications: Google Domain, Google My Business, Google Search Console, Google Trends, Google Tag Manager, SEMrush, Domain Authority Score, Google Analytics & Google Marketing Platform, Word Stream Advisor, Key Terms.	(7+2)
III	Inbound Marketing and Web Analytics: Essentials of an Effective Inbound Strategy, Optimizing Websites for Search Engines, Converting Visitors into Leads & Sales, Creating Purpose-driven Content, Key Performance Indicators (KPIs) in Web Analytics, Website Traffic Measurement Metrics, Types of Web Analytics: Social Media Web Analytics, Mobile Web Analytics, Conversion Web Analytics, Key Terms	(7+2)
IV	Search Engine Advertising and Campaign Management: Understanding Ad Placement, Understanding Ad Rank, Working of Google Ads, Enhancing Google Ad Campaigns with Keywords, Goal Setting, Target Audience Selection, Creating Campaign Message, Budget Setting & Cost Estimation, Launching, Monitoring & Evaluating Campaign Performance, Key Terms	(7+2)

V	SEM Tools & Performance Monitoring: Overview of Key SEM Tools: Microsoft Bing Ads, Google SEM Tools (Google AdSense, Google AdMob, Google for Retail, Google Digital Garage, Google Shopping Campaign, Word Stream), Essentials of SEM Budget Formulation, Cost Estimation, Cost Elements, Performance Metrics (PPC, CPA, CTR, KPI, CPI, CTA, CPC, Bounce Rate, Exit Rate), Usage of Google Analytics, Creating Ad Campaign Roadmap/Plan through Google SEM Tools, Introduction to Key Display Advertising Types: Banner Ads, Image Ads, Video Ads, Rich Media Ads, Understanding Display Plan Process, Key Terms	(7+2)
	Total	45
<p>Suggested Textbooks:</p> <ol style="list-style-type: none"> 1. Chaffey, D., & Smith, P. R. (2022). Digital marketing excellence: Planning, optimizing and integrating online marketing. Routledge. 2. Clarke, A. (2020). SEO 2020: Learn search engine optimization with smart internet marketing strategies. CreateSpace Independent Publishing Platform. 3. Fishkin, R., & England, T. (2015). The art of SEO: Mastering search engine optimization. O'Reilly Media. 4. Moran, M., & Hunt, B. (2014). Search engine marketing, Inc.: Driving search traffic to your company's website. Pearson Education. 5. Scott, D. M. (2022). The new rules of marketing and PR: How to use content marketing, podcasting, social media, AI, live video, and newsjacking to reach buyers directly. Wiley. 		
<p>Suggested Reference Book:</p> <ol style="list-style-type: none"> 1. Digital Marketing: Strategy, Implementation and Practice — Dave Chaffey & Fiona Ellis-Chadwick, Pearson 2. Marketing 4.0: Moving from Traditional to Digital — Philip Kotler, Hermawan Kartajaya & Iwan Setiawan, Wiley 3. Social Media Marketing: A Strategic Approach — Melissa Barker, Donald Barker, Nicholas Bormann & Krista Neher, Cengage Learning 		
<p>Suggested Online Link:</p> <ol style="list-style-type: none"> 1. https://onlinecourses.nptel.ac.in/ 2. https://www.coursera.org/specializations/digital-marketing?utm_source=chatgpt.com 3. https://www.upgrad.com/digital-marketing-courses/?utm_source=chatgpt.com 4. https://onlinecourses.nptel.ac.in/noc26_mg06/preview?utm_source=chatgpt.com 		

Program	MBA (Digital Marketing)			Semester: III				
Course	Google Analytics			Course Code	MB25SEDM-308			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
	Lecture	Tutorial	Practical	FA		SA	PR	Total
				UT	CA	TH		
3	2	1	1	25	25	50	-	100

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 308.1	REMEMBERING	Recall the evolution of digital analytics from Universal Analytics to GA4 and identify key tracking types
CO 308.2	UNDERSTANDING	Explain GA4's user-centric measurement model and the importance of data-driven decision-making in business contexts.
CO 308.3	APPLYING	Implement GA4 event tracking and link web/app data streams to capture actionable business metrics.
CO 308.4	ANALYSING	Analyze campaign performance and user behavior using GA4 explorations, funnel/path analysis, and attribution models.
CO 308.5	EVALUATING	Assess dashboards, reports, and KPIs to provide actionable recommendations for business decision-making and compliance adherence.
CO 308.6	CREATING	Design customized GA4 tracking plans, dashboards, and visual storytelling reports to support strategic analytics and executive reporting.

Course Contents

Unit	Description	Duration [Hrs]
I	Foundations of Digital Analytics & GA4: What is digital analytics?, Evolution from UA to GA4, Event-based vs session-based tracking, Importance of data-driven decision-making, GA4 Data Structure & Measurement Model: Events & parameters, User-centric measurement model, Data processing & organization, Measurement protocol overview, Defining KPIs & Business Goals: KPI definition Mapping KPIs to business goals, Conversion setup in GA4 ,ROI measurement, Privacy, Compliance & Data Governance: GDPR, CCPA & global laws, Consent Mode, Data retention & anonymization, Compliance best practices	(7+2)
II	GA4 Implementation & Data Collection: GA4 property creation, Google Ads & Search Console linking Web/App data streams, Setup best practices, Implementing Event Tracking: Default vs custom events, GTM-based tracking, gtag.js & Firebase events, Clicks, forms, video events, Debugging & Validation Tools: GA4 DebugView, GTM Preview Mode, Chrome DevTools, Common issue resolution , UTM Parameters & Campaign Attribution: UTM parameter structure, Channel groupings, Attribution models, Campaign performance analysis	(7+2)
III	Analysis, Reporting & Business Insights: Standard Reports & Pre-built Dashboards: Realtime, Acquisition, Engagement reports Metrics & dimensions, Filtering & segmentation, Exporting reports, Explorations (Custom Analysis): Funnel analysis, Path analysis, Segment overlap, Insight sharing, Business Scenario Analysis: E-commerce analysis, Content engagement, Lead generation, Journey bottlenecks, Storytelling with data: Narrative Reporting, Trend Visualization, Actionable Recommendations, Non-Technical Communication	(7+2)
IV	Data Visualization and Executive Reporting: Looker Studio setup and connection to GA4: GA4 data connection, permissions and access, basic templates and collaboration, Dashboard building and design principles: Chart Selection, Filters and Interactivity, Layout Best Practices, Visualization Pitfalls, Executive reporting and KPI dashboards: Executive KPIs, Visual Summaries, Scheduled Reporting, Stakeholder Customization.	(7+2)

V	Analytics governance and maturity: Data Quality Management: Broken Tags and Duplicates, Cross-Platform Accuracy, Audits and Validation, Monitoring Data Health, An analytics governance framework: Roles and responsibilities, tracking plans and naming, privacy-compliant processes, and accountability, Building an analytics maturity roadmap: Maturity stages, predictive and prescriptive analytics, tools and training, and measurement strategy	(7+2)
	Total	45
Suggested Textbooks: <ol style="list-style-type: none"> 1. Google Analytics 4: The Practical Guide, Author: Markus Vollmert, Edition: 2025 2. Learning Google Analytics: Creating Business Impact and Driving Insights, Author: Mark Edmondson, Edition: 1st Edition (2023), Publisher: O'Reilly Media 3. Advanced Guide to Google Analytics 4, Author: Christopher Pittman, Edition: 2022 (Volume in SEO & Digital Marketing Series), Publisher: SMP Publishing 		
Suggested Reference Books <ol style="list-style-type: none"> 1. Digital Analytics 101: Your Shortcut to Marketing Analytics, Kevin Hartman, Publisher: Wiley, Edition: 1st Edition (2019) 2. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity, Avinash Kaushik, Publisher: Wiley, Edition: 2nd Edition (2010) 3. Lean Analytics: Use Data to Build a Better Startup Faster, Alistair Croll & Benjamin Yoskovitz, Publisher: O'Reilly Media, Edition: 1st Edition (2013) 		
Suggested Online Link <ol style="list-style-type: none"> 1. https://www.coursera.org/courses?query=web%20analytics 2. https://www.coursera.org/projects/getting-started-in-google-analytics 3. https://www.coursera.org/professional-certificates/google-data-analytics 4. https://www.upgrad.com/digital-marketing-courses/web-analytics-course-online 		

Program	MBA (Digital Marketing)			Semester: III				
Course	Startups and Digital Business Management			Course Code	MB25SEDM-309			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
	Lecture	Tutorial	Practical	FA		SA	PR	Total
				UT	CA	TH		
3	2	1	1	25	25	50	-	100

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 309.1	REMEMBERING	Describe the concepts & practices that take the startups & small-scale business to next levels.
CO 309.2	UNDERSTANDING	Summarize how small business can do more with less
CO 309.3	APPLYING	APPLY marketing principles and theories to the demands of startups & small-scale businesses
CO 309.4	ANALYSING	Examine the digital marketing strategies of small-scale businesses & startups
CO 309.5	EVALUATING	Explain the digital integration for the small-scale businesses & startups
CO 309.6	CREATING	Design the digital marketing plan for the real world commodities, goods, services, e-products/ e-services of small scale businesses & startups

Course Contents

Unit	Description	Duration [Hrs]
I	Smart Steps You Can't Skip: The changing marketing Megaphone, your brand blue-print, your story in three parts, brand voice, visuals for your story, Map Your Marketing: smart goals, cautionary tales, six common business objectives	(7+2)
II	Digital Compass: How to use your compass, what works best when, Do More with Less: Create a Question Engine, listening first, the power of questions, how questions fuel content, how questions spark conversations, turning a fear into opportunity, listening & responding, getting your team engaged	(7+2)
III	Embrace Your People Power: Time - the real people problem, talent- social media unicorns don't exist, terror- living the digital chaos, dividing & conquering, internal & external scrappy staffing, your most valuable resource	(7+2)
IV	Connect the Digital Dots: Obsess over digital integration, why email marketing still matters, integrating with social media & content marketing, paid media, owned media, organic search & optimization, earned media, the sum of touchpoints	(7+2)
V	Simplify the Long Haul: The top problems complicating content, four content creation hacks that belong in every marketer's toolbox, when it comes to good content, less is more, complicated social situations, focusing on the right people, most important step to simplifying your social media marketing, measure what matters, putting it together- connecting the rest of your marketing.	(7+2)
	Total	45

Suggested Textbooks:

1. GET SCRAPPY Smarter Digital Marketing for Businesses Big and Small by NICK WESTERGAARD, American Marketing Association (AMACOM)
2. Web Marketing for Small Businesses 7 Steps to Explosive Business Growth by Stephanie Diamond, Sourcebooks Inc.
3. Digital Marketing All-in-One for Dummies by Stephanie Diamond, Published by: John Wiley & Sons, Inc

Suggested Reference Books:

1. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses-- Eric Ries, Crown Publishing (2011)
2. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers — Alexander Osterwalder & Yves Pigneur, Wiley (2010)
3. Traction: How Any Startup Can Achieve Explosive Customer Growth — Gabriel Weinberg & Justin Mares, Portfolio (2015)

Suggested online Link

1. https://onlinecourses.nptel.ac.in/noc25_mg152/preview
2. https://onlinecourses.nptel.ac.in/noc21_mg63/preview
3. https://www.coursera.org/specializations/digital-business?utm_source=chatgpt.com
4. <https://www.coursera.org/specializations/innovation-entrepreneurship>

Program	MBA (Digital Marketing)			Semester: III				
Course	E – Customer Relationship Management			Course Code	MB25SEDM-310			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
				FA		SA	PR	Total
	Lecture	Tutorial	Practical	UT	CA	TH		
3	2	1	1	25	25	50	-	100

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 310.1	REMEMBERING	DEFINE and DESCRIBE basic concepts and significance of e-CRM & Digital Marketing
CO 310.2	UNDERSTANDING	UNDERSTAND and EXPLAIN key concepts and theories associated with e-CRM
CO 310.3	APPLYING	APPLY and ILLUSTRATE principles, theories and models of e-CRM and its relevance to CRM Sustainability for Industries
CO 310.4	ANALYSING	ANALYZE implementation of e-CRM in achieving business sustenance & goals
CO 310.5	EVALUATING	EVALUATE effectiveness of e-CRM strategies and its impact on the relationship management with clients
CO 310.6	CREATING	DEVELOP e-CRM Strategies & Policies to create sustainable practices at Organization

Course Contents

Unit	Description	Duration [Hrs]
I	E-CRM: Concept & Fundamentals: e-CRM: Concept, Definition, Significance & Need, e-CRM: Emerging Relationship Management practice, Link between e-CRM & Digital Marketing, Building sustainable Brands through Electronic Relationship Management, Technologies of E-CRM, Electronic Point of Sales (ePOS), eCRM as a strategic marketing tool, CRM Fundamentals: Strategic CRM, Operational CRM, Analytical CRM, Collaborative CRM, and Models of CRM	(7+2)
II	Sustainable e-CRM: Concept of Sustainable e-CRM, e-CRM contributing to Organizational Sustainability, related Theories of CRM & Sustainability, Sustainable Development and e-CRM, Marketing Sustainability through e-CRM, Sustainable e-CRM Practices.	(7+2)
III	E-CRM & its Implementation: e-CRM – Implementation, e-CRM implementations at Services Marketing, e- CRM implementation at Hospitality Services, Manufacturing, Trading Businesses; e- Customer Relationship Management in Banking and Financial Services Marketing; e-CRM in Insurance Sector; e-CRM Implementation: Performance Evaluation.	(7+2)
IV	Cases Studies related to e-CRM: Cases on Emerging trends in CRM, Social CRM, e-CRM, Role of Social media in e-CRM, Mobile CRM, Sustainable practices in the Organizations towards implementing e-CRM and maintaining e-CRM, Cases on Effective & Established e-CRM practices in Hospitality Sector, Telecom, Retail Sector, Manufacturing Sector, Banks & Insurances, Aviation Industry	(7+2)
V	Developing E-CRM: Challenges & Influencing Factors: Developing e-CRM strategies & policies, e-CRM: Challenges in formulating & implementing, Sustainable CRM Processes; e-CRM dilemma: Transactional Vs. Relationship Marketing, e-CRM: Influencing Factors; Data warehousing, Data integration, Data mining and Privacy issues	(7+2)
	Total	45

Suggested Textbooks:

1. J N Sheth, AtulParvatiyar, G. Shainesh, 2001, Customer Relationship Management, Tata McGraw Hill
2. Alok Kumar Rai, 2013, Customer Relationship Management: Concepts and Cases, Second Edition, PHI learning Pvt Ltd, New Delhi
3. Max Fatouretchi, 2019, The Art of CRM: Proven strategies for modern customer relationship management, Packt Publishing
4. Danny Condecido, 2019, Digital CRM - Customer Relationship Management: Winning in the Age of Savvy Customers, Write Editions

Suggested Reference Books: -

1. Brown, Stanley A, 2001, Customer Relationship Management, John Wiley& Sons
2. Francis Buttle& Stan Maklan, 2015, Customer Relationship Management- Concepts and Technologies, Third Edition, Publisher: Routledge
3. Parekh, L., 2021, Cracking the CRM Code, notionpress.com

Suggested Online Link:

1. https://onlinecourses.nptel.ac.in/noc24_mg126/preview
2. https://onlinecourses.nptel.ac.in/noc24_mg126/preview
3. <https://www.coursera.org/learn/crm-analyze-apply-optimize-customer-success>
4. <https://www.coursera.org/learn/ai-for-executives-ai-for-crm>

Course Syllabus
Second Year MBA.
(Digital Marketing)
Semester IV

Program	MBA (Digital Marketing)			Semester: IV				
Course	Entrepreneurship, Innovation and Design Thinking			Course Code	MB25GC-401			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
	Lecture	Tutorial	Practical	FA		SA	PR	Total
				UT	FA	TH		
3	2	1	1	25	25	50	-	100

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 401.1	REMEMBERING	DESCRIBE the fundamentals of entrepreneurship, innovation and design thinking.
CO 401.2	UNDERSTANDING	UNDERSTAND the prerequisites of entrepreneurship and innovation.
CO 401.3	APPLYING	APPLY the Design Thinking process to real-world challenges.
CO 401.4	ANALYSING	IDENTIFY business opportunities and create viable business models.
CO 401.5	EVALUATING	EVALUATE entrepreneurial ideas and innovation strategies using design thinking principles and business model frameworks to determine their feasibility, viability, and desirability in real-world contexts.
CO 401.6	CREATING	Develop entrepreneurial mindsets and skills and Pitch ideas effectively to stakeholders or investors.

Course Contents

Unit	Description	Duration [Hrs]
I	Entrepreneurship & Innovation – Definition, Objective and Features: Entrepreneurship; Difference between Entrepreneurship and Traditional Businesses; Entrepreneurs and Intrapreneurs; Corporate Entrepreneurship, Technological Entrepreneurship, Life Cycle of Startup, Focus on Valley of Death, Why Startups Fail? Innovation: Culture of innovation - process and Types of innovation – Continuous and Disruptive, Radical Innovation, Challenges in innovation, Agile/Lean Innovation, Steps of Innovation Management, Idea Management System, Divergent V/s Convergent Thinking, Design Thinking and Entrepreneurship Creating Value through Innovation. Management of Innovation, Types of IPR	(7+2)
II	Entrepreneurial Theories and Entrepreneurial Environment, Entrepreneurial Development- Theories of Entrepreneurship; Successful Entrepreneurs and Their Traits; Types of Entrepreneurs; Entrepreneurial Environment- PESTEL and Their Effects; Business Environment Analysis, Business Planning; Mid-career Dilemmas; Entrepreneurial Growth and Competitive Advantage; Changing Role of Entrepreneurs. Women Entrepreneurs, Entrepreneurship Development Institute; Entrepreneurship Development Programs	(7+2)
III	Design Thinking – Introduction, Definitions and Meaning; Design Thinking –as an Art and Science; Stages of Design Thinking –Empathise, Define, Ideate, Prototype and Test; Entrepreneurship Design Thinking, Need of Design and Design Thinking Writing the Problem Statement; Understanding Stakeholders and Users; Personas, Empathy Maps; Current Scenarios to identify pain points; Ideation and Storyboarding; Deriving Goals from Ideas; Future Scenarios and Moments of Max Impact; Prototyping	(7+2)
IV	Design Thinking in Start-Up – 5 stages integration Empathise–Listening to People involved and the End User Problems Realisation, Understanding User Needs: User Research Techniques, Observation, Interviewing, Surveys, Persona Mapping; Define– Identifying User Problems, Problem Statement Formulation, Reframing Problems; Ideate – Generating Ideas, Brainstorming Techniques, Mind Mapping, Scenarios - Finding the solutions most effectively;	(7+2)

	Prototype – Making the samples to Launch, Different Types of Prototypes, Testing and Iterating; Test – Evaluating offerings, Usability Testing, User Feedback. Design thinking with AI	
V	Opportunity Recognition & Business Models- Model of opportunity recognition (Corbett, 2005), Identifying opportunities through Design Thinking, Market research basics, Value Proposition Canvas, Business Model Canvas (BMC), Minimum Viable Product (MVP): Lean Startup & Validation- Lean Startup methodology (Eric Ries), Build- Measure-Learn cycle, Customer validation, Metrics and KPIs, Agile iteration. Teamwork and Collaboration. Business Model Failure: Reasons and Remedies. Sustainability Innovation and Entrepreneurship. Emerging technologies such as artificial intelligence, augmented reality, virtual reality	(7+2)
	TOTAL	45

Suggested Books:

- 1.Steps to Innovation: Going from Jugaad to Excellence – Rishikesh T. Krishnan and Vinay Dabholkar
- 2.Innovation and Entrepreneurship - Peter Drucker
- 3.Entrepreneurship: Business and Management – Dr. R.C. Bhatia, Sultan Chand & Sons, 2020
4. Entrepreneurship - Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha. 11th Edition

Suggested Reference Books:

1. Ten Types of Innovation – Larry Keeley, Helen Walters, Ryan Pikkell & Brian Quinn
2. Design Thinking for Strategic Innovation – Idris Mootee
3. Start with Why – Simon Sinek
4. Business Model Generation – Alexander Osterwalder & Yves Pigneur
5. The Startup Owner’s Manual – Steve Blank & Bob Dorf
6. Design a Better Business – Patrick Van Der Pijl, Justin Lokitz & Lisa Kay Solomon

Suggested Online Link

1. https://onlinecourses.nptel.ac.in/noc21_mg63/preview
2. https://onlinecourses.nptel.ac.in/noc25_mg81/preview
3. <https://www.coursera.org/learn/design-thinking-entrepreneurship>
4. <https://www.coursera.org/specializations/innovation-entrepreneurship>

Program	MBA (Digital Marketing)			Semester: IV				
Course	Project Management			Course Code	MB25GC-402			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
	Lecture	Tutorial	Practical	FA		SA	PR	Total
				UT	CA	TH		
2	1	1	1	10	10	30	-	50

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 402.1	REMEMBERING	DESCRIBE the basic terms and concepts in Project Management.
CO 402.2	UNDERSTANDING	EXPLAIN the various parameters of cost, time and quality in project management
CO 402.3	APPLYING	INTEGRATE the aspects of various functional areas of management to develop a Project perspective.
CO 402.4	ANALYSING	EXPLAIN techniques as cpm/pert/earned value analysis and projected financial statements
CO 402.5	CREATING	DEVELOP the capability of student to conceive an idea, evaluate it's feasibility and make it workable.

Course Contents

Unit	Description	Duration [Hrs]
I	Overview of Project Management: Concepts and attributes of Project, Project lifecycle and stake holders, Project Organization, WBS, Scope and priorities, Project Identification, Market feasibility with Moving Average and Exponential smoothing methods, Techno economic feasibility, Government policy to location, legal aspects, Preparation of DPR	(4+2)
II	Project Planning: Time and cost estimates with AON and AOA conventions, Budget estimates, Network analysis, Float analysis, crashing concepts	(4+2)
III	Project scheduling and Risk Management: Gantt chart, splitting and multitasking, Risks in time estimates PERT analysis Project Organization: Role and responsibilities of Project Manager, Team development model, sources of conflicts, conflict resolution	(4+2)
IV	Earned value analysis: 'S' curve, Cost and schedule performance indices using network, Revised estimates of cost and time Financial analysis: Profitability analysis, Using NPV, IRR, Payback and discounted Payback period, PI. Preparation of projected statements of Income- expenditure and balance-sheet	(4+2)
V	Computer applications and Software for Project Management, Project Management Cases	(4+2)

	Total	30
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Suggested Textbooks:

1. Project Planning estimation and assessment by Prasanna Chandra
2. Project Management : The Managerial Process by Gray and Larson 3E Tata McGraw- Hill
3. Quantitative Techniques in Management by N D Vohra

Suggested Reference Books:

1. Project Management Managerial Emphasis by Meredith and Mantel
2. Project Management: A Managerial Approach, Authors: Jack R. Meredith, Samuel J. Mantel Jr. & Scott M. Shafer, Publisher: John Wiley & Sons, Edition: 9th Edition (2016)
3. A Guide to the Project Management Body of Knowledge (PMBOK® Guide), Author: Project Management Institute (PMI), Publisher: Project Management Institute, Edition: 7th Edition (2021)
4. Project Management: A Systems Approach to Planning, Scheduling, and Controlling, Author: Harold Kerzner, Publisher: John Wiley & Sons, Edition: 12th Edition (2022 / reprint)

Suggested Online link

1. https://onlinecourses.nptel.ac.in/noc25_mg127/preview
2. <https://elearn.nptel.ac.in/shop/nptel/project-management/>
3. <https://www.coursera.org/learn/predictive-project-methodologies>
4. <https://www.coursera.org/learn/project-planning-and-execution-management>

Program	MBA (Digital Marketing)			Semester:IV				
Course	Social Media Marketing			Course Code	MB25SCDM-403			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
	Lecture	Tutorial	Practical	FA		SA	PR	Total
				UT	CA	TH		
3	2	1	1	25	25	50	-	100

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 403.1	REMEMBERING	RECALL the key concepts, terminology, and historical evolution of social media platforms and marketing.
CO 403.2	UNDERSTANDING	EXPLAIN the strategic role of social media in digital marketing and customer engagement.
CO 403.3	APPLYING	APPLY social media tools and techniques to create content and manage brand presence across platforms.
CO 403.4	ANALYSING	ANALYSE audience behavior, campaign performance, and platform analytics to optimize social strategies.
CO 403.5	EVALUATING	EVALUATE the effectiveness and ROI of various social media campaigns using KPIs and analytics tools.
CO 403.6	CREATING	DESIGN comprehensive social media marketing strategies and campaigns aligned with business objectives.

Course Contents

Unit	Description	Duration [Hrs]
I	Foundation of Social Media Marketing: Social media marketing – Definition and scope, evolution of social media, difference between traditional and digital marketing, earned-owned-paid media model, overview of platforms – Facebook, Instagram, LinkedIn, Twitter/X, YouTube, Pinterest, Snapchat, WhatsApp, Reddit, key terminologies – reach, impressions, engagement, CTR, CPC, conversion rate, algorithms and personalization, user behavior on social media, ethics and legal issues in SMM, data privacy, fake news, copyright laws, AI in social media Practical: Create a brand/business profile on two platforms, comparative analysis of brand presence across platforms	(7+2)
II	Social Media Content Strategy and Creation: Types of content – text, image, video, reels, stories, live sessions, content planning – daily, weekly, monthly calendars, storytelling in branding, tone of voice and platform adaptation, caption writing, call-to-action (CTA) techniques, design tools – Canva, Adobe Spark, CapCut, Lumen5, meme marketing, trendjacking, use of hashtags, UGC – user generated content, influencer marketing – identification, outreach, collaboration, measurement, content scheduling tools – Buffer, Later, Meta Business Suite Practical: Develop a 7-day content calendar, create 3 social media posts using design tools	(7+2)
III	Paid Advertising and Campaign Management: Paid vs organic strategies, advertising objectives – awareness, engagement, conversions, Facebook Ads Manager, Instagram Ads, LinkedIn Ads, YouTube Promotions, ad formats – image, video, carousel, story, lead generation, audience targeting – demographic, interest, behavioral, custom and lookalike audiences, budgeting and bidding strategies, daily vs lifetime budgets, A/B testing, ad copy and creative design, remarketing, Facebook Pixel, conversion tracking Practical: Simulate a Facebook ad campaign, conduct mock A/B testing on two ad creatives	(7+2)
IV	Analytics, Monitoring, and Social Listening: Importance of analytics, key performance indicators – engagement rate, CTR, CPC, CAC, ROI, native analytics tools – Meta Insights, Instagram Analytics, LinkedIn Analytics, YouTube Studio, third-party tools – Hootsuite, Sprout Social, Buffer, Google Analytics, UTM parameters, traffic attribution models, social listening tools, sentiment	(7+2)

	analysis, reputation management, crisis communication, preparing performance reports Practical: Analyze performance metrics of a brand page, prepare a performance dashboard and insights report	
V	Strategic Integration, Trends, and Campaign Development: Campaign design and planning, social media in customer journey, integrated platform strategies, brand positioning through social media, cross-platform campaign alignment, case studies – successful and failed campaigns, influencer strategy planning, future trends – ephemeral content, AR/VR, social commerce, personalization, NFTs, Metaverse, ethics in emerging tech, campaign goal-setting, KPIs, ROI measurement, content mix design Practical: Design and present an integrated social media campaign, case analysis and campaign redesign for a failed campaign	(7+2)
	Total	45

Suggested Textbooks:

1. Social Media Marketing: A Strategic Approach – Melissa Barker et al.
2. Jab, Jab, Jab, Right Hook – Gary Vaynerchuk
3. Contagious: Why Things Catch On – Jonah Berger
4. Influence: The Psychology of Persuasion – Robert B. Cialdini
5. The Art of Social Media – Guy Kawasaki & Peg Fitzpatrick

Suggested Reference Books:

1. Crushing It!: How Great Entrepreneurs Build Their Business and Influence—and How You Can, Too — Gary
2. Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content — Ann Handley, Wiley (2014)
3. Made to Stick: Why Some Ideas Survive and Others Die — Chip Heath & Dan Heath, Random House (2007)
4. Hooked: How to Build Habit-Forming Products — Nir Eyal, Portfolio (2014)

Suggested Online Link:

1. <https://www.coursera.org/learn/social-media-marketing-introduction>
2. <https://www.coursera.org/learn/socialmediamarketing>
3. https://onlinecourses.nptel.ac.in/noc26_mg06/preview
4. <https://www.upgrad.com/free-courses/digital-marketing/introduction-to-social-media-marketing-free-course/>

Program	MBA (Digital Marketing)			Semester: IV				
Course	Research Project			Course Code	MB25RPDM-404			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
	Lecture	Tutorial	Practical	FA		SA	PR	Total
				UT	CA	TH		
6	0	2	10	-	100	-	50	150

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 404.1	REMEMBERING	Carry out a substantial research-based project
CO 404.2	UNDERSTANDING	Demonstrate capacity to improve student achievement, engagement and retention
CO 404.3	UNDERSTANDING	An understanding of the ethical issues associated with practitioner research
CO 404.4	APPLYING	Applying domain knowledge and foundational research skills to address a research problem.
CO 404.5	ANALYSING	Analyse data and synthesize research findings.
CO 404.6	CREATING	Report research findings in written and verbal forms and use research findings to advance education theory and practice.

Course Contents

Unit	Description	Duration [Hrs]
A]	<p>Preamble:</p> <p>A research project is a systematic and organized endeavour undertaken to investigate a specific topic, question, or problem in order to gain new insights, knowledge, or understanding. The objective of the research project is to further develop the student's ability to carry out and contribute to business research. The student should demonstrate, through his/her thesis and orally, an ability to plan, conduct, and present a scientific investigation of relevance to the subject of Business Administration and the student's chosen Master's program. A further aim is to develop skills for the critical examination of investigations and research reports and to provide the student with the opportunity for a deeper level of theoretical study within a chosen area. These projects involve a structured process of inquiry, data collection, analysis, and interpretation to arrive at meaningful conclusions.</p> <p>Learning Objectives</p> <ol style="list-style-type: none"> 1. Understand the purpose and significance of research in business management. 2. Develop skills in research methodology, data analysis, and interpretation. 3. Learn to conduct a thorough literature review and critically evaluate existing research. 4. Learn to formulate a clear research question and develop a compelling research proposal. 5. Master the art of writing a well-structured and coherent dissertation. 6. Gain confidence in presenting research findings to an academic audience. 	(10+2)

B - 1]

Conducting research projects can offer benefit and advantages to the students:

(10+2)

1. **Intellectual Growth:** Engaging in research projects allows students to explore and develop their intellectual curiosity. It encourages critical thinking, problem-solving skills, and the ability to analyse complex issues.
2. **Skill Development:** Research projects help students develop a variety of skills such as information gathering, data analysis, literature review, writing, presentation, and time management. These skills are valuable both academically and in future careers. .
3. **Deepened Understanding:** Research enables students to delve deeply into a specific topic, gaining a more comprehensive understanding of it beyond what's covered in regular coursework.
4. **Independent Learning:** Research projects encourage self-directed learning. Students learn how to set their own goals, manage their time, and work independently, fostering a sense of responsibility and initiative.
5. **Problem Solving:** Through research, students confront real-world problems and work towards finding innovative solutions. This experience prepares them to tackle challenges in various aspects of their lives.
6. **Personal Growth:** Research projects can boost students' confidence as they overcome obstacles, contribute to knowledge, and present their findings to peers and professors. This can positively impact their self-esteem and personal growth.
7. **Networking:** Engaging in research projects often involves collaboration with professors, peers, and sometimes professionals in the field. This can lead to valuable networking opportunities and connections that might be beneficial for future academic or career pursuits.
8. **Enhanced Resume/CV:** Having research experience on a resume can make students stand out to potential employers or graduate programs. It demonstrates their commitment to learning and their ability to handle complex tasks.
9. **Contribution to Knowledge:** Even in the early stages of their academic careers, students can contribute to the existing body of knowledge. Their research findings might lead to new insights or perspectives in their chosen field.
10. **Preparation for undertaking Research:** For students considering post graduate, engaging in research during their postgraduate years can provide a taste of the kind of work they might encounter at the next academic level PhD.
11. **Career Exploration:** Research projects can help students explore potential career paths within their field of study. They might discover specific areas they are particularly passionate about.
12. **Personal Interest Pursuit:** Research projects often allow students to delve into topics that deeply interest them, providing a fulfilling and enjoyable learning experience.
13. **Exposure to Research Methods:** Students gain exposure to various research methodologies, which can be beneficial not only in academia but also in fields where data analysis and evidence-based decision-making are crucial.
14. **Critical Evaluation:** Research requires students to evaluate existing literature, sources, and information critically. This skill helps them become more discerning consumers of information. **Long-Term Impact:** Some research projects can have lasting impacts beyond the academic realm, contributing to policy changes, technological advancements, or improvements in various industries

<p>B-2]</p>	<p>In Semester IV the student shall work under the supervision of the faculty and carry out a Research Project and submit a structured report in TWO hard bound copies (Blackbook) & one soft copy (PDF). In the interest of environmental considerations, students are encouraged to print their Research Project reports on both faces of the paper. The student is required to conduct advanced research on a topic related to one (or more) of contemporary issues in management. The topic is chosen in consultation with the student's supervisor. The student will prepare and present a detailed research proposal prior to starting the work.</p> <p>It is mandatory for the student to seek advanced written approval for Research Report Proposal from the faculty Supervisor and the Director of the Institute about the topic before commencing the Research Project work. A Research Project outlining the entire problem, including a survey of literature and the various results obtained along with their solutions, is expected to be produced. The student must submit the completed Research Project and make an oral presentation of the same. Through the Research Project, the student is expected to furnish evidence of competence in understanding varied aspects of the theme/topic selected and a deep understanding of the specialty area. The completion of the Research Project / project shall be certified by the Faculty Supervisor, HOD & approved by the Director of the Institute.</p> <ol style="list-style-type: none"> 1) All sheets are to be A4 size. 2) The Text in all the chapters shall be in Times New Roman 12 Font, Regular, justified with line spacing of 1.15. 3) The margins shall be as follows: Top & Bottom: 0.8 inches; Left: 1 inch, Right: 0.5 inches 4) One extra line spacing should be left in between paragraphs. 5) All Chapter headings are to be centred in the Font Times New Roman 14 size Bold. 6) All headings of section shall be in Times New Roman 12 Bold 7) All sub-section headings shall be in Times New Roman , size, 12, Bold, Italic. 8) All minor sub-section headings shall be in Times New Roman , size, 12, Regular. 9) It is advised that the sections and sub- sections are to be limited to 3rd level <ol style="list-style-type: none"> a. Zero Level - Chapter Headings b. First Level - Main sections in each chapter : to be numbered as 1.1, 1.2, 2.1, 3.1 etc. c. Second level - Sub- sections in each section : to be numbered as 1.1.1, 1.2.2, 2.1.3, 3.2.1 etc. d. Third level - Minor sub-sections ie., sections in sub-sections. : to be numbered as 1.1.1.1, 1.2.2.1, 2.1.3.2, 3.2.1.4 etc. - to be avoided to the extent possible. 10) All the references / Bibliography are to be listed at the end, arranged in the chronological order and are to be numbered 1, 2, 3 etc. 11) The reference No. should be given as superscript in the report wherever they appear. 12) All the figures are to be numbered as Fig. 1.1, Fig. 2.3 etc indicating chapter No and the sl. No. of the figure in that chapter. The title of the figure should at the bottom of the figure and should be numbered as shown below. Fig. 1.1 Study Area Fig. 2.1 Definition Sketch Fig. 3.2 Experimental Setup etc... 13) All the figures are to be placed at the end of each chapter. Alternatively, they can be placed after the page where they are first referred to. 	

	<p>Uniformity should be maintained and under no circumstances should these two alternatives indicated be mixed.</p> <p>Research projects may include:</p> <ul style="list-style-type: none"> ➤ Developing a research question or statement ➤ Finding and evaluating sources ➤ Conducting research ➤ Writing a report etc <p>Students can do-</p> <ul style="list-style-type: none"> ➤ Survey based research. ➤ Secondary data analysis such as decision analysis, cost effectiveness analysis or Meta-analysis. ➤ Observation based/Interview based research. <p>Each student must work under the supervision of a faculty mentor. Depending on the area of research interest or the research topic,</p>	
<p>B-3]</p>	<p>Research Project Process</p> <p>I. SELECTION OF THE RESEARCH TOPIC:</p> <p>The first major challenge in conducting research</p> <ol style="list-style-type: none"> 1. The easiest way is working with a faculty mentor who is active in research and may have defined one or more researchable questions. 2. Consulting with leading faculty in your area of interest and asking for advice on researchable topics is another avenue for research ideas. 3. Developing research ideas from loose ends discovered during: <ol style="list-style-type: none"> a) desk research/FP/SIP/OJT, b) literature review c) reviewing journal article(s), and d) discussions, critique of research articles in journal club, could be an interesting, and a rewarding experience. <p>II. DEVELOPING THE RESEARCH PROPOSAL</p> <p>A research proposal helps to develop research idea into a valid, scientific research project. A general outline of the elements of a Research Proposal is presented. Although the Research Project Outline provides a description of all the elements of a research project, students are required to complete the writing up of the Methodology section before beginning the project implementation. Writing of the research proposal has a twofold purpose:</p> <ol style="list-style-type: none"> 1. it provides the researcher, with the blueprint for implementing the project, and 2. it has to be submitted to the research supervisor, HOD and Director of the Institute) for securing approval. <p>III. PROJECT IMPLEMENTATION</p> <p>In order to conduct a valid, scientific study, it is important that student rigorously follow the study design outlined in your research proposal and approved by the research supervisor. To ensure timely completion of the project, it is important to stay within the framework discussed in the Timeline.</p> <p>IV. WRITE-UP OF PROJECT RESULTS AND DISCUSSION</p> <p>This should follow directly from your research proposal. The research project outline provides a ‘how to’ write-up of the results and discussion sections.</p>	

	<p style="text-align: center;">V. RESEARCH PRESENTATION</p> <p>Once the research project is complete, student have to make a public oral presentation to present the work.</p>	
<p>B-4]</p>	<p>OUTLINE OF A RESEARCH PROJECT</p> <p>I. TITLE PAGE (Page 1, DO NOT NUMBER)</p> <ul style="list-style-type: none"> ➤ Study Title ➤ Names of the Supervisor (faculty mentor) ➤ Discipline ➤ Name of the Institute ➤ Date: month and year proposal prepared/submitted <p>II. SUMMARY (Page2, 1-2 pages; DO NOT NUMBER)</p> <p>The summary should be brief and include: 1) a few sentences introducing the topic of current study (could include a couple of references); 2) statement of the problem; 3) a brief description of the methodology to be used including duration of study, subject selection criteria, tests to be performed, and/or data to be collected; 4) significance and implications of the study (why is it important to do the study, and what are the benefits: fill in gap in knowledge; develop further understanding of a clinical situation; modify current approach to treatment; cost-benefit analysis etc., etc.).</p> <p>III. INTRODUCTION (Page 3; up to 2 – 3 pages)</p> <p>This section consists of an overview of the research question and some indication of the study’s worth and the contribution it is apt to make to the field of study. It should include the rationale for the research project.</p> <p>IV. REVIEW OF THE LITERATURE (Page 4; up to 4 –6 pages; a minimum of 10 references required).</p> <p>Use references to establish the link between the proposed study and previous work done on the topic, lay the groundwork for the proposed study, and demonstrate why it is important and timely. The literature review is not just a compilation of facts, but a coherent argument that leads to the description of the proposed study.</p> <p>V. PROBLEM STATEMENT & RESEARCH HYPOTHESES (up to 1/2-1 page)</p> <p>The problem statement describes the problem posed by the proposed study and specifies it in the form of Research Hypotheses. The research hypotheses should flow logically from the discussion presented in the Review of Literature and the Statement of the Problem. The hypotheses should be very specific in presenting what aspects of the research topic will be studied, and how. The hypotheses (If any) should be optimally clear, concise, meaningful, and typically written in the present tense. One recommended statement of the criteria for a good hypothesis is that is: a) be free of ambiguity, b) express the relationship between two variables or concepts, and c) imply an empirical test. AVOID having more than one hypothesis embedded in a single, complex statement. A conceptual model represents a visual depiction of the relationship between all the variables</p>	<p>(</p>

in your study. It is a good place to start when planning your research project, and also helps in developing your hypotheses.

VI. RESEARCH METHODOLOGY (up to 2-3 pages)

1. Study Duration: Describe the time frame during for which data will be collected (retrospective study; chart reviews), or intervention administered (prospective study; etc). If any

2. Subject Selection: Of particular importance in this section are:

a) the sampling procedure to be used – random, stratified, convenience, b) the source of the subjects, c) the criteria for selection – clearly state inclusion/exclusion d) the rationale for determining sample size – use power test to determine sample size for significance; realistic estimates of crossovers, dropouts must be used in calculating sample size

3. Instrumentation or Measures: This section lists all the variables (intervention as well as outcome variables) you would be examining in your study, and describes what particular measures, or forms, or data collection sheets you will be using to measure the variables.

4. Procedures: This section provides a detailed description of the exact steps to be taken to conduct your research. This includes the procedure used to contact subjects, obtaining Informed Consent, and collecting the data.

5. Data Analysis: In this section describe the statistical tests that will be used to address the research hypotheses. Although intimidating, this section forces you to think how you will analyze (or have it analyzed) at the time the proposal is generated rather than after the data are collected. This way, you can avoid wasting time collecting data that are not analysable because they are not in the collected in the correct format.

6. Study Limitations: Describe the shortcomings and weakness of your study most likely to impact the internal validity of your study.

VII. RESULTS

In this section, you present your findings as clearly as possible. The Results section contains JUST THE FACTS: tables, figures, transcript summaries, and your description of what is noteworthy and important about these. Begin with a description of the sample. Simple demographics can be presented in tabular form. Follow with presenting your findings in terms of the research questions/hypotheses tested.

VIII. DISCUSSION

This section typically contains:

- An overview of significant findings
- A consideration of the finding in light of previous research
- A careful examination of findings that fail to support your hypotheses
- Limitations of the study that may affect the generalizability of the results
- Recommendations for further research
- Implications of study for professional practice

IX. REFERENCES

Students must cite all studies referred to in the proposal, using the APA citation method

B-5]

Evaluation Pattern:

Total Marks: 150

Formative Assessment: 50 Marks Summative Assessment: 50 Marks

1] Formative Assessment Weightage 50 marks

1. Project Proposal
2. Three Progress Reports
3. Final Research Project Report
4. Pre- submission Presentation
 - a) Research Project Objectives, Research Question and Hypotheses
 - b) Introduction and literature Review
 - c) Methodology
 - d) Quality of Analysis and Research, discussion and findings
 - e) Documentation and Reporting
 - f) References
 - g) Reflection

2] Summative Assessment Weightage 50 marks

1. There shall be a panel of 2 examiners for the Final Viva-Voce
2. University shall nominate External Examiners
3. Director shall nominate Internal Examiners
4. Presentation by each student along with a spiral bound report is mandatory
5. Students will deliver a presentation of 15 minutes about their OJT project.
6. Weightages for summative assessment shall be as follows
 - a) Presentation
– 05 marks
 - b) Viva-Voce
– 20 marks
 - c) Report
– 15 marks
 - d) Ability to connect with the theoretical & conceptual frame work
– 10 marks

The Internal & the External viva-voce shall evaluate the candidate based on:

1. Adequacy of work undertaken by the student
2. Application of concepts learned in Sem I, II and III
3. Analytical capabilities
4. Technical Writing & Documentation Skills
5. Outcome of the project – sense of purpose
6. Utility of the project to the organization
7. Variety and relevance of learning experience

Presentation could be through any of the enlisted formats (this is an indicative list and innovative formats if any beyond this list may be adopted) -

1. Traditional Slide Deck Presentation
2. Infographics
3. Video presentation
4. Paper presentation
5. Poster presentation

	6. Webinar or online presentation 7. TED-style presentation Storytelling Presentation etc.	
	Total	12

Program	MBA (Digital Marketing)			Semester:IV				
Course	Mobile Marketing			Course Code	MB25SEDM-405			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
	Lecture	Tutorial	Practical	FA		SA	PR	Total
				UT	FA	TH		
3	2	1	1	25	25	50	-	100

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO405.1	REMEMBERING	DEFINE the key concepts in Mobile Marketing.
CO405.2	UNDERSTANDING	EXPLAIN the scope, importance and applications of Mobile Marketing.
CO405.3	APPLYING	ILLUSTRATE the Mobile Marketing strategies to be implemented by businesses.
CO405.4	ANALYSING	ANALYZE the mobile commerce sector in India and the strengths, weaknesses, opportunities and threats in Mobile Marketing.
CO405.5	EVALUATING	EVALUATE various Mobile Marketing Applications and Major security and privacy issues in Mobile Marketing.
CO405.6	CREATING	Design various Mobile Marketing plans and campaigns.

Course Contents

Unit	Description	Duration [Hrs]
I	Introduction to Mobile Marketing: History, Definition, Scope, and Importance of Mobile marketing. Mobile Commerce - Definition, History, Scope, Characteristics, Applications, attributes, and benefits of M-commerce. Growth and Future Prospects of M-Commerce	(7+2)
II	Mobile Applications: Mobile apps - Meaning, types & Importance. Mobile Gaming concept, Scenario in India, and Future scope of online gaming. Text Message Marketing, Mobile advertising - Concept, types, advantages and limitations, Features of a good Mobile Marketing programme	(7+2)
III	Mobile Payments and Mobile Entertainment: Mobile payments - Mobile wallets, mobile browser payments, in-app mobile payments, mobile or wireless credit card transfers. Mobile Payment Models, Mobile Payment Service Providers. Mobile entertainment - Definition, Indian Scenario, OTT platforms, Mobile TV and Live TV, Mobile music. Mobile banking - Features, types, and benefits. Mobile FinTech	(7+2)
IV	Mobile Marketing Strategies: Mobile marketing vs. traditional marketing, Integration of traditional marketing with mobile marketing campaigns. Mobile marketing campaign - Planning, Implementation, and Optimization. Mobile engagement.	(7+2)
V	Privacy and Security in Mobile Marketing: Major concerns/issues related to privacy and security in mobile marketing. Challenges and Best Practices in Mobile Marketing. Future scope for mobile marketing	(7+2)
	TOTAL	45

Suggested Text Books

1. Social Media and Mobile Marketing, Puneet Singh Bhatia, Wiley, New Delhi.
2. A Beginners Guide to Mobile Marketing, Molly Garris and Karen Mishra, Business Expert press, New York.

Suggested Reference Books

1. Digital Marketing 2.0, Rushen Chahal, Prof. Jayanta Chakraborti, Himalaya Publication, India.
2. Go Mobile, Jeanne Hopkins, Jamie Turner, Wiley Publications, New Jersey

Suggested Online Link

1. <https://www.coursera.org/learn/mobile-marketing>
2. <https://www.coursera.org/programs/igor-sikorsky-kyiv-polytechnic-institute-on-coursera-1uyng/learn/mobile-marketing-optimization-tactics-and-analytics>
3. https://onlinecourses.nptel.ac.in/noc26_mg06/preview
4. <https://www.upgrad.com/digital-marketing-courses/>

Program	MBA (Digital Marketing)			Semester:IV				
Course	Affiliate Marketing			Course Code	MB25SEDM-406			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
	Lecture	Tutorial	Practical	FA		SA	PR	Total
				UT	CA	TH		
3	2	1	1	25	25	50	-	100

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO406.1	REMEMBERING	DEFINE the key concepts in Affiliate Marketing.
CO406.2	UNDERSTANDING	DIFFERENTIATE between various Affiliate Marketing Platforms and their effective use.
CO406.3	APPLYING	IDENTIFY the factors to be consider while setting Affiliate Marketing Program
CO406.4	ANALYSING	CATEGORIZE the program promotion and content pages as per customers requirement.
CO406.5	EVALUATING	MODIFY the affiliate strategies of promotion of Affiliate program for an organization for achieving the strategic vision.
CO406.6	CREATING	SOLVE the relevant problems by developing an Affiliate Marketing Program.

Course Contents

Unit	Description	Duration [Hrs]
I	Fundamentals of Affiliate Marketing- History of Affiliate Marketing - Definition and working of affiliate marketing, parties involved in Affiliate Marketing, Pros and Cons of Affiliate Marketing, Compensation methods - The basis of Affiliate Marketing - How Affiliate Marketing works - Affiliate Program payment methods - Cookies and Affiliates - Tiered Affiliate Marketing - Cross selling and up selling - Multi tier marketing and commissions - List of affiliate marketing software	(7+2)
II	Affiliate Marketing platforms – Affiliate Marketing Platforms, Affiliate marketing with Commission Junction - Affiliate Marketing with different platforms for example, Affiliate Marketing with Link share - Affiliate Marketing with Amazon Associates - Affiliate Marketing with Flex offers - Affiliate Marketing with click bank - Affiliate Marketing with Commission Soup - Affiliate Marketing with Local Affiliate Programs etc..	(7+2)
III	Setting Up Affiliate Marketing Program - Signing up as an Affiliate - Logging into your affiliate account- Integrating Affiliate Links into your websites - Monitoring affiliate performance and tracking sales, How to attract affiliates - Hosting and implementing an affiliate program - Growing your Affiliate Numbers - Setting up an affiliate program - Affiliate network service agreement - Data feeds and customer returns - Merchants/publisher management - Setting up an Affiliate Marketing software - Affiliate program promotion and content pages - Screen affiliates - Combating affiliate fraud	(7+2)
IV	Advanced Affiliate Strategies - Affiliate Links and how to deal with them - Promoting your affiliate program - Overcoming the challenges of affiliate marketing - Performing market analysis and market research - Market Strategies Establishment - Affiliate Marketing and organic Search Optimization, An SEO's Perspective for Affiliate Marketing.	(7+2)
V	Building Traffic and Scaling - Meaning & Definition of traffic scaling –Process of content scaling, - Methods of content scaling, Advantages and disadvantages of content scaling - Introduction to organic traffic, Scaling of Quality Content Production, Common Mistakes of Beginner as Affiliate Marketers	(7+2)
	47 / 57	
	TOTAL	45

Suggested Text Books

1. Affiliate Marketing: The Beginner's Step by Step Guide to Making Money Online with Affiliate Marketing by Kevin U laner
2. Affiliate Marketing- by Ted Sudol, Paul Mladjenovic

Suggested Reference Books

1. The Complete Guide to Affiliate Marketing on the Web- by Bruce C. Brown
2. Affiliate Marketing: Build Your Own Successful Affiliate Marketing Business from Zero to 6 Figures- by Walker, Jonathan S

Suggested Online Link:

1. https://onlinecourses.swayam2.ac.in/imb25_mg76/preview
2. https://onlinecourses.nptel.ac.in/noc26_mg06/preview
3. <https://www.coursera.org/learn/affiliate-marketing-course>
4. <https://www.upgrad.com/digital-marketing-courses/affiliate-marketing/>

Program	MBA (Digital Marketing)			Semester:IV				
Course	Digital Analytics			Course Code	MB25SEDM-407			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
	Lecture	Tutorial	Practical	FA		SA	PR	Total
				UT	CA	TH		
3	2	1	1	25	25	50	-	100

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO407.1	REMEMBERING	DEFINE the key fundamental terms in Digital Analytics
CO407.2	UNDERSTANDING	DEMONSTRATE the use of analytics in Audience Analysis and Digital Influence.
CO407.3	APPLYING	USE key performance indicators to derive insights from the data
CO407.4	ANALYSING	DISCOVER high-value insights via Dashboards and Reports
CO407.5	EVALUATING	SELECT an appropriate Digital Analytics tool for your organization
CO407.6	CREATING	FORMULATE the right analytics driven strategy for digital marketing

Course Contents

Unit	Description	Duration [Hrs]
I	Synergetic Digital Ecosystem: Evolution of the Digital Ecosystem, Data Growth Trends, Digital Media Types—Paid Media & Owned Media, Competitive Intelligence, Clickstream (Web Analytics), Conversion Analytics, Segmentation, Visual & Social Media Reporting, User Experience Feedback, Real-Time Site Analytics, AI-Powered Analytics, Predictive Insights, and Personalization in Digital Marketing.	(7+2)
II	Digital Analytics Concepts: Applying a Measurement Framework, Determining Your Owned and Earned Social Metrics—Owned Social Metrics & Earned Social Media Metrics, Demystifying Web Data, Digital Advertising Concepts, Searching—Paid Search & Organic Searches, Aligning Digital and Traditional Analytics—Primary Research, Traditional & Traditional CRM Data, The Reporting Timeline, The Reporting Template, Integration of Big Data with Digital Analytics and Cross-Channel Measurement Strategies	(7+2)
III	Digital Analysis—Audience Analysis and Digital Influence: Understanding Audience Analysis, Digital Strategy Development, Content Strategy Development, Engagement Strategy, Search Engine Optimization, Content Optimization, User Experience Design, Audience Segmentation, Audience Analysis Tool Types, Additional Audience Analysis Techniques, Conversation Typing, Event Triggers, Reality of Digital Influence, Tipping Point Phenomenon and Community Rule Phenomenon, Tools of the Trade, Sentiment Analysis, AI-Powered Chatbots, and Predictive Audience Targeting.	(7+2)
IV	Analytics Tools: Evaluating New Marketing Technologies, Organizing Your Marketing Technology Stack, Identifying Critical Marketing Technology Solutions, Build or Buy Decision, Identifying and Selecting an Analytics Tool, Succeeding with Tool Deployment, Business Concerns—Maintenance, Emerging Technologies like Blockchain in Digital Analytics and AI-Driven Insights Tools.	(7+2)
V	Reporting Data and Key Performance Indicators: The Five Elements of Excellent Reporting—RASTA, Difference Between Reporting and Dashboarding, Five Elements of Excellent Dashboarding—LIVES, Key Performance Indicators (KPIs), KPIs: Averages, Percentages, Rates/Ratios, Per X, and Derivatives, Real-Time Versus Timely Data, Automated Data Reporting, AI-Driven Performance Analysis, and Data Storytelling for Decision-Making.	(7+2)
	49 / 57	
	TOTAL	45

Suggested Text Books

1. Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World, Second edition by Chuck Hemann, Ken Burbary, Publisher: Que
2. Digital Analytics Primer by Judah Phillips Publisher: Pearson

Suggested Reference Book

1. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity, Avinash Kaushik, 1st Edition, John Wiley & Sons, 2009.
2. Advanced Web Metrics with Google Analytics, Brian Clifton, 3rd Edition, John Wiley & Sons, 2012
3. Digital Analytics for Marketing, Second Edition, A. Karim Feroz, Gohar F. Khan & Marshall Sponder, 2nd Edition, Taylor & Francis (Routledge), 2024.

Suggested Online Link:

1. <https://www.coursera.org/learn/digital-marketing-analytics>
2. <https://www.coursera.org/learn/digital-analytics>
3. <https://www.coursera.org/learn/advanced-tools-for-digital-marketing-analytics>
4. <https://www.upgrad.com/digital-marketing-courses/>

Program	MBA (Digital Marketing)			Semester:IV				
Course	Building Digital Brands			Course Code	MB25SEDM-408			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
	Lecture	Tutorial	Practical	FA		SA	PR	Total
				UT	CA	TH		
3	2	1	1	25	25	50	-	100

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 408.1	REMEMBERING	DEFINE the key concepts in Digital Branding.
CO 408.2	UNDERSTANDING	ESSENTIAL COMPONENTS AND DIFFERENTIATION between Digital Branding and marketing & Relationship
CO 408.3	APPLYING	IDENTIFY the sources as well applications of Digital Branding and marketing in market and organization/s and usability of it in practical way as well growth and to make a way towards future growth.
CO 408.4	ANALYSING	CATEGORIZE a service/s in Digital marketing, Branding and growth in it.
CO 408.5	EVALUATING	MODIFY the Service, marketing branding, strategies, planning, innovative things of an organization for achieving the strategic service vision.
CO 408.6	CREATING	SOLVE the relevant SEO, SEM like concepts and its relationship with Marketing & Branding.

Course Contents

Unit	Description	Duration [Hrs]
I	Introduction to Digital Brands: Meaning, Concept, Definition, role and significance of Digital Brands in Modern Marketing. Characteristics, Integration, Accessibility & Connectivity aspects in Digital Brands	(7+2)
II	Components of Digital Brands: Logo, Website, Brand messaging, SEO, Social media, Online advertising Content marketing, Influencer marketing, key benefits	(7+2)
III	Applications of Digital Branding: Digital Branding in the Virtual world, interfaces with Automation, Social media, Online, Content marketing and Influencer marketing	(7+2)
IV	Technology and Digital Branding: Application of Advanced Technological components in Digital Branding. Pink cow concept, Technological tools for effective Digital Branding, examples of Digital Branding	(7+2)
V	Digital Branding trends for the future: Essential elements for making digital brands work. Relationship of digital brands with SEO & SEM	(7+2)
	Total	45

Suggested Textbooks

1. Seobook53, Branding 101.
2. Understanding Digital Marketing: - Teresa Pineiro-Otero and Xabier Martinez-Rolan

Suggested Reference Books:

1. Understanding Digital Marketing Author Damian Ryan, Calvin Jones
2. Netmark's 2016 Guide to the 6 fundamentals of Digital Marketing.

Suggested Online link

1. <https://digitalfireflymarketing.com/wp-content/uploads/2017/02/Big-Book-of-Digital-Marketing.pdf>
2. <https://webmarketingacademy.in/wp-content/uploads/2015/09/A-Step-By-Step-Guide-to-Modern-Digital-Marketing.pdf>
3. [Digital-Marketing.pdf](https://webmarketingacademy.in/wp-content/uploads/2015/09/A-Step-By-Step-Guide-to-Modern-Digital-Marketing.pdf)
4. <https://namp.americansforthearts.org/sites/default/files/Netmarks-2016-Guide-to-Digital-Marketing.pdf>
5. [Marketing.pdf](https://namp.americansforthearts.org/sites/default/files/Netmarks-2016-Guide-to-Digital-Marketing.pdf)
6. <http://netmining.com/wp-content/uploads/2015/09/Netmining-Marketing-Big-Book.pdf>

Program	MBA (Digital Marketing)			Semester:IV				
Course	Website Design and Development			Course Code	MB25SEDM-409			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
	Lecture	Tutorial	Practical	FA		SA	PR	Total
				UT	CA	TH		
3	2	1	1	-	-	50	50	100

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO409.1	REMEMBERING	DEFINE the key concepts used in website designing and development
CO409.2	UNDERSTANDING	DEMONSTRATE the basics of website planning and Development.
CO409.3	APPLYING	CONSTRUCT an Individual website or Business website using WordPress or any other suitable website development platforms
CO409.4	ANALYSING	CLASSIFY types of websites and their significance
CO409.5	EVALUATING	ASSESS the performance of your website by taking a call to action.
CO409.6	CREATING	GENERATE Plan to Publish your website.

Course Contents

Unit	Description	Duration [Hrs]
I	Website Planning & Development: Types of Websites (Part1): Website-Definition, Types and understanding how it works. Types of the websites, Performance-based: Static, Dynamic, Mobile, and Responsive website. Purpose Based Websites: Personal, Business, e-Commerce, Info websites. Phases of website development: Prerequisites, Defining the website objective, Understanding Target Audience, and Selection of Keywords. Number of Website Pages and Website Blueprint.	(7+2)
II	Website Planning & Development, Keywords Selection Process (Part2): Keywords: Definition, Significance, Types of keywords- Primary, Sub-Primary Keywords, Secondary & SubSecondary Keywords. Sources of Keywords- Business, Customers, Competitors. Keyword Suggestion tools.	(7+2)
III	Understanding Domain Name and Web Hosting: Domain Name-Definition, Types& Process of Buying. Choosing the right Domain name, Understanding and Registration. Definition of Web Hosting, Process and Registering domain name with a hosting provider. Changing of Domain Name Servers	(7+2)
IV	Building Websites Using WordPress / blog (This process can be also be taught on other platforms of website development): Creating a WordPress Site (Installing WordPress), Logging into the WordPress Admin & General Site Settings, Enabling Writing Posts & Formatting Texts, Publishing a Post (Making it Live) Adding read more link to a Post, Creating Links (Hyperlinks), Adding Image & Managing Media Library, Adding an Image Gallery, Adding Video. Making & Publishing Pages, Menus, Installing Themes, Customizing theme appearance, Changing the template Layout for a Page or a Post	(7+2)
V	Using WordPress Plug-ins: Understanding WordPress- Themes, Plug-ins, adding sliders, pages, Using Under construction mode website, Making website effective by Inserts- Logo, Icon Box, Image & text and Video elements. Creation of Contact forms. Linkages, Essential Add-ons, Making changes for responsive view Security Policy	(7+2)
	53 / 57	
	Total	45

Note:

1. The course should be delivered from as skills building perspective.
2. Principles should be supplemented by live exercises on personal selling

Suggested Text Books:

1. Hour Word Press 2020, by Dr.Andy Williams
2. Absolute Beginners Guide To Building Word Press Sites: A Visual Step By Step Guide To Learn Word Press Web design, by Emmanuel Arom

Suggested Reference Books

1. Word Press in easy steps: Web development for beginners. by DarrylBartlett. (17th March 2015).
2. Word Press For Beginners: A Visual Guide to Building Your Word Press Site, by Nathan George. (27th March 2017)
3. WordPress for Dummies (9th Edition) by Lisa Sbin-Wilson (6th January 2021)

Suggested Online Link

1. https://onlinecourses.swayam2.ac.in/ntr25_ed64/preview
2. https://onlinecourses.swayam2.ac.in/ntr25_ed123/preview
3. <https://www.coursera.org/specializations/web-design/>
4. <https://www.coursera.org/specializations/website-development>

Program	MBA (Digital Marketing)			Semester: IV				
Course	Marketing Strategy in Digital Age			Course Code	MB25SEDM-410			
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks				
	Lecture	Tutorial	Practical	FA		SA	PR	Total
				UT	CA	TH		
3	2	1	1	25	25	50	-	100

Course Outcomes:

After learning the course, the students should be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO410.1	REMEMBERING	DEFINE the key concepts and terms associated with marketing strategy in digital age.
CO410.2	UNDERSTANDING	EXPLAIN the terms and concepts used in all aspects of formulating and executing marketing strategy in digital age.
CO410.3	APPLYING	MAKE USE OF scientific process of marketing strategy formulation in digital age.
CO410.4	ANALYSING	EXAMINE the various facets of a digital marketing environment and ILLUSTRATE the relevant aspects of the strategic marketing process in the context of digital age.
CO410.5	EVALUATING	JUDGE the suitability of alternative digital marketing strategies in the context of a given digital marketing environment from a data driven decision perspective.
CO410.6	CREATING	FORMULATE digital marketing strategies in the context of digital marketing environment.

Course Contents

Unit	Description	Duration [Hrs]
I	Overview of Marketing Strategy in Digital Age: Concept and Significance of Marketing Strategy; Process of Formulating and Implementing Marketing Strategy – Market Opportunity Analysis, Setting Marketing Objectives, Formulation, Implementation and Control of Marketing Strategy; Evolution of Marketing: From Marketing 1.0 to Marketing 5.0; Process of Formulating and Implementing Marketing Strategy in Digital Age – Situation Analysis, Setting Digital Marketing Objectives, Formulation, Implementation and Control for Digital Marketing Strategy; Introduction to 4R Framework – Recognize, Reach, Relationship and Return	(7+2)
II	Situation Analysis and Setting of Digital Marketing Objectives: Analysis of Digital Marketing Environment: Online Macro Environment – Technological, Economic, Political, Legal, Social & Cultural etc., Online Micro Environment – Digital Consumer Behavior, Digital Profiling and Recognition of Consumers, Customer Journey Map, Competitor Analysis, Intermediary Analysis; Role and Tools of Digital Marketing Research; Internal Audit for Digital Marketing, Resource Analysis, Stage Models for Digital Marketing Capability, SWOC Analysis, Setting of Digital Marketing Objectives – Online Revenue Contribution, Setting SMART Objectives, Frameworks of Objective Setting	(7+2)
III	Formulation of Digital Marketing Strategy: Market and Product Development Strategies, Business and Revenue Models Strategies, Segmentation, Targeting and Positioning Strategies in Digital Age, Product Strategy, Customer Service Strategy, Digital Branding Strategy, Pricing Strategy, Communications Strategy, Distribution Strategy, Methods of Delivery of Digital Information, Coverage and Reach of Digital Information, From Owned Media, Paid Media and Earned Media to Mixture, Customer Engagement Strategy, Social Media Strategy, e-CRM Strategy.	(7+2)
IV	Implementation of Digital Marketing Strategy: Delivering the Online Customer Experience – Website Design and Development, Designing the User Experience, Development and Testing of Content; Campaign Planning Process for Digital Media – Goal Setting and Tracking, Campaign Insight, Segmentation and Targeting, Offer and Message Development, Budgeting and Selecting Digital Media Mix, Integration into Overall Media Plan.	(7+2)

V	Organization and Control of Digital Marketing Strategy: Organizational Platform for Digital Marketing – Organizational Structures in Digital Age, Journey of Marketing Organizations, Principles of New Marketing Organizations, Organizational Capabilities (7S Framework) and Governance, Reorganizing Marketing Structures; Management and Measurement of Digital Marketing Performance – Creating Performance Management System, Methods of Realizing Returns in Digital Marketing, Digital Marketing Performance Metrics Framework, Role of Digital Analytics, Tools and Techniques for Collecting Metrics and Summarizing Results.	(7+2)
	Total	45

Suggested Text Books

1. Digital Marketing: Strategy, Implementation and Practice by Dave Caffey, Fiona Ellis-Chadwick, Pearson Education Ltd., UK, Sixth Edition.
2. Marketing Strategy in the Digital Age: Applying Kotler’s Strategies to Digital Marketing by Milton Kotler, Tiger Cao, Sam Wang, CollenQiao, World Scientific Publishing Co. Ltd., Singapore.

Suggested Reference Books

1. Strategic Marketing for the Digital Age by Bill Bishop, NTC Publishing Group, US.
2. Digital Marketing Strategy by Simon Kingsnorth, Kogan Page Ltd., UK.
3. Digital Marketing Strategy- Text and Cases, Glen Urban, Pearson, UK.

Suggested Online Link:

1. https://onlinecourses.nptel.ac.in/noc26_mg06/preview
2. <https://www.coursera.org/learn/marketing-channels>
3. <https://www.upgrad.com/digital-marketing-courses/>

