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# MBA(Digital Marketing) SYLLABUS I to IV SEMESTER

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## ADMISSION BATCH 2020-2022

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JSS MAHAVIDYAPEETHA

**JSS Science and Technology University**  
Sri Jayachamarajendra College of Engineering,  
JSS Centre for Management Studies,  
JSS Technical Institutions Campus, Mysore – 570 006

**COURSE STRUCTURE****SEMESTER I**

No	Sub Code	Course Name	L	P	T	Total
1	MBADM 101	Foundations of Management and Organisation Behaviour	4	0	0	4
2	MBADM 102	Accounting for Managers	4	0	0	4
3	MBADM 103	Managerial Economics	3	0	0	3
4	MBADM 104	Quantitative Techniques for Managers	3	0	0	3
5	MBADM 105	Marketing Management	3	0	0	3
6	MBADM 106	E Commerce	3	0	0	3
7	MBADM 1LB1	Lab for Microsoft Office	0	2	0	2
8	MBADM1WS1	Personal Development, Communication, Team work-Workshop	0	2	0	2
<b>Total</b>			<b>20</b>	<b>4</b>	<b>0</b>	<b>24</b>

**SEMESTER II**

No	Sub Code	Course Name	L	P	T	Total
1	MBADM201	Financial Management	4	0	0	4
2	MBADM202	Product and Brand Management	3	0	0	3
3	MBADM203	Consumer Buying behaviour	3	0	0	3
4	MBADM204	Fundamentals of Digital Marketing	3	0	0	3
5	MBADM205	Integrated Marketing Communications	3	0	0	3
6	MBADM206	Website planning and structure	3	0	0	3
7	MBADM2WS1	Business Research Methods -Workshop	0	2	0	2
8	MBADM2WS2	Communication and Leadership Development Workshop	0	2	0	2
9	MBADM2WS3	Content management system-Lab	0	2	0	2
<b>Total</b>			<b>19</b>	<b>6</b>	<b>0</b>	<b>25</b>

**SEMESTER III**

No	Sub Code	Course Name	L	P	T	Total
1	MBADM301	Search Engine marketing & Search Engine Optimization (SEO)	4	0	0	4
2	MBADM302	Social Media Marketing	4	0	0	4
3	MBADM303	Content Marketing	3	0	0	3
4	MBADM304	Digital Entrepreneurship	3	0	0	3
5	MBADM305	lead generation and Marketing Automation	3	0	0	3
6	MBADM306	e-mail marketing, Mobile Marketing and Video Marketing	3	0	0	3
7	MBADMLB1	SPSS Lab	0	2	0	2
8	MBADM3PT1	Placement Training	0	1	0	1
9	MBADM3SI1	Summer Internship	0	2	0	2
<b>Total</b>			<b>20</b>	<b>5</b>	<b>0</b>	<b>25</b>

**SEMESTER IV**

No	Sub Code	Course Name	L	P	T	Total
1	MBADM401	Services Management	4	0	0	4
2	MBADM402	Strategic Management	3	0	0	3
3	MBADM403	Personal selling and Sales Management	3	0	0	3
4	MBADM404	Project Management for Digital Marketing Firms	4	0	0	4
5	MBADM405	Affiliate Marketing and Google AdSense	3	0	0	3
6	MBADM406	Analytics- Web and Google	3	0	0	3
7	MBADMLB1	Lab: LinkedIn and Twitter Marketing	0	1	0	1
8	MBADM4WS1	Creative, Design Thinking and Skill Development.	0	1	0	1
9	MBADM4PT2	Placement Training	0	1	0	1
10	MBADM4PW1	Project Work	0	3	0	3
<b>Total</b>			<b>20</b>	<b>6</b>	<b>0</b>	<b>26</b>

# **SEMESTER I**

Nature	Area	Semester		
Core	MBA(Digital Marketing)	I		
Subject Code:	Subject Name:	<b>Credit Distribution</b>		
<b>MBADM101</b>	<b>FOUNDATIONS OF MANAGEMENT AND ORGANISATION BEHAVIOUR</b>	L-4	T-0	P-0
		CIE		50
		SEE		50

**A) Block 1: Introduction to Management**

Module 1: Management Concepts and Theories	8 Hours
Module 2: Management Functions	8 Hours
Module 3: Social and Ethical Responsibility in Management	8 Hours
Module 4: Management in the 21 <sup>st</sup> Century	8 Hours

**B) Block 2: Introduction to Organizational Behaviour**

Module 5: Individual Behaviour, Personality and Values	8 Hours
Module 6: Employee Attitudes	8 Hours
Module 7: Interpersonal Behaviour	8 Hours
Module 8: Managing Change and Development	8 Hours

**Books for Reference:**

- Organizational Behavior – John W Newstrom – 12th Edition, TATA McGraw HILL
- Management: James A.F.Stoner, R Edward Freeman, Daniel R Giolbert, 6th Edition, Prentice Hall.
- Principles of Management - Book by Charles W.L. Hill and Steven McShane
- Principles of Management: Efficiency and Effectiveness in the Private and Public Sector Textbook by Ian Towers and Peter Eichhorn
- Principles of Management -Book by Tony Morden
- Principles of Management -Book by Robert Kreitner

Nature	Area	Semester		
Core	MBA(Digital Marketing)	I		
Subject Code:	Subject Name:	<b>Credit Distribution</b>		
<b>MBADM102</b>	<b>ACCOUNTING FOR MANAGERS</b>	L-4	T-0	P-0
		CIE		50
		SEE		50

### Block 1: Introduction to Accounting and finance

#### Module 1: Basics of Accounting

**6 Hours**

Accounting Conventions and Concepts, Accounting Principles, and Accounting disclosures, GAAP and Users of Accounting. Introduction to IFRS.

#### Module 2: Basics accounting mechanics

**10 Hours**

Capital vs. Revenue Expenditure, Journal – Ledgers – Cash books -- Trial Balance – Income statement – Balance Sheet- (Students are required to understand the flow in recording transactions. Case studies should be adopted as teaching methodology), Accounting Equation.

### B) Block 2: Management Accounting

#### Module 3

**8 Hours**

**Revenue recognition and measurement** (As per Accounting Standard 9): Introduction- Recognition of revenue in the course of ordinary activities of an enterprise; **Inventory valuation** (As per Accounting Standard 2) Historic cost and market price valuation concepts (LIFO, FIFO and Weighted averages) - Implications of changes in method of valuation of Inventory; **Depreciation Accounting** (As per Accounting Standard 6): Accounting for depreciation and depreciation methods- straight line and WDV method. Disposal of depreciable assets Implications of changes in method of depreciation.

#### Module 4: Exposure to reading income statements of companies and firms

**2 Hours**

Profit and loss related concepts – reporting methods (vertical and horizontal), Measuring Income, Adjustment process, various heads in income statements, evaluating incomes and expenses to measure performances (Cost effectiveness – various cost component as a percent of sales).

**Module 5: Preparation and Presentation of Balance sheet of companies 6 Hours**

Balance sheet related concepts – Reporting of Assets of liabilities under Companies Act – Auditors' Report. Common-size Financial Statement – Concept of Window dressing.

**C) Block 3: Financial Management****Module 6: Analytical review of Financial Statements 8 Hours**

Profitability Statements - COGS, EBDIT, EBIT, Operating profit/loss, PBT, PAT; Ratio Analysis- An Introduction- Measurement of Overall Performance of a Firm/companies – Profitability Ratios- GP, Ratio, NP Ratio, P/E ratio, ROCE, RONW, EPS, DPS; Liquidity Ratios- Current ratio, Acid Test Ratio, Quick Ratio; Turnover Ratio- Debtors Turnover, Creditors Turnover, Stock Turnover; Solvency, Ratios- Debt Equity Ratio, Debt Service Coverage Ratio, Fixed Assets to Net worth; Uses of Ratios for Internal Management; An Introduction to Financial Gearing-Effect of Financial Leverage and Spread;

**Module 7: Fund Flow and Cash Flow Statements 6 Hours**

Fund flow statement - Determining the sources and uses of working capital. Preparation of Cash Flow Statement (as per AS-3); " Presentation of Cash Flow Statement; Operating, Activities; Investing Activities; Financing Activities; Foreign Currency Cash Flows; and Analysis-"; Accounting Standard on Cash Flow Statement. Difference between Fund Flow and Cash Flow Statements.

**Module 8: 4 Hours**

Accounts of Non trading organizations- receipts and payments account, Income and expenditure account, balance sheet

**Module 9:** Financing a Digital Marketing Business Start-up, managing a working capital, Recording Financial transactions exercises. **8 Hours**

**References:**

- Accounting an introduction 6<sup>th</sup> Edition-Eddie McLaney, Peter Afrill- Pearson Publishers
- Financial accounting a managerial perspective; R. Narayanaswamy PHI; 3rd Edition
- Accounting for Management text and cases; S.K. Bhattacharyya and John Dearden Vikas publishing house
- Financial Accounting for Management- N. Ramachandran & Ram Kumar Kakani - TMH Publications
- Financial accounting a managerial emphasis, Ashok Banerjee; Excel books
- Financial Accounting, P.C Tulsian; Pearson

Nature	Area	Semester		
Core	MBA(Digital Marketing)	I		
Subject Code:	Subject Name:	Credit Distribution		
MBADM103	MANAGERIAL ECONOMICS	L-3	T-0	P-0
		CIE		50
		SEE		50

**A) Block 1****Module-1 Introduction to Economics:****8 Hours**

Micro economic analysis – Scarcity and choice – Trade Offs – Prices and Markets – Theories and Models – Managerial Applications of Micro Economic Theory – Managerial Decision Making – Theory of the Firm - Goals of Microeconomic policy: Efficiency and Equity – Managerial Economics and Economic Theory – Maximizing the value of firm

Marginal Analysis for Optimal Decisions - Objective Function –Constrained and unconstrained optimization – Optimal level of activity – Marginal Benefit and Marginal Cost

**Module-2 Market Equilibrium/Basics of Demand and supply:****6 Hours**

Demand analysis: Concept of demand, different demand Concepts-Determinants of demand change in quantity demanded and change in demand-elasticity of demand and, measurement – Demand forecasting.

Supply Analysis: Concept of Supply-Determinants of Supply-Change in quantity supplied and change in supply-elasticity of supply-market equilibrium and government intervention.

Short run Vs Long run Elasticity – Demand and Supply

The seller's view: Total Revenues, Average Revenues, Marginal Revenues – Relationship between Elasticity of demand, Price (AR), TR and MR Applications of the elasticity concepts

**B) Block 2:****Module-3 Theory of Production:****8 Hours**

Production Decision of a Firm – Technology of Production - Production function-laws of production relating to short-run and long run- Production with a single variable input: TP,AP, MP



– Profit maximization and input choice – Two variable inputs: Production Isoquants - Marginal Rate of Substitution and Elasticity of substitution – Expansion path and returns to scale

Production with two outputs – Economies of scope - Production Transformation Curves – Economies and diseconomies of scope – the degree of economies of scope

**Module-4:**

**12 Hours**

**Cost of Production analysis**

Measuring Cost – Economic Vs Accounting costs-opportunity cost – sunk cost – Fixed cost Vs variable cost - Fixed cost Vs sunk cost – Marginal and Variable Cost – Four important decision pit falls

Cost in the Short Run – Determinants of short-run cost – shapes of the cost curves - Cost in the Long Run – user cost of capital – cost-minimizing input choice – Isocost Line – choosing inputs – cost minimization with varying output levels – Expansion path and Long run costs

Long Run Vs Short Run Cost curves – inflexibility of short run production – Long Run and Short Run average cost curves – Long Run and Short Run Marginal cost curves – Returns to scale, Economies and Diseconomies of scale – relationship between Long Run and Short Run Cost

Dynamic changes in costs – Learning Curve - Graphing the learning curves – learning Curve Vs economies of scale

**Module-5 Market structure and Managerial Decisions:**

**12 Hours**

**Managerial Decisions in Competitive Markets** - Characteristics of Perfect Competition – Demand curve facing the firm – Profit maximization in the short run – shut down price - Profit maximization in the Long run

**Managerial Decisions with market power** - Monopoly – characteristics – Determinants of market power – Profit maximization under Monopoly; output and pricing decisions – short run profit maximization and loss minimization under monopoly- Long run profit maximization under monopoly – Price Discrimination- Social costs and benefits of monopoly – monopoly regulation

**Managerial Decisions under Monopolistic Competition** - characteristics – short run equilibrium – Long run equilibrium – Excess capacity under monopolistic competition - Monopolistic competition and Advertisement

**Managerial Decisions under Oligopoly** – Oligopoly –Features – Kinked Demand Curve - Price Leadership – Cartels - Game Theory– Concepts; Prisoner’s Dilemma, Nash Equilibrium – First

Mover Advantage Vs Second Mover Advantage – Pricing practices facilitating cooperation - Strategic Decision Making in Oligopoly Markets

### C) Block 3:

#### Module-6 Pricing Practices:

**8 Hours**

Pricing Rules – of thumb – Mark up pricing and Profit maximization –MR, MC, and Profit maximization -Two part Pricing – Multiple Product Pricing – Transfer Pricing - Managerial Implications

#### Module-7 Long Term Investment Decisions:

**7 Hours**

Concepts of Risk and Uncertainty – Demand for Risky Assets – Assets – Risky and Riskless Assets – Asset Returns – Tradeoffs between risk and return - Measuring risks with Probability Distributions – Dispersion of Probability Distributions - variance – standard deviation – coefficient of variation – Manager’s utility function for profit – risk averse – risk loving – risk neutral - Managerial implications

#### Module -8 Decision under Uncertainty:

**6 Hours**

Maximization of Expected utility – Different preferences towards risk - Reducing Risk – Diversification –

Probability Matrix - Maximax Criterion - Maximin Criterion – Maximax Regret Criterion – Equal Probability criterion

#### References:

- Managerial Economics – Dr. D.M. Methane, Himalaya Publishing House
- Thomas ,Christopher R & S Maurice ,Charles ;**Managerial Economics – Concepts and Applications**
- New Delhi: Tata McGraw-Hill Irwin, 2008.
- Hershey, Mark; **Managerial Economics- An Integrative Approach** Cengage Learning India Pvt. Ltd., Publications 2009
- Maddala ,G S & Miller, Ellen; **Micro Economics – Theory & Applications**, Tata McGraw Hill Publications
- Dominick Salvatore; **Managerial Economics**, Oxford University Press
- Mankiw, Gregory; **Principles of Economics**, Thomson South-Western
- Pindyck &Rubinfeld ; **Microeconomics**, Pearson 5th edition
- G. S. Gupta, **Managerial Economics**, Tata Mc Graw Hill Latest Edition
- Mulhearn, Chris , Howard R Vane , **Economics for business**, James Eden , New York, Palgrave ,2011

Nature	Area	Semester		
Core	MBA(Digital Marketing)	I		
Subject Code:	Subject Name:	Credit Distribution		
MBADM104	QUANTITATIVE TECHNIQUES FOR MANAGERS	L-3	T-0	P-0
		CIE		50
		SEE		50

### A) Block 1: Statistics for Managers

#### Module 1: Introduction

**6 Hours**

Definition of Statistics – Importance and Scope of Statistics – Functions of Statistics - Statistical Investigation - Limitations of Statistics. Distrust of Statistics. Descriptive Statists – Tabular & graphical presentation–Statistical Data: Primary and Secondary data – Sources of Data – Types of Classification of data - Frequency Distribution: Discrete or Ungrouped Frequency Distribution, Grouped Frequency Distribution, Continuous Frequency Distribution. – Diagrammatic and Graphic Representation; Frequency Polygon, Cumulative Frequency Curves or Ogives – Advantages and Limitations of Diagrams and Graphs. Tabulation: - Types of Tables- Construction of one way and two way tables.

#### Module 2: Descriptive Statistics

**6 Hours**

Numerical Measure: Measures of Location- the Weighted and working with Grouped Data- Measures of Variability - Measures of Distribution shape- Relative Location and detecting outliers -Exploratory Data Analysis

### B) Block 2: Probability

#### Module 3: Introduction to Probability

**8 Hours**

Basic definition Events, Sample space and probabilities, Basic rules of probability, Conditional probability, independence of Events, Combinatorial concepts, laws of total Probability-Bay's theory, Joint probability table. Expectancy theory and problems.

#### Module 4: Discrete Probability distribution

**6 Hours**

Random Variable -Discrete Probability Distributions -Expected Value and Variance -Binomial Probability Distribution-Poisson Probability Distribution-. Continuous Probability Distribution Uniform Probability Distribution - Normal Probability Distribution - Normal Approximation of Binomial Probabilities - Exponential Probability Distribution.

**C) Block3: Correlation and Regression****Module 5: Correlation and Simple Linear Regression****6 Hours**

Correlation – concept, types, measures of correlations – Karl Pearson and Spearman’s correlation coefficient- Simple Linear Regression Model-Least Squares Method-Coefficient of Determination- Model Assumptions.

**Module 6: Samples and Sampling****6 Hours**

The Associates of Sampling, Problem-Simple Random Sampling -Points Estimation-Introduction to Sampling Distributions-Sampling Distribution of mean - Sampling Distribution of Proposition- Properties of point Estimators-Other Sampling Methods.

**D) Block 4: Sampling and Hypothesis****Module 7: Population and Sample Mean****4 Hours**

Known-Population mean: Unknown-Determining the sample Size-Population Proportion.

**Module 8: Hypothesis Testing****6 Hours**

Developing Null and Alternative Hypotheses -Type 1 and Type II Errors-Population Mean: Known standard deviations, population mean: Unknown standard deviations - Population proportion - Hypothesis Testing and Decision Making - Calculating the Probability OF Type II errors- Determining the Sample Size for Hypothesis Test about a population mean.

**References:**

- Quantitative Techniques – J.K.Sharma –Tata Mcgrawhill
- Quantitative Techniques – N.D. Vora, -Mcgrawhill
- Quantitative Methods – C.R.Kothari – Sage Publications
- Quantitative Methods – Dr. P. Nagesh, Himalaya Publications

Nature	Area	Semester		
Core	MBA(Digital Marketing)	I		
Subject Code:	Subject Name:	Credit Distribution		
MBADM105	MARKETING MANAGEMENT	L-3	T-0	P-0
		CIE		50
		SEE		50

### A) Block 1: Marketing and the External Environment

Module 1: Introduction to Marketing, Role of Customer, Relationship Marketing	4 Hours
Module 2: Analysing the Marketing Environment, PESTLE, Competition	4 Hours
Module 3: Marketing Research, role of information in marketing	3 Hours
Module 3: Consumer buyer behaviour, types, levels, decision making process.	4 Hours
Module 5: Marketing Segmentation, Target Marketing, Positioning	3 Hours
Module 6: Ethics in marketing, Consumerism	3 Hours

### B) Block 2: The Marketing Mix

Module 7: Product, Types, Branding, Packaging, PLC	4 Hours
Module 8: Price, types of pricing strategies	3 Hours
Module 9: Place, Channel Management and conflicts, Physical Distribution	3 Hours
Module 10: Promotion strategies, Promotional tools, IMC management, Sales Management.	4 Hours
Module 11: Services marketing, Extended marketing mix strategies	3 Hours

### C) Block 3: Marketing Management

Module 12: Strategic Planning, Implementation and Control	4 Hours
Module 13: International Vs Domestic Marketing Management	3 Hours
Module 14: Cases and Synthesis	3 Hours

### References:

- Principles and practices of Marketing – David Jobber and Fiona Chadwick - McGraw Hill

- Principles of Marketing – by Philip Kotler - McGraw Hill
- Fundamentals of marketing – by William J. Stanton and Charles Futrell- McGraw Hill
- Basic Marketing – global managerial approach-by William D. Perreault, E. Jerome McCarthy- TATA McGraw Hill

Nature	Area	Semester		
Core	MBA(Digital Marketing)	I		
Subject Code:	Subject Name:	Credit Distribution		
MBADM106	E COMMERCE	L-3	T-0	P-0
		CIE		50
		SEE		50

### A) Block 1: An overview of E-Business, Models, Types

Module 1: Definitions, History and Developments.	3 Hours
Module 2: Characteristics, advantages and disadvantages, adoption and impact of E- Business	3 Hours
Module 3: Types of e-Transactions – B2B, B2C, C2C, C2B etc., Electronic Storefronts, E-Marketplace	3 Hours
Module 4: Electronic Storefronts, e-Marketplace, Affiliate and Hybrid Models	3 Hours

### B) Block 2: The E-Business Technology and E Security

Module 5: Understanding Networks - routing, switching and protocols	3 Hours
Module 6: Web Presence – domain registration, website development and hosting	3 Hours
Module 7: Web server hardware and software; Data centre services.	2 Hours
Module 8: Security – service providers, digital certificates, encryption, SSL, Digital signatures.	3 Hours

### C) Block 3: Payment Systems and web customers, Social, ethical and legal aspects

Module 9: cyber wallets, mobile payment, NFC, payment service providers – PayPal, PayTM etc.	3 Hours
Module 10: payment gateways- standards, integration, banking and legal issues.	3 Hours
Module 11: Remarketing. Elements of e-Branding and marketing strategy on the web.	3 Hours
Module 12: Access, adaptation and attitudes. Customer satisfaction and loyalty.	3 Hours
Module 13: Privacy, Intellectual Property Rights, trademarks, copyrights, network innovations and patents; banking and dispute resolution policies, cyber laws.	3 Hours

### D) Block 4: Social network, Analytics, Entrepreneurship in E-Business,

Module 14: Use of Social networks for business, Analytics in E- Business.	4 hours
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Module 15: E-Business Entrepreneurial Process: Factors affecting the success, Development of E-Business Plan, Financing, Operational Challenges, Staffing, Project Management, Taxation, Future challenges and opportunities 6 Hours

**References:**

- E-Commerce: Strategy, Technologies and Applications Paperback – 2001 by David Whiteley
- E-Commerce: An Indian Perspective Paperback – Import, 30 Nov 2015-by P. T. Joseph
- One Click: Jeff Bezos and the Rise of Amazon.com Kindle Edition- by Richard L. Brandt
- E-Commerce: Strategy, Technologies and Applications Paperback – 2001 by David Whiteley
- E-Commerce: An Indian Perspective Paperback – Import, 30 Nov 2015-by P. T. Joseph



<b>Nature</b>	<b>Area</b>	<b>Semester</b>		
<b>Core</b>	<b>MBA(Digital Marketing)</b>	<b>I</b>		
<b>Subject Code:</b>	<b>Subject Name:</b>	<b>Credit Distribution</b>		
<b>MBADM1LB1</b>	<b>LAB FOR MICROSOFT OFFICE</b>	<b>L-0</b>	<b>T-0</b>	<b>P-2</b>
		<b>CIE</b>		<b>50</b>
		<b>SEE</b>		<b>50</b>

### **A) Block 1: Microsoft Excel**

Module 1: Microsoft Excel 2007 Fundamentals

Module 2: Viewing Navigating and Managing Worksheets and Workbooks

Module 3: Editing Worksheets

Module 4: Using Functions in Formulas

Module 5: Formatting Worksheets

Module 6: Preparing and Printing Worksheets

### **B) Block 2: Microsoft Word**

Module 7: Microsoft Word Fundamentals

Module 8: Viewing Navigating and Managing Documents

Module 9: Editing and Formatting Text

Module 10: Controlling Page and Text Layout

Module 11: Working with Tables

Module 12: Finalizing and Printing a Document

**C) Block 3: Microsoft Power Point**

Module 13: Introduction

Module 14: Creating a presentation

Module 15: Formatting a presentation

Module 16: Adding Graphics to the presentation

**References:**

- Word for Beginners (Word Essentials Book 1) Kindle Edition -by M.L. Humphrey (Author)
- Excel for Beginners (Excel Essentials Book 1) Kindle Edition -by M.L. Humphrey (Author)
- Accounting an introduction 6<sup>th</sup> Edition-Eddie McLaney, PeterAfrill- Pearson Publishers

Nature	Area	Semester		
Core	MBA(Digital Marketing)	I		
Subject Code:	Subject Name:	Credit Distribution		
MBADM1WS1	PERSONAL DEVELOPMENT, COMMUNICATION, TEAM WORK- WORKSHOP	L-0	T-0	P-2
		CIE		50
		SEE		50

### Sem1: Workshop for Personal Development, Communication, Team work

#### A) Block 1: Personal Development Exercises

Module 1: Personality Profiling

Module 2: Development of Self

Module 3: Competency building

Module 4: Creative Thinking

Module 5: Case Study and Role plays

#### B) Block 2: Communication

Module 6: Role of Communication in Management

Module 7: Types of communication

Module 8: Inhibitors to communication

Module 9: Exercises in Good Communication

Module 10: Business Communication, Exercises

#### C) Block 3: Team Work

Module 11: Groups VS Teams

Module 12: Formation Teams

Module 13: Team development Activities- Training Requirements

Module 14: Team performances and evaluation Activities, games and exercises.

# **SEMESTER II**

Nature	Area	Semester		
Core	MBA(Digital Marketing)	II		
Subject Code:	Subject Name:	Credit Distribution		
MBADM201	FINANCIAL MANAGEMENT	L-4	T-0	P-0
		CIE		50
		SEE		50

**Module 1: Financial Goals of the Firm****12 Hours**

Financial Management – Introduction to finance, objectives of financial management – Firm Value and equity value– profit maximization and wealth maximization - Changing role of finance managers - Organization of finance function.

Agency model; problem and agency cost – Stockholders and Managers; bondholders and society - Disciplining management through corporate governance - Sustainability model.

**Module 2: Time Value of Money****10 Hours**

Present and future value of single payments, annuities, annuities due, and perpetuities - Growth in annuities and perpetuities - Compound interest and continuous compounding - Annual percentage rates and effective annual rates - Mathematics of loans: Discount, Interest only, Full and partial amortization

**Module 3: Risk & Return****12 Hours**

Concepts of Risk and Return – Diversifiable and Non-Diversifiable risk - Risk & return of single asset, risk and Return of a portfolio, Measurement of market risk for single asset and portfolio.

**Module 4: Capital Budgeting****10 Hours**

Investment Rules: Capital budgeting methods and their limitations - Comparing projects with varying lives with varying cash flows - Capital budgeting decision rules.

**Module 5: Financing Decision****10 Hours**

Sources of long term funds Cost of capital – basic concepts. Cost of debenture capital, cost of preferential capital, cost of term loans, cost of equity capital (Dividend discounting and CAPM model). Cost of retained earnings. Determination of Weighted average cost of capital (WACC) and Marginal cost of capital.

**Module 6: Capital Structure****10 Hours**

Capital structure decisions – Overview of financing choices –The financing process; internal and external financing - Operational and financial leverage - Determination of the optimal capital structure - Planning the capital structure: EBIT and EPS analysis. ROI & ROE analysis. Capital structure policy (No capital structure theories to be covered)

**Recommended Books:**

1. Prasanna Chandra; Financial Management Theory and Practice; Tata McGraw Hill; 7th Edition
2. I.M. Pandey – Financial Management (Vikas), 9/e,
3. Brigham & Houston – Fundamentals of Financial Management, Thomson Cengage Learning, 1/e,
4. M.Y. Khan & P.K. Jain – Financial Management (TMH), 5/e
5. Damodaran, Corporate Finance – John wiley& Co., 2/e, 2004
6. Vanhorne, Financial Management & Policy, Pearson / PHI, 11/e, 2002.

<b>Nature</b>	<b>Area</b>	<b>Semester</b>		
<b>Core</b>	<b>MBA(Digital Marketing)</b>	<b>II</b>		
<b>Subject Code:</b>	<b>Subject Name:</b>	<b>Credit Distribution</b>		
<b>MBADM202</b>	<b>PRODUCT AND BRAND MANAGEMENT</b>	<b>L-3</b>	<b>T-0</b>	<b>P-0</b>
		<b>CIE</b>		<b>50</b>
		<b>SEE</b>		<b>50</b>

**A) Block 1:****Module 1: Product offering decision****8 Hours**

Marketing Mix and product Strategy – Integrated Approach, levels of a Product, Product Characteristics and Classifications, Product and Service Differentiation, Product Life Cycle Marketing Strategies.

**Module 2: Setting product Strategy****6 Hours**

Product- Mix Decisions, Product-Line Strategies, Product-Mix Pricing, Packaging and Labelling Decisions, Product Managers' role in organisation, New Product Development, Consumer-Adoptions Process.

**B) Block 2:****Module 3: Brand Management****4 Hours**

Concepts of brand, Types of Brands, Strategic Brand Management Process, Brand Building Blocks.

**Module 4: Identifying and Establishing Brand Positioning and Value****6 Hours**

Concepts of brand positioning, Choosing Point-of-Difference and Points-of-Parity, Positioning Strategies, Repositioning Strategies.

**Module 5: Managing Brands****6 Hours**

Brand personality, Elements of Brand Personality, Brand Awareness, Brand Loyalty, brand Identity-concept and Sources, Designing brand identity – kapfer's Brand Identity Prism, Brand Image.

**C) Block 3:****Module 6: Understanding Brand Equity****6 Hours**

Brand Equity – Definitions and Significance, Brand Equity Models, building brand equity, Brand Value and Brand Strength, measuring brand equity-cost based method, price Based Method, Consumer based Method.

**Module 7: Branding Strategy****6 Hours**

Designing and implementing branding strategies- name, symbol, Brand Extension- Meaning, types, Need, Advantages and Disadvantages, Evaluating brand Extension opportunities, reinforcement and revitalizing brands.

**Module 8: Managing Brands over geographic Boundaries and market Segments.****6 Hours**

Advantages and Disadvantages of Global Marketing Programs, Standardization Versus Customization, Global Brand Strategy, Building Global Customer-Based Brand Equity.

## References:

1. Chitale A .K, Product Policy and Brand Management, PHI Learning's.
2. Gary L Lilien, Arvind Rangaswamy, New Product and Brand Management Prentice Halls.
3. U. C. Mathur, Product and Brand Management, Excel Books.



Nature	Area	Semester		
Core	MBA(Digital Marketing)	II		
Subject Code:  MBADM203	Subject Name:  CONSUMER BUYING BEHAVIOUR	Credit Distribution		
		L-3	T-0	P-0
		CIE		50
		SEE		50

**A) Block 1: Foundations of consumer behaviour**

Module 1: Introduction to consumer behaviour	4 Hours
Module 2: Decision making and consumer behaviour models	4 Hours
Module 3: Cultural influences on consumer decision making	3 Hours
Module 4: Consumer and Social wellbeing	3 Hours

**B) Block 2: Internal influences on consumer behaviour**

Module 5: Motivation and Perception	4 Hours
Module 6: learning and memory	4 Hours
Module 7: Self	3 Hours
Module 8: Attitudes and persuasion	3 Hours

**C) Block 3: External Influences on consumer buying behaviour**

Module 9: Group and Situational effects on consumer behaviour	4 Hours
Module 10: Gender roles and subculture	4 Hours
Module 11: Social class and lifestyles	3 Hours
Module 12: Media habits, Social media, word of mouth, and fashion	3 Hours
Module 14: Cases and Synthesis	3 Hours

**References:**

- Consumer Behavior by Schiff man , 11/e, Pearson
- Consumer Behavior: Building Marketing Strategy by Hawkins and Mother Baugh, 12/e, McGraw-Hill
- Consumer Behavior by David Loudon and Albert Della Bitter 4/e
- Consumer Behavior : Building Marketing Strategy by Del I Hawkins, David L Mother Baugh and Amity Mukherjee, 11/e, McGraw-Hill- Special Indian Edition
- Shopper, Buyer and Consumer Behavior: Theory and Marketing Applications by Jay D Lindquist and Joseph M Sergey , 2/e, Biztantra

Nature	Area	Semester		
Core	MBA(Digital Marketing)	II		
Subject Code:	Subject Name:	Credit Distribution		
MBADM204	FUNDAMENTALS OF DIGITAL MARKETING	L-3	T-0	P-0
		CIE		50
		SEE		50

### Block 1: Understanding marketing through the internet

Module 1: Definition of digital marketing; origin of digital Marketing, Traditional VS Digital Marketing. 4 Hours

Module 2: Benefits of Digital marketing e.g. reach, scope, immediacy, interactivity 3 Hours

Module 3: The internet micro- and macro-environment, Internet users in India 4 Hours

Module 4: The internet marketing mix: product and branding; place e.g. channels, virtual Organizations; price e.g. auctions; promotions; people; processes; physical evidence. 4 Hours

Module 5: Digital marketing tools/e-tools; the online marketing matrix including business and Consumer markets; the online customer. 4 Hours

Module 6: Interactive order processing: choosing a supplier; selecting a product; check stock Availability; placing order; authorization of payment; input of data; data transfer; Order processing; online confirmation and delivery information; tracking of order; Delivery; data integrity and security systems; 3 Hours

### B) Block 2: Use the internet for promotion using digital marketing Communications

Module 7: Search engine marketing (SEM): definition of SEM, definition of search engine Optimization (SEO); advantages and disadvantages of SEO; best practice in SEO 4 Hours

Module 8: Paid search engine marketing, pay per click advertising (PPC); landing pages; long Tail concept; geo-targeting e.g. Google Ad Words; opt in email and email Marketing 4 Hour

Module 9: Market research 3 Hours

Module 10: Customer relationship Marketing 3 Hours

Module 11: Internet communities 3 Hours

**C) Block 3: Design a Digital Marketing plan**

Module 12: Design digital marketing plan, SWOT, situational analysis, key performance Indicators in internet marketing, Digital Landscape, P-O-E-M Framework. 3 Hours

Module 13: Segmenting and Customising Messages 4 Hours

Module 14: Digital Advertising Market in India 2 Hours

**References:**

- Digital Marketing by Seema Gupta (IIM-B)
- Digital Marketing: Strategy, Implementation & Practice by Dave Chaffey & Fiona Ellis-Chadwick
- Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation – Damian Ryan and Calvin Jones

Nature	Area	Semester		
Core	MBA(Digital Marketing)	II		
Subject Code:	SUBJECT NAME:  INTEGRATED MARKETING COMMUNICATIONS	Credit Distribution		
MBADM205		L-3	T-0	P-0
		CIE		50
		SEE		50

**Block one : An Introduction to Integrated Marketing Communication (IMC):**

**Module 1** 7 Hours.

**Role of IMC in marketing process**, IMC planning model, Marketing and promotion process model. Communication process, steps involved in developing IMC programme, Effectiveness of marketing communications Purpose, Role, Functions, Types, Advertising Vs Marketing mix, Advertising appeal in various stages of PLC

**Module 2** 7 Hours.

**Advertising Agency:** Type of agencies, Services offered by various agencies, Criteria for selecting the agencies and evaluation.

**Module -3** 7 Hours.

**Advertising objectives and Budgeting:** Goal setting – DAGMAR approach, various budgeting methods used.

**Block 2: Planning for Marketing Communication (Marcom) and Developing the Integrated Marketing Communication Programme:**

**Module 4** 6 Hours.

Media planning: Developing Media plan, Problems encountered, Media Evaluation-Print, Broadcast media, Support media in advertising. Media strategy: Creativity, Elements of creative strategies and its implementation, Importance of Headline and body copy.

**Module-5** 6 Hours.

**Direct Marketing:** Features, Functions, Growth, Advantages/Disadvantages, And Direct Marketing Strategies. Promotion: Meaning, Importance, tools used, Conventional/unconventional, drawbacks, push pull strategies, Co-operative advertising,

Integration with advertising and publicity Public relation/ Publicity: - Meaning, Objectives, tools of public relations, Public relation strategies, Goals of publicity, Corporate Advertising – Role, Types, Limitations, PR Vs Publicity.

**Module -6**

7 Hours.

Monitoring, Evaluation and control: Measurement in advertising, various methods used for evaluation, Pre-testing, Post testing.

**Block 3: Digital Media & Advertising****Module -7**

8 Hours.

**Advertising on the internet;** Digital Media, Evolution of Technology, Convergence of Digital Media, E- Commerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Advertising, and E-PR Digital **Public Relations:** What is DPR Influencer Marketing, Blogger Relations?

**Case Study:** Lacoste Pg. 268, and H&M, Page 273, Digital Marketing by Seema Gupta

**International Advertising:** Global environment in advertising, Decision areas in international advertising, **Industrial advertising, Advertising Laws & Ethics**

**Text Book:**

1. Advertising & Promotion- An Integrated Marketing Communications Perspective, George Belch, Michael Belch & Keyoor Purani, TATA McGraw Hill

**Reference Books:**

1. Advertising Management, Jaishri Jethwaney & Shruti Jain, Oxford University Press
2. Advertising & Promotions: An IMC perspective, Kruti Shah and Alan D'Souza, Tata McGraw Hill
3. Advertising Management, Aakar, Batra and Myers, Prentice
4. Advertising & Promotions, S H Kazmi and Satish K Batra, Excel
5. Advertising; Principles and Practice, Wells, Moriarty and Burnett, Pearson
6. Advertising & Promotion: An IMC approach, Terence A. Shimp Pub., Cengage Learning

Nature	Area	Semester		
Elective	MBA(Digital Marketing)	III		
Subject Code:  MBADM206	Subject Name:  WEBSITE PLANNING AND STRUCTURE	Credit Distribution		
		L-3	T-0	P-0
		CIE		50
		SEE		50

**A) Block 1: Introduction to WWW**

Module 1: Domains and buying a Domain	4 Hours
Module 2: Website language and Technology	4 Hours
Module 3: Core objective and flow	4 Hours
Module 4: Strategic design of Home page	4 Hours
Module 5: Portfolio, Gallery and Contact Us page	4 Hours

**B) Block 2: Engagement**

Module 6: Call to Action (real engagement Happens)	4 Hours
Module 7: Designing other pages	4 Hours
Module 8: SEO Overview	4 Hours
Module 9: Google Analytics tracking code	4 Hours

**C) Block 3: Design**

Module 10: Website Auditing	4 Hours
Module 11: Designing Word press Website	4 Hours
Module 12: Synthesis and design of one-page website	4 Hours

**References:**

- The Principles of Beautiful Website Design, 2nd Edition – Jason Beard / Sitepoint
- Convert Designing Websites for Traffic and Conversions by Ben Hunt
- Brand Media Strategy: Integrating Communications Planning in the Digital Age – Antony Y

Nature	Area	Semester		
Core	MBA(Digital Marketing)	II		
Subject Code:  MBADM2WS1	Subject Name:  BUSINESS RESEARCH METHODS - WORKSHOP	Credit Distribution		
		L-0	T-0	P-2
		CIE		50
		SEE		50

### A) Block 1: Role of Business Research

Module 1: Introduction Business Research

Module 2: Marketing planning drives marketing research

Module 3: Types of Research

Module 4: Role of Research in Digital Marketing

Module 5: Quantitative and Qualitative Methods

Module 6: Role of secondary Data, Types and management

### B) Block 2: Designing the Marketing Research Process

Module 7: Research Proposal and Research Design

Module 8: Sampling Design

Module 9: Data collection

Module 10: Analysis and interpretation

Module 11: Report Writing

### B) Block 3: Using Internet as an object and method for data collection

Module 12: e Business Research

Module 13: ethics in Research

Module 14: Synthesis and Cases

### References:

- Marketing research – An applied orientation-by Naresh K. Malhotra –Pearson Education
- Marketing Research Methodological Foundations- Churchill and Iacobucci – Thomson
- Marketing Research –Malhotra – Pearson Publications

Nature	Area	Semester		
Core	MBA(Digital Marketing)	II		
Subject Code:  MBADM2WS2	Subject Name:  <b>COMMUNICATION AND LEADERSHIP DEVELOPMENT - WORKSHOP</b>	Credit Distribution		
		L-0	T-0	P-2
		CIE		50
		SEE		50

### A) Block 1: Role of Communication and Decision making in business

Module 1: Business Correspondence: Basics of Communication and Types of communication:

Process of communication, components of communication, factors of communication, types of communication, barriers to communication

Formats of letter writing, Basics of Business Writing – 3 x 3: Writing Process: Pre-writing, Writing and Revising; Pre- writing: Analyze –Anticipate –Adapt, Organizing and Writing Business Messages – Researching Data and Gathering Ideas, Organizing Data, Composing the First Draft, Revising, proofreading; Evaluating Business Message

Routine Letters and Goodwill Messages: Direct and Indirect Pattern, Types of Routine Letters - Request Letters, Reply Letters, Recommendation Letter, Claims and Adjustment Letters, Complaint letters, sales letters, Kinds of Memos – Procedure and Information Memos, Request and Reply Memos, Confirmation Memos. Employment Communication – Preparing Resumes; Types of Resumes – Chronological, Functional and Combination; Application Letters – AIDA Approach; Reference Request Letter; Job Inquiry Letter; Resume Follow up Letter; Interview Follow Up Letter; Rejection Letter; Interviewing for Employment.

Module 9: Managing the internationalization Process: and Leading through transformation

#### Module 2: Writing for the Web

Social networking sites – Blogs - Business forums; Technology- enabled communication: Tools for Constructing, presenting, transmitting and collaborating messages.

### B) Block 2: All about Leaders and Leadership

Module 1: Defining a Leader

Module 2: Types of Leadership and styles

Module 3: Leader vs. Manager

### C) Block 3: How Innovative Leaders Manage in the Digital age



Module 4: Introduction to Meta Theory of Leadership

Module 5: The internet as an environment for Business Eco systems: Michael Dell, Dell Computers

Module 6: Keeping close to consumers

Module 7: Transcultural competence through 21 reconciliations

**References:**

- Leading Minds: An Anatomy of Leadership, by Howard E. Gardner and Emma Laskin, 2011
- Start with Why: How Great Leaders Inspire Everyone to Take Action, by Simon Sinek, 2011
- The 5 Levels of Leadership: Proven Steps to Maximize Your Potential, by John C. Maxwell, 2011
- Business Communication Today – Bovee Thill Schatzman – Seventh Edition.
- Business Communication – Connecting in a Digital World, Lesikar, Flatley, Rentz, Lentz, Pande, 13th Edition, Mc Graw Hill.

Nature	Area	Semester		
Core	MBA(Digital Marketing)	II		
Subject Code:  MBADM2WS1	Subject Name:  CONTENT MANAGEMENT SYSTEM-LAB	Credit Distribution		
		L-0	T-0	P-2
		CIE		50
		SEE		50

This course is designed keeping digital marketing students in mind. If students have no experience, and don't even know the ABCD of building website more specifically WordPress blog, WordPress Websites, students don't know anything about WordPress Plugins, WordPress Themes, how to use WordPress, WordPress SEO, WordPress dashboard, WordPress Widgets, then don't worry, we are there for you. Students can learn the most from it. Even if some students are experienced, you will still get to know certain things that you would not be knowing. This course is not for people trying to learn to code a custom Website. In this course, students will learn how to use the thousands of themes and plugins already out there to design your own custom websites.

**Requirements:**

A working computer, either Windows or Mac

A modern browser like Chrome, Firefox, or Safari

You don't need any experience with WordPress or with building a website and No Coding Skills required.

**Usefulness of this course/Lab:**

If you want to build a website for blogging, your business, hobby or your personal life.

You don't know coding and still want to make websites

All level of people who would like to learn from basics of WordPress

Learners who want to build their own WordPress using themes, then this course is for you. Course

**Contents:**

- Hosting your CMS
- Types of WordPress
- Setting up local server
- Downloading XAMPP
- Installing XAMPP to create local server
- Creating database and downloading WordPress
- Install WordPress
- Extracting WordPress files and installing WordPress

- Logging into WordPress Dashboard
- WordPress Dashboard
- Navigate to the WordPress dashboard; know what everything does and how to use it
- Install WordPress Themes
- Understand themes and how to find/install them
- Customizing WordPress Themes
- Customization of WordPress Widgets
- Installing WordPress Premium Theme
- Installing Wordpress Premium Theme Demo Content
- Install WordPress Plugins
- Installing plugin for SEO on WordPress website
- Increasing Speed of WordPress websites
- Security of WordPress websites
- Contact Form for WordPress websites
- Setup Contact us page for WordPress websites
- Creating Post and Basics of One Page Optimization (SEO)
- Creating Page
- Settings
- Domain
- Choosing the right domain name
- Registering your domain
- Choosing your hosting services
- Comparing various service providers
- Choosing your hosting provider
- Pointing your domain to hosting provider
- Setting up your Web server
- Installing your WordPress to your Web server
- Transferring Content to Web server

# **SEMESTER III**

Nature	Area	Semester		
Core	MBA(Digital Marketing)	III		
Subject Code:  MBADM301	Subject Name:  SEARCH ENGINE MARKETING AND SEARCH ENGINE OPTIMIZATION	Credit Distribution		
		L-4	T-0	P-0
		CIE		50
		SEE		50

### A) Block 1: Understanding Search Engine Marketing and Search Engine Optimization

Module 1: What is SEM and SEO? SEO key word planning, Meta tags and Meta Description, Website content optimization, Back link strategies, Internal and external links, Optimizing the site structure. 12 Hours

Module 2: On page SEO, Off page SEO, Local SEO, Mobile SEO, e Commerce SEO. 8 Hours

### B) Block 2: Optimizing Google Algorithms

Module 3: Use of webmaster tools, Measuring SEO effectiveness, Synthesis 12 Hours

### C) Block 3: Google Ad words, PPC advertising, Basic and Intermediate

Module 4: Introduction to Google Ad words, Ad TYPES, Pricing models, PPC cost Formula, Ad Page Rank, Billing and payments, 10 Hours

Module 5: User Interface, Planning and control of key words, Designing Image Ad, Creating Animated Ads, YouTube Video Promotion, 10 Hours

Module 6: Creating Video Ads, Use Self-Service or managed Ads, get started with a Campaign Manager, choose an Ad Format, create an Ad, Target, Measure and optimize your Campaign, Synthesis Case: DELL Pg. 210 Digital Marketing by Seema Gupta 12 Hours

### References:

- Search Engine Land's Guide to SEO – Search Engine Land
- The Referral Engine – John Jantsch
- Digital Marketing for Dummies, By Ryan Deiss and Russ Hennesberry, 2017
- Art of SEO (3rd edition) by Eric Enge.
- The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly – David Meerman Scott

Nature	Area	Semester		
Core	MBA(Digital Marketing)	III		
Subject Code:  MBADM302	Subject Name:  SOCIAL MEDIA MARKETING	Credit Distribution		
		L-4	T-0	P-0
		CIE		50
		SEE		50

### Block A: Objectives of Social Media

Module 1: Introduction to social Media, how to build a successful Social Media Strategy, Goal setting, Strategy and implementation, Measure and Improvement. 8 Hours

### Social Media Trends

Module 2: Listening to Market, Digital Marketing Trends, Branding on the Net, Branding your Website, Trends in Digital Advertising 8 Hours

### Block B: YouTube Marketing Fundamentals

Module 3: Google Pages for You Tube Channels, Video Flow, Verify Channel, Webmaster Tool – Adding Asset. 6 Hours

Module 4: Associated Website Linking, Custom Channel URL, Channel – ART, Links, Keywords, Main Trailer, Uploading Videos, Defaults, Creator Library, Channel Navigation, Video Thumbnail. 6 Hours

Module 5: CTA- Annotation, Cards on Mobile, re direct Traffic to Website, Post Upload Enhancements, Live Broadcasting, Managing Playlists, comments and Messages, Monetization with Ad sense, paid YouTube Channel, Channel Analytics, Real time Analytics. 6 Hours

Module 6: How to make videos, Camera angles, settings, shooting, techniques, editing, Audio, background score, Animation, Software for editing, on hands training on video, Publishing HD videos, Practical Examples and creating Animated Contents, Synthesis and case analysis. 6 Hours

### Block C: Facebook for Business.

Module 7: Facebook for Business-Facebook fan Engagement, Anatomy of Ad Campaign, Adverts-Types of adverts, Adverts Targeting. Case Study-Tata DoCoMo Ref. Digital marketing by Seema Gupta pg.156, Adverts Placement, Adverts Bidding, Adverts Budget, Adverts Scheduling, Adverts Objectives, Adverts optimisation, Adverts Delivery. 6 Hours

**Module 8: Facebook Insights and other marketing tools**

Audience Insights, page Insights, Facebook groups, Hashtags, Facebook Apps, Facebook live, Facebook Avatar, Facebook Ad manager, Facebook Power editor. 6 Hours

**Block D: Instagram and Snapchat**

Module 9: Instagram- Objectives, Content Strategy, Style Guidelines, Hashtags, Videos, Sponsored Ads, Apps, generate Leads. 6 Hours

Module 10: Snapchat, Digital Public Relations- Influencer Marketing, Blogger relations. Case Study-H&M Ref. Digital marketing by Seema Guptha pg.273 6 Hours

**References:**

- Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017
- Socialnomics: How Social Media Transforms the Way We Live and Do Business – Erik Qualman
- Digital Marketing by Seema Guptha

Nature	Area	Semester		
Elective	MBA(Digital Marketing)	III		
Subject Code:	Subject Name:	Credit Distribution		
MBADM303	CONTENT MARKETING	L-3	T-0	P-0
		CIE		50
		SEE		50

### Block 1: Introduction and objectives

Module 1: What content marketing is and how to incorporate it into your business	3 Hours
Module 2: How to publish your content and incorporate SEO into your strategy so people can find you	3 Hours
Module 3: How to increase traffic coming to your website(s)	3 Hours
Module 4: How to engage your customers with your content	3 Hours
Module 5: How to optimize what you already have and create GREAT content with it – you don't need to start from scratch	3 Hours
Module 6: How to develop a strategy to create content for what your customers want -not what you think they want	3 Hours
Module 7: How content marketing can be a cohesive blend with your other marketing Tactics not competition	2 Hours
Module 8: Which channels work, why, and how to incorporate them into your marketing plan	2 Hours
Module 9: How to use social media to communicate better in your networks, and more Efficiently	2 Hours

### Block 2: Content Process

Module 10: Collecting Content Ideas, Setting Up Google Alerts, Setting Up an RSS Feed Using Google for Ideas	3 Hours
Module 11: Identifying Students' Unique Propositions, Identifying a Target Audience, Naming Primary and Lower-Level Goals, Forming a Core Message and Secondary Messages	3 Hours
Module 12: Establishing an Online Footprint, starting with a Blog, Writing for the Web	3 Hours
Module 13: Performing a Competitive Analysis, Using an Editorial Calendar	3 Hours
Module 14: Understanding the Importance of Images, Audio, and Video	3 Hours

### Block 3: Content Creativity

Module 15: Brainstorming and Mind Mapping, Generating Ideas Using Social, Media, Generating Ideas by News jacking	3 Hours
Module 16: Building Your Brand	3 Hours
Module 17: Synthesis and Case analysis	3 Hours



**References:**

- Global Content Marketing by Pam Didner
- Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses by Joe Pulizzi
- Global Content Marketing by Pam Didner

Nature	Area	Semester		
Elective	MBA(Digital Marketing)	III		
Subject Code:	Subject Name:	Credit Distribution		
MBADM304	DIGITAL ENTREPRENEURSHIP	L-3	T-0	P-0
		CIE		50
		SEE		50

### A) Block 1: Entrepreneurship and Start up

Module 1: Entrepreneurship in the twenty-first century, social and civic –entrepreneurship, Innovation and entrepreneurship 6 Hours

Module 2: Developing creativity, business idea and evaluation, Developing the business plan and launching the business, Financing the business, Growing the business, Exit: Failure and success 6 Hours

Module 3: The Digital landscape for Digital Start-ups, Accelerators and Incubators in the 21<sup>st</sup> century, Cases and Synthesis 4 Hours

### B) BLOCK 2: Introduction to Entrepreneurship

Module 4: Concepts and Overview of Entrepreneurship, Evolution and Growth of Entrepreneurship from a global perspective, The Role of Entrepreneurs in the economic developments and myths about entrepreneurs. 6 Hours

Module 5: Qualities, Nature, Types, Traits, Culture, Similarities and Economic and differences between Entrepreneur and Intrapreneur. The Entrepreneurial Decision Process, Skill Gap Analysis, and Role Models, Mentors and Support system, Entrepreneurial Success stories. (With special reference to Digital and Technology Entrepreneurs) 6 Hours

### C) BLOCK 3: Digital Entrepreneurship

Module 6: Meaning, Definition of Digital Entrepreneurship and Digital Entrepreneurs. New Opportunities and Challenges. Reasons for entrepreneurs to turn into Digital Entrepreneurs. Entrepreneurship and Digital entrepreneurship – Difference and pillars of Digital Entrepreneurship. Reducing Barriers to Entrepreneurship in the digital era and the New entrepreneurial challenges in the digital era. 6 Hours

Module 7: The role of Market Orientation in Digital Entrepreneurship, Importance of Digital Entrepreneurship and ways Digital Entrepreneurship can be encouraged. Definition of Digital

Transformation and interrelationship between Digital Transformation and Digital Entrepreneurship, characteristics of Digital Transformation. 4 Hours

**D) BLOCK 4: Digital Business Design and Value Proposition**

Module 8: Definition of Digital Business Design, types of Digital Business and the importance of Digital Business Design for Digital Entrepreneurs. Preparing for the Digital Revolution. 4 Hours

Module 9: Value Proposition, Describing the purpose of Digital Business and Competitive advantage versus alternatives. The ABC's of Digital Business Design (The Acquisition, Behavior-Conversion Process) 4 Hours

**References:**

- Entrepreneurship –Successfully launching new ventures –third edition – Bruce R. Bar ringer, R. Duane Ireland – Pearson
- Entrepreneurship & Small Business- Start –Up, Growth & Maturity, - Third Edition, Paul Burns – Palgrave Macmillan
- Product Management – Donald R.Lehaman, Russel.s. Winer, Tata McGrawhill edition

Nature	Area	Semester
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<b>Elective</b>	<b>MBA(Digital Marketing)</b>	<b>III</b>		
<b>Subject Code:</b>	<b>Subject Name:</b>	<b>Credit Distribution</b>		
<b>MBADM305</b>	<b>LEAD GENERATION AND MARKETING AUTOMATION</b>	<b>L-3</b>	<b>T-0</b>	<b>P-0</b>
		<b>CIE</b>		<b>50</b>
		<b>SEE</b>		<b>50</b>

### 1) Block 1: Lead Generation

Module 1: Lead generation Strategy, Lead and list Management	4 Hours
Module 2: CRM Integration, Sales Integration, Product Integration	3 Hours
Module 3: Capturing leads from sources	3 Hours
Module 4: Lead source link building and Lead tracking features	3 Hours
Module 5: Business reporting	3 Hours
Module 6: Web hooks and connector	3 Hours

### B) Block 2: Marketing Automation

Module 7: Complete Automation	4 Hours
Module 8: Marketing Automation Tools	3 Hours
Module 9: Email Campaigns	3 Hours
Module 10: Email Auto responder	3 Hours
Module 11: SMS Auto responder	3 Hours

### C) Block 3: Landing page

Module 12: Creating landing Page	4 Hours
Module 13: Landing page CTA	3 Hours
Module 14: Website Widgets	3 Hours
Module 15: Synthesis and exercises	3 Hours

### References:

- Convert – Ben Hunt
- Conversion Optimization: The Art and Science of Converting Prospects to Customers – Khalid Saleh
- The Best Digital Marketing Campaigns in the World: Mastering the Art of Customer Engagement – Damian Ryan and Calvin Jones
- Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust – Chris Brogan

Nature	Area	Semester		
Elective	MBA(Digital Marketing)	III		
Subject Code:  MBADM306	Subject Name:  E-MAIL MARKETING, MOBILE MARKETING AND VIDEO MARKETING	Credit Distribution		
		L-3	T-0	P-0
		CIE		50
		SEE		50

**A) Block 1: Email Marketing**

Module 1: Email Software and Tools, Importing Email Lists, Planning Email Campaign, Email templates and Designs 6 Hours

Module 2: Sending HTML email Campaigns, Web forms lead importing, Integrating Landing page forms, Campaign Reports and insights, Segmentation Strategy, Segmentation lists. 4 Hours

Module 3: Auto Responder series, Auto Responder Actions, Triggering Auto- Responder Emails, Triggers in Email using the 4 Ps of marketing 4 Hours

**B) Block 2: Introduction to Mobile Marketing**

Module 4: Mobile usage, Mobile penetration Worldwide, Smartphone penetration worldwide. 4 Hours

Module 5: Mobile Advertising Models, Advantages of Mobile Advertising, Mobile Marketing Toolkit, Paid and Owned. 4 Hours

**C) Block 3: Mobile Marketing Features**

Module 6: Location- Based Services or Proximity, Social Marketing on Mobile, QR Codes Augmented Reality, Gamification, Common mistakes in mobile strategy. 4 Hours

Module 7: Diversity issues in India through Mobile, Campaign development Process, Tracking of Mobile Campaigns- Mobile Analytics. 6 Hours

Case Study Analysis-Philips Air Fryer Pg. 305 Digital Marketing by Seema Gupta

**D) Block 3: Video Making for YouTube**

Module 8: How to make videos, Camera angles, settings, shooting techniques, editing, Audio, background score, Animation, Software for editing 8 Hours

Module 9: On hands training on video, Publishing HD videos, Practical Examples and creating Animated Contents. 6 Hours

**References:**

- Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales With Email Marketing, By Ian Brodie, 2013
- Youtility by Jay Baer

- Digital Marketing by Seema Gupta
- Groundswell: Winning in a World Transformed by Social Technologies – Charlene Li and Josh Bernoff
- The Elements of User Experience: User-Centered Design for the Web – Jesse James Garrett
- Socialnomics: How Social Media Transforms the Way We Live and Do Business – Erik Qualman
- Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising by Daniel Rowles
- Tap: Unlocking the Mobile Economy by Anindya Ghose

<b>Nature</b>	<b>Area</b>	<b>Semester</b>		
Laboratory	MBA(Digital Marketing)	III		
<b>Subject Code:</b>	<b>Subject Name:</b>	<b>Credit Distribution</b>		
<b>MBADM3LB1</b>	<b>SPSS LAB</b>	L-0	T-0	P-2
		<b>CIE</b>		<b>100</b>

Statistics in the social sciences involves the collection, analysis, interpretation, and presentation of data to answer questions about the social world. The specific topics covered in this course include data description, statistical inference, hypothesis testing, analysis of association and variance, an introduction to regression analysis, and a basic understanding of computer-based statistical software. Students will learn how statistics can help them to answer questions about the social world and enhance their ability to think through problems.

Upon completing this course student will be able to:

1. Describe the structure and characteristics of statistical data;
2. Calculate and interpret measures of central tendency and variability in statistical data;
3. Assess the strength of association between sociological variables;
4. Determine whether observed statistical patterns and associations are generalizable to the larger social world;
5. Achieve a basic understanding of statistical and database computer software;
6. Identify and carryout basic statistical analyses used in sociological inquiry;
7. Become a critical consumer who can assess the validity of the data, graphs, charts, and statistics.
8. Undertake basic exploratory data analysis and interpret the results
9. Carry out simple significance testing
10. Control the operation of SPSS and manage their files and output
11. Use SPSS syntax to automate routines.

### **Module 1**

Introduction, Basics, Starting SPSS, Navigating, Data Editor, SPSS Viewer, Getting your data in Opening an Excel file, Manually entering data, Opening an existing SPSS file, Saving your work

### **Module 2**

Cutting and pasting, Exporting, Describing data, Frequency distributions, Parametric vs. Non-parametric statistics, Normality, Homogeneity of Variance,

**Module 3**

Frequency Distributions and Descriptive Statistics, Graphing, Z-Scores, T-Tests, ANOVA, Correlation and Regression, Data Analysis, Analyzing Frequencies: Chi-square, Comparing two groups

**Module 4**

T-tests, Paired T-tests, comparing two groups – Non-parametric, Two independent groups: Mann-Whitney U, Paired groups: Wilcoxon Signed Rank Test, Testing associations between continuous variables, Correlation.

**Module 5**

Parametric: Pearson correlation coefficient, Nonparametric: Spearman's rho, Getting Started with SPSS, Describing Data I, Describing Data II

**Module 6**

A First Look at Some Sociological Data, Exploring Relationships, Regression, More on Relationships, A First Look at Experimental Design, Central Limit Theorem, Building Confidence In Confidence Intervals

**Module 7**

Concepts In Hypothesis Testing, Two Group Inference, Population Means, Comparing two Population Means, Comparing Multiple, Groups – Parametric, One-Way Analysis of Variance (ANOVA), and Additional Topics: Post-hoc tests (Multiple comparison test)



Nature	Area	Semester		
Core	MBA(Digital Marketing)	III		
Subject Code:	Subject Name:	Credit Distribution		
MBADM3PT1	PLACEMENT TRAINING	L-0	T-0	P-1
		CIE		100
		SEE		0

APTITUDE ESENTIALS				
SI No	Topic Name	Sub-Topics	Duration in Hours	TRAINER / FACULTY
-	Pre-assessment		1 Hour (Online)	EXTERNAL EXPERT TRAINER / VENDOR
1	Numbers system	a. Number system		
		b. Power cycle		
		c. Remainder cycle	2	
		d. Factors, Multiples		
		e. HCF and LCM		
2	Reading comprehension	a. Speed Reading Strategies	2	
		b. RC - Types and Tackling Strategies		
3	Data arrangements and Blood relations	a. Linear Arrangement		
		b. Circular Arrangement		
		c. Multi-dimensional Arrangement	2	
		d. Blood Relations		
4	Time and work	a. Work with different efficiencies		
		b. Pipes and cisterns		
		c. Work equivalence	2	
		d. Division of wages		
5	Sentence correction	a. Subject-Verb Agreement		
		b. Modifiers		
		c. Parallelism		
		d. Pronoun-Antecedent Agreement	2	
		e. Verb Time Sequences		

		f. Comparisons	
		g. Prepositions	
		h. Determiners	
6	Coding & decoding, Series, Analogy, Odd man out and Visual reasoning	a. Coding and Decoding	
		b. Series	
		c. Analogy	2
		d. Odd Man Out	
		e. Visual Reasoning	
7	Percentages, Simple interest and Compound interest	a. Percentages as Fractions and Decimals	
		b. Percentage Increase / Decrease	
		c. Simple Interest	
		d. Compound Interest	2
		e. Relation Between Simple and Compound Interest	
8	Sentence completion and Para-jumbles	a. Pro-active thinking	
		b. Reactive thinking (signpost words, root words, prefix suffix, sentence structure clues)	
		c. Fixed jumbles	2
		d. Anchored jumbles	
9	Clocks, calendars, Direction sense and Cubes	a. Clocks	
		b. Calendars	
		c. Direction Sense	2
		d. Cubes	
10	Time, Speed and Distance	a. Basics of time, speed and distance	
		b. Relative speed	
		c. Problems based on trains	2
		d. Problems based on boats and streams	
		e. Problems based on races	
11	Vocabulary	a. Vocabulary Demystified	
		b. Synonyms and Antonyms	
		c. Word Analogy	2
		d. Miscellaneous Vocabulary	
12	Data interpretation and Data sufficiency	a. Data Interpretation – Tables	
		b. Data Interpretation - Pie Chart	

		c. Data Interpretation - Bar Graph	2	
		d. Data Sufficiency		
13	Profit and loss, Partnerships and averages	a. Basic terminologies in profit and loss		
		b. Partnership		
		c. Averages	2	
		d. Weighted average		
		e. Mixtures and alligations		
14	Articles, Prepositions and Interrogatives	a. Definite and Indefinite Articles		
		b. Omission of Articles		
		c. Prepositions		
		d. Compound Prepositions and Prepositional Phrases	2	
		e. Interrogatives		
15	Permutation, Combination and Probability	a. Fundamental Counting Principle		
		b. Permutation and Combination		
		c. Computation of Permutation		
		d. Circular Permutations	2	
		e. Computation of Combination		
		f. Probability		
16	Ratio and Proportion	a. Ratio		
		b. Proportion		
		c. Variation	2	
		d. Simple equations		
		e. Problems on Ages		
17	Logical connectives, Syllogism and Venn diagrams	a. Logical Connectives		
		b. Syllogisms		
		c. Venn Diagrams – Interpretation	2	
		d. Venn Diagrams - Solving		
18	Voices and Speech	a. Active Voice and Passive Voice b. Direct Speech and Indirect Speech	2	

-	<b>Post-assessment</b>		1 Hour	
			(Online)	
<b>Total Duration</b>			<b>36 Hours</b>	
<b>INTERVIEW ESSENTIALS</b>				
<b>Sl.no</b>			<b>Duration</b>	<b>TRAINER / FACULTY</b>
1	Group discussion - Basics	· Importance of GD round		Prof Yuvaraj
		· Skills assessed in GD round		
		· How to ace GD		
		· Dos and don'ts of a GD	2	
		· Idea generation techniques		
		· One mock GD participated by 12 volunteer students, facilitated by the trainer		
2	Personal Interview - Basics	· Self-introduction practice		Prof Aruna Adarsh
		· Body language – especially grooming	2	
		– for personal interview		
		· Personal interview – FAQs discussion		
3	Resume writing - Basics	· How to write a good and impressive		Prof M Pradeep
		Resume		
		· Important aspects of an impressive	2	
		Resume		
		· Sample template and formatting ideas		
<b>Total Duration</b>			<b>6 Hours</b>	

<b>Nature</b>	<b>Area</b>	<b>Semester</b>		
<b>Core</b>	<b>MBA(Digital Marketing)</b>	<b>III</b>		
<b>Subject Code:</b>	<b>Subject Name:</b>	<b>Credit Distribution</b>		
<b>MBADM3SI1</b>	<b>SUMMER INTERNSHIP</b>	<b>L-0</b>	<b>T-0</b>	<b>P-2</b>
		<b>CIE</b>		<b>50</b>
		<b>SEE</b>		<b>50</b>

**A) Block 1: Introduction and Briefing**

Module 1: Project and Internship Briefing

Module 2: Registration with Organisation

Module 3: Finalising Internship plan

Module 4: Letter addressing organisation and handover

**B) Block 2: Project discussion and mentoring**

Module 5: LOG Book maintaining

Module 6: Meeting 2 for update and follow up

Module 7: Meeting 3 for update and follow up

**C) Block 3: Experience and Training**

Module 8: Fieldwork and Training

Module 9: Report writing and evaluation, Viva

# **SEMESTER IV**

Nature	Area	Semester		
Core	MBA(Digital Marketing)	IV		
Subject Code:	Subject Name:	Credit Distribution		
MBADM401	SERVICES MANAGEMENT	L-4	T-0	P-0
		CIE		50
		SEE		50

**Module 1: Introduction to Services Management Frameworks for Understanding Services**  
 Nature of Services, Macroeconomic Trends and Opportunities, Distinctive Marketing Challenges Posed by Services, Categorization of Services **8 Hours**

**Module 2: Frame work for Understanding Customer Perceptions**

Service encounters and Process Flows, perceived service quality, satisfaction and perceived value, Introduction to the Gaps Model of Service Quality, Customer Expectations of Satisfaction and Quality, Customer Perceptions of Satisfaction and Quality **8 Hours**

**Module 3: Managing and Understanding the Service Experience**

The Three-Stage Model of Consumer Behavior Applied to select Services in terms of behavior and expectations, The Service Delivery System, Theatre as a Metaphor for Service Delivery, Role and Script Theories Applied to Services **6 Hours**

**Module 4: The Service Offer- Understanding and Closing Gap 1**

Customer Research, Key Steps in Service Planning, Core and Supplementary Services, The Flower of Service—Adding Value via Supplementary Services, Branding of Services, Designing the Service Enterprise: New Service Development, Technology in Services, Service Quality, Process Improvement (DEA supplement), Segmentation Targeting and Positioning of Services in Competitive Markets. **8 Hours**

**Module 5: Understanding and Closing Gap 3**

Role of customers and employees- boundary spanners, support staff in delivering services. Managing People for Service Advantage: Importance of Service Personnel, Conflicts in Boundary—spanning Roles and Implications of Role Stress, The Cycles of Failure, Mediocrity, and Success, Selection, Training, and Motivation of Service Staff, Service Leadership and Service Culture. **6 Hours**

**Module 6: Designing Customer Service Processes**

Understanding and Closing Gap 2: Service Standards, Development, and Design, blueprinting as a Basic Tool for Understanding and Managing Service, Processes, Service Process Redesign, Increasing Customer Participation **6 Hours**

**Module 7: Designing the Service Environment**

The Services Cape Model, Dimensions of Service Environments, Engineering Customer Service Experiences, Managing Capacity and Demand, Managing Waiting Lines, Balancing Demand and Capacity **6 Hours**

**Module 8: Pricing Services and Revenue Management**

Objectives & Foundation for Setting Prices, Cost-based, Value-based, and Competition-based Pricing, Revenue Management, Ethical Concerns & Perceived Fairness of Pricing Policies. **6 Hours**

**Module 9: Designing the Communications Mix for Services**

Understanding and Closing Gap 4, Communication Strategies for Services, Branding and Communications **6 Hours**

**Module 10: Managing Customer Loyalty and Organizing for Service Leadership**

Relationship Marketing: Service Switching, Retention, the Economics of Customer Retention, Managing the Customer Pyramid, the Wheel of Loyalty, Loyalty Programs, CRM Strategies, Customer Feedback and Service Recovery: Consumer Complaining Behavior, Principles of Effective Service Recovery Systems, the Power of Service Guarantees, the Service Profit Chain, Financial and Economic Effects of Service. **10 Hours**

**Text Books**

1. Valarie A Zeithaml, Mary Jo Bitner, Dwayne D Gremler (2000), ' Services Marketing- Integrating Customer Focus Across the Firm' Second, , McGraw- Hill/Irwin.
2. Christopher H Lovelock, Jochen Wirtz (2010), "Services Marketing: People, Technology, Strategy" Prentice Hall, 2010-626 Pages.



<b>Nature</b>	<b>Area</b>	<b>Semester</b>		
Core	MBA(Digital Marketing)	IV		
<b>Subject Code:</b>	<b>Subject Name:</b>	<b>Credit Distribution</b>		
<b>MBADM402</b>	<b>STRATEGIC MANAGEMENT</b>	<b>L-3</b>	<b>T-0</b>	<b>P-0</b>
		<b>CIE</b>		<b>50</b>
		<b>SEE</b>		<b>50</b>

**Module 1****Strategic Management and Strategic Competitiveness****3 Hours**

Strategy making process, understand above average returns as a measure to determine that firm has competitive advantage, benefits of strategy management, Component of strategic management model.

**Module 2****Strategic Direction****4 Hours**

Understand strategic management process business definition & Organization values that build mission statement. Describe strategic vision, mission, goals, long term objectives, short term objectives and discuss their value to the strategic management process.

**Module 3****Situation Analysis Part I - The Internal Environment****7 Hours**

Resource based strategy, Identify the strength and weakness by analyzing the internal environment. Understand the concept of Value and discuss its importance. Define capabilities and discuss how they are developed. Match Core competencies with resources and capabilities. Use value chain to identify and evaluate resources and capabilities. Discuss importance of preventing core competencies from becoming core rigidities.

**Module 4****Situation Analysis Part II - The External Environment****10 Hours**

Explain the importance of a firms' external environment that helps identify opportunities and threats. Describe the general environment and the industry environment. Understand the competitive landscape. Porters five competitive forces and explain how the five forces shape

competition within an industry and limits profitability. Understand the different methods to carry out competitor Analysis, sources of potential competition and mobility barriers within strategic groups. Business firm's opportunities, threats constraints, economic considerations, technological considerations. Competitive behavior of firms in Industry leading to competitive dynamics, Offensive and defensive strategies that lead to competitive dynamics, First, and late movers and advantages and disadvantages, Model of competitive rivalry, Conditions for undertaking competitive actions & drivers of competitive behavior, outcomes of competitive dynamics.

## **Module 5**

### **Strategy Formulation Part I –Business Level Strategies**

**7 Hours**

Development of concepts for competitive positioning, Cost leadership/Differentiation/Focus/Broad differentiation strategies & how firms strive to achieve with benefits and drawbacks of each generic strategy. If strategies were generic, then how and why does each firm within industry pursue varying strategies. Strategies in High Technology Industry. Value creation frontier -a desire for firm to be different and competitive.

## **Module 6**

### **Strategy Formulation Part II - Corporate Level Strategies**

**10 Hours**

Establishing a competency agenda, Pursuing growth through concentration strategies by market penetration their risks and benefits. Growth through product or market development, Horizontal and Vertical Integration strategies. Key drivers for company to diversify. Understand differences in related diversification & unrelated diversification. Competing in foreign markets, various modes of entry benefits and drawbacks, Entry through new startups, Strategic alliances & acquisition. Global Strategies, key drivers for changes in the global strategies.

## **Module 7**

### **Strategy Formulation Part III -Strategies to fit Industry and company situations**

**3 Hours**

Environmental fit & Resource fit, Industry attractiveness factors, and how attractiveness translated into numbers. Opportunities across industry life cycle emerging, growth, matured, declining and hostile markets.

## **Module 8**

### **Strategy Implementation**

**4 Hours**

Organizational design, structures and controls. Importance of integrating strategy implementation and strategy formulation. Organizational structures used to implement different

business level strategies. Organizational structures used to implement different corporate level strategy. How corporate culture promotes implementation of strategy, types of control systems

**Textbooks**

1. Strategy and the Business Landscape – Pankaj Ghemawat
2. Strategic Management – Competitiveness and Globalization: Michael A. Hitt, Duane Ireland, Robert E. Hokinson , : South Western, Thomson Learning
3. Competitive Advantage, Michael E. Porter, South Western, Thomson Learning
4. Crafting and Executing Strategy, Arthur Thmpson, A.J.Strickland, Arun Jain, Mc Grawhill
5. Strategic Management An Integrated Approach 7<sup>th</sup> Charles W. L. Hill & Gareth R. Jones & Joan Penner-Hahn – Biztantra
6. Strategic Management – A dynamic Perspective, Mason Carpenter, Prashant Salwan, Perason

Nature	Area	Semester		
Core	MBA(Digital Marketing)	IV		
Subject Code:  MBADM403	Subject Name:  PERSONAL SELLING AND SALES MANAGEMENT	Credit Distribution		
		L-3	T-0	P-0
		CIE		50
		SEE		50

**Module 1: Introduction to Sales Management****4 Hours**

Nature and Role of Selling, Objectives, linkages with marketing and other functional domains of management, Environmental Changes Affecting Sales Management. Role and Responsibilities of a Sales Manager: Nature, Responsibilities, Social, Ethical, and legal Responsibilities of Sales Personnel – reference to Hiring, Training, Coaching, Motivating, Setting Targets and Tracking Performance, Organizing the Sales Effort, Allocation of Scarce Resources-Role of a Sales Executive, Responsibilities, General Policies Sales, Product, Distribution, Pricing and promotion

**Module 2: Planning the Sales Efforts****6 Hours**

Strategic Planning, Tactical & Operational Planning, Sales Planning Process- Setting Objectives, Operations to Meet, organizing for Action, Implementing, Measuring Results against Standards, Re-evaluating and Control. Identifying specific market opportunities and problems, Market Potential and Sales Forecasting: Need, meaning, Importance, and process of assessing market potential, sales forecast- Breakdown and Buildup Forecasting, Qualitative methods, Quantitative methods- Criteria for choosing forecasting method.

**Module 3: Design and Size of Sales Territory****6 Hours**

Meaning, Importance Benefits of managing territory- market coverage, cost implications, customer service, sales force evaluation- Criteria for territory design- potential, size, coverage, impediments- Methods for designing territories- Buildup method, Breakdown method, Incremental method-, Procedures for developing territories: objectives and criteria for territory formation, Bases for developing territories, basic control units, salespeople's workloads analysis,

customer contact plan, Assigning sales personnel to territories, evaluation and revision of sales territories Operating the territory management system - Routing, Scheduling, Sales force structure- Product-based, Geographic-based, Customer-based, Combination

**Module 4: Sales Budgets and Sales Quotas****5 Hours**

Purpose, Principles, Benefits, Mechanism, Types of budgets- Sales budget- Selling-expense budget, Administrative budget & Profit budget, Methods of budgeting for sales Force- Affordability method, Percentage of sales method, Competitive parity method, Objective-and-task method, Return oriented method-, Flexibility in budgeting. Purpose, Importance, Types of sales quotas- volume quotas, Profit quotas, Expense quotas, Activity quotas, Methods of setting sales quotas: Quota setting processes, using forecasts and market potential, past experience, executive judgment, compensation, self-managed, administering sales quotas- Minimizing acceptance problems, Managing and controlling people through quotas-, Limitations of sales quotas

**Module 5: Planning and Hiring Sales Personnel****5 Hours**

Determining specific requirements of the sales personnel, Sales personnel selection process: Sourcing the candidates, Screening the candidates, Selection test, Background check, Personal interview, Letters of recommendation, Physical examination, Making the employment offer

**Module 6: Training and Motivating the Sales Force****6 Hours**

Purpose Importance, Benefits and Types of sales training- Induction training, Follow-up or refresher training, Training by the manufacturer to the distributor's sales force, customers, technology-based training methods, role playing, on-the-job training, Designing the training program- product knowledge, market knowledge, attitude training, Implementing the training program, Evaluating training programs, Reference to Motivational theories, Motivation and Productivity of the Sales Force, Effect of Personal Characteristics on Sales Force Motivation: Competitor, Achiever, Ego-driven, Service-oriented, Sales motivational mix, Motivating the Sales Personnel at Different Stages of their Career: Exploration stage, Establishment stage, Maintenance stage, Disengagement stage

**Module 7: Compensating Sales Personnel****4 Hours**

Balancing the needs of personnel, managing effects of time, Characteristics of compensation plans: Fairness, Flexibility, incentive and motivation, direction of efforts towards company objectives, Ease of administration and comprehension, Types of compensation plans- Straight salary, Straight commission plans, Combination salary plans, designing compensation plans, Implementing compensation plans, Sales contests, Sales force expenses: Expense plans, Types of expense plans, Fringe benefits.

**Module 8: Leading and Evaluating Sales Force Performance****6 Hours**

Reference to Elements of sales analysis, Steps, Variations and Problems in sales analysis, Sales audit: Marketing cost analysis: Types of costs, Procedure for cost analysis, Marketing audit: Procedure for a marketing audit, Components of a marketing audit, Profitability analysis: Break-even analysis, Capital budgeting tools, Principles of analysis: Iceberg principle, Cross-classifications, Determinants - Internal Factors, External Factors- Information Sources for Evaluation, Criteria for the Evaluation, Establishing Performance Standards, Methods of Sales Force Evaluation-Essays, Rating Scales, Forced Choice Method, Ranking

**Module 9: Personal Selling****6 Hours**

Personal selling and its fit in the promotional mix, Characteristics of personal selling, Roles of Personal Selling, the evolution of personal selling, Advantages, Importance of Personal Selling, Difference Between Selling and Marketing, sales channels, trends in personal selling, Forms of personal selling, Personal Selling Approaches, The Sales Process

**Recommended Reading**

1. Sales Management—Charles M Futrell - Thomson Learning -6th edition
2. ABC's of Relationship Selling Through Service —Charles M Futrell
3. Personal Selling-Building Customer Relationship —Rolph E. Anderson, Alan J. Dubinskt
4. Fundamentals of Selling —Charles M Futrell
5. Selling and Sales Management —David Jobber and Geoff Lancaster—7th edition
6. Cracking the Sales Management Code — Jason Jordan Michelle Vazzana

Nature	Area	Semester		
Core	MBA(Digital Marketing)	IV		
Subject Code:	Subject Name:	Credit Distribution		
MBADM404	PROJECT MANAGEMENT FOR DIGITAL MARKETING FIRMS	L-4	T-0	P-0
		CIE		50
		SEE		50

### Block 1: Introduction and Real Options

Module 1: Importance of Project management	4 Hours
Module 2: Type of organization structures	4 Hours
Module 3: Organization structure and their implications for project management	4 Hours
Module 4: Role of Project Manager	4 Hours
Module 5: Options Thinking- real options for project selection	4 Hours
Module 6: Acceptance and modification of projects	4 Hours

### Block 2: SDLC

Module 7: Project planning – Project Life cycle – Project scope	4 Hours
Module 8: Work Breakdown structure, Scheduling of events	4 Hours
Module 9: Estimation of durations, cost and resources required for the activities.	4 Hours
Module 10: Various reasons, possible benefits and different alternatives for reducing project duration.	4 Hours

### Block 3: Resource Scheduling and, Risk Management Agile Project Management, Monitoring and Control

Module 11: Use of resources such as people, material, equipment and working capital.	4 Hours
Module 12: Resource Smoothing Problem and the Resource Limitation problem	4 Hours
Module 13: Critical Chain Project Management (CCPM)	4 Hours
Module 14: The Program Evaluation and Review Technique (PERT) including a Simulation approach to finding the distribution of the project completion time is covered	3 Hours
Module 15: The manifesto and agenda for agile project management	3 Hours
Module 16: Audit and Closure of projects	3 Hours
Module 17: Synthesis and Cases Analyzed.	3 Hours

### References:

- Information Technology Project Management Book by Kathy Schwalbe

Nature	Area	Semester		
Elective	MBA(Digital Marketing)	IV		
Subject Code:	Subject Name:	Credit Distribution		
MBADM405	AFFILIATE MARKETING & GOOGLE ADSENSE	L-3	T-0	P-0
		CIE		50
		SEE		50

### Block 1: Understanding Affiliate Marketing

Module 1: Definition and importance of Affiliate marketing in current scenario. Changing dimensions of Advertising and business promotion. Business of Monetisation of Business promotion. Understanding the changing demography of users. 8 Hours

Module 2: Media management and Data driven promotion. Identification of Affiliate partners. Channels of Affiliate marketing. Creating an affiliate program. Product attributes, idea and target audience. 6 Hours

Module 3: Targeting the online customer - DIY and unboxing videos, paid reviews, blogs, complimentary products, Webinars, Training of usage of products, TV Time, product previews, Email and SMS burst with links, Discount codes on click, free coupon online stores. 6 Hours

Module 4: Monetisation of Affiliate Marketing – Data metrics, Pay-per-View, pay-per-click. Conversion rate. 6 Hours

Module 5: Affiliate Partner – Identifying the right mix for customer. Creating a sustainable program and managing. 6 Hours

### Block 2: AdSense

Module 6: Google AdSense: Google as affiliate partner and business catalyst. Understanding Google AdSense Business model. Identifying specific demography of users. Choosing the right mix of ads. Advertising in search engine. SEO (Search Engine optimisation), priority Advertisement, right mix of search-words. Tweaking of business promotion by understanding google analytics and data research. 12 Hours

### Block 3: Administration

Module7: Internal administration – integration of products. User sensitivity, blocking and unblocking of advertisements. Analysis of SEO data. Synthesis and Exercises. 4 Hours

### References:

- Google Ad words for Beginners: A Do-It-Yourself Guide to PPC Advertising, By Cory Rabazinsky, 2015
- Introduction to Programmatic Advertising, By Dominik Kosorin, 2016



- Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog By Jo and Dale Reardon, 2015
- Affiliate marketing: A complete guide step by step to how to join the affiliate marketing business by Mark J. Cooper
- Affiliate Marketing: Learn How to Make \$10,000+ Each Month on Autopilot. by Michael Ezeanaka

Nature	Area	Semester		
Elective	MBA(Digital Marketing)	IV		
Subject Code:  MBADM406	Subject Name:  ANALYTICS-WEB AND GOOGLE	Credit Distribution		
		L-3	T-0	P-0
		CIE		50
		SEE		50

#### A) Block 1: Introduction

Module 1: Data Collection, Web logs and Java Script Tags, Key Metrics, Behaviour Analysis, Outcomes Analysis and experience analysis. 6 Hours

Module 2: Making Web Analytics Actionable, Context, Creating high impact executive Dashboard, Customer Segmentation. 6 Hours

#### B) Block 2: Integrating with Website

Module 3: Web Analytics, Measurement metrics Accounts and Profiles, Analytic Reporting, Sorting, Filter and Time chart, Audience Segmentation 6 Hours

Module 4: Traffic and Behaviour Reports, Goals and Conversion Reports, Developing Intelligence Report 6 Hours

Module 5: Google Webmaster Tool, setting it up for SEO and Integrating, Google Indexing, Search Traffic and links, Site Map and Site Links, Managing Security Issues 6 Hours

#### C) Block 3: Multi Channel Attribution

Module 6: Linear Attribution Model, Last interaction/last click and First Interaction/First Click Attribution Model 6 Hours

Module 7: Time Decay Attribution Model, Position Based Attribution Model, how to connect offline with online. 6 Hours

#### D) Block 4: Universal Analytics and Competitive intelligence

Module 8: Panel based and ISP –Based Measurement, Browser Toolbar and Benchmarking Data, Remarketing Code. 6 Hours

Case Study – Conversion Tracking Through URL builder- A Hotel Brand

#### References:

- Web Analytics 2.0 by Avinash Kaushik
- In The Plex: How Google Thinks, Works, and Shapes Our Lives -Kindle Edition- Steven Levy
- The Big Data-Driven Business by Russell Glass & Sean Callahan

Nature	Area	Semester		
Elective	MBA(Digital Marketing)	IV		
Subject Code:  MBADMLB1	Subject Name:  LAB: LINKEDIN AND TWITTER MARKETING	Credit Distribution		
		L-0	T-0	P-1
		CIE		50
		SEE		50

### **Block 1: Introduction to LinkedIn – The hub of B2B Networking LinkedIn Strategy**

Module 1: Why it is important to have LinkedIn presence

Module 2: Build a Robust Company page on LinkedIn

Module 3: Leverage Paid Ads and Sponsored Updates

Module 4: Use Advanced Searching and who viewed your Profile

Module 5: Sales leads generation using LinkedIn

### **Block 2: Content Strategy**

Module 6: The In – Demand Content is Industry insights

Module 7: Creating Showcase pages, Engaging by Updating Products and Services

Module 8: LinkedIn PULSE

Module 9: LinkedIn analytics, Updates, Followers and Visitors

Module 10: How is LinkedIn Targeting different from Facebook

### **Block 3: Twitter Marketing: Getting Started with Twitter**

Module 1: Twitter Building Blocks

Module 2: Twitter in India, how is Twitter different?

Module 3: Building a content Strategy, Best Practices, Twitter Calendar

Module 4: Twitter Usage, when to use Twitter, Customer Service

### **Block 4: Twitter Ads**

Module 5: Campaign Types

Module 6: Targeting Audience Options

Module 7: Targeting Best Practices

Module 8: Twitter Ads Pricing, Metrics

### **Block 5: Twitter Analytics**

Module 9: Twitter Tools and Tips for Marketers

Module 10: Live Streaming Tool

Module 11: Some management Tools

Module 12: Some Monitoring Tools

Module 13: Case Study Mercedes Benz (2011) Pg 254 Digital Marketing by Seema **Gupta**

**References:**

- Twitter Marketing build a cult like following – Bryan Sharpe
- Digital Marketing By Seema Gupta
- Twitter Marketing : How to grow twitter account to 1 MILLION FOLLOWERS in the first 6 months, by Pamela Russell
- The Tao of Twitter , Revised and expanded new edition by Mark Schaefer
- Twitter Power: How to Dominate Your Market One Tweet at a Time – Joel Comm
- LinkedIn: How to Build Relationships and Get Job Offers Using LinkedIn: by Robbie Abed
- LinkedIn for Personal Branding: The Ultimate Guide Kindle Edition by Sandra Long
- LinkedIn Marketing in 2018 and Beyond: by Amar Ghose
- LinkedIn Marketing: An Hour a Day by Viveka von Rosen
- Socialnomics: How Social Media Transforms the Way We Live and Do Business – Erik Qualman

Nature	Area	Semester		
Core	MBA(Digital Marketing)	IV		
Subject Code:	Subject Name:	Credit Distribution		
MBADM4WS1	WORKSHOP : CREATIVE, DESIGN THINKING AND SKILL DEVELOPMENT	L-0	T-0	P-1
		CIE		50
		SEE		50

**Creative, Design Thinking and Skill Development is a course about developing you as thinkers, your sense of play while building a wide range of skills that will help you creatively navigate through life.**

### **Lab Objectives**

- Understand The nature of human creativity and innovation,
- How creativity and design thinking help business to solve complex problems,
- The process and tools of design thinking,
- Different creativity and design processes and how it can be used to generate better ideas,
- How to use a variety of tools to help validate your ideas to improve their chances for impact, and skill development

**Module 1** What is creativity, innovation and design

The core concepts of creativity, design and innovation

**Module 2:** Creativity Myths, Mistaken beliefs about creativity and why they're dangerous

Module 3: Creative people, creative organizations

Ideas and tools to help both people and organisations work more creatively

**Module 4:** Impact and purpose

Measuring impact and the value created through creativity

**Module 5:** Design thinking for innovation

The role of empathy in the design thinking process and the tools we can use

**Module 6:** How do we learn what people want?

How we ensure learning fits people's needs

**Module 7:** Experiments

Designing and executing experiments for value creation

**Module 8:** Distributed creativity: How diversity and collaboration through networks support the creativity process

**Module 9: Moving from ideas to impact**

Bring the ideas presented in this course together and show how organizations can create impact from ideas

**Module 10: Plenary Case analysis of all types of skills recognized and understood for development: A Synthesis****References:**

- The Principles of Beautiful Website Design, 2nd Edition – Jason Beaird / Sitepoint
- The On-Demand Brand: 10 Rules for Digital Marketing Success – Rick Mathieson
- Creative thinking by Rod Jenkins

Nature	Area	Semester		
Core	MBA(Digital Marketing)	IV		
Subject Code:	Subject Name:	Credit Distribution		
MBADM4PT2	PLACEMENT TRAINING	L-0	T-0	P-1
		CIE		100
		SEE		0

APTITUDE ESENTIALS				
SI No	Topic Name	Sub-Topics	Duration in Hours	TRAINER / FACULTY
-	Pre-assessment		1 Hour (Online)	EXTERNAL EXPERT TRAINER / VENDOR
1	Numbers system	a. Number system		
		b. Power cycle		
		c. Remainder cycle	2	
		d. Factors, Multiples		
		e. HCF and LCM		
2	Reading comprehension	a. Speed Reading Strategies	2	
		b. RC - Types and Tackling Strategies		
3	Data arrangements and Blood relations	a. Linear Arrangement	2	
		b. Circular Arrangement		
		c. Multi-dimensional Arrangement		
		d. Blood Relations		
4	Time and work	a. Work with different efficiencies	2	
		b. Pipes and cisterns		
		c. Work equivalence		
		d. Division of wages		
5	Sentence correction	a. Subject-Verb Agreement	2	
		b. Modifiers		
		c. Parallelism		
		d. Pronoun-Antecedent Agreement		
		e. Verb Time Sequences		
		f. Comparisons		

		g. Prepositions		
		h. Determiners		
6	Coding & decoding, Series, Analogy, Odd man out and Visual reasoning	a. Coding and Decoding		
		b. Series		
		c. Analogy	2	
		d. Odd Man Out		
		e. Visual Reasoning		
7	Percentages, Simple interest and Compound interest	a. Percentages as Fractions and Decimals		
		b. Percentage Increase / Decrease		
		c. Simple Interest		
		d. Compound Interest	2	
		e. Relation Between Simple and Compound Interest		
8	Sentence completion and Para-jumbles	a. Pro-active thinking		
		b. Reactive thinking (signpost words, root words, prefix suffix, sentence structure clues)		
		c. Fixed jumbles	2	
		d. Anchored jumbles		
9	Clocks, calendars, Direction sense and Cubes	a. Clocks		
		b. Calendars		
		c. Direction Sense	2	
		d. Cubes		
10	Time, Speed and Distance	a. Basics of time, speed and distance		
		b. Relative speed		
		c. Problems based on trains	2	
		d. Problems based on boats and streams		
		e. Problems based on races		
11	Vocabulary	a. Vocabulary Demystified		
		b. Synonyms and Antonyms		
		c. Word Analogy	2	
		d. Miscellaneous Vocabulary		
12	Data interpretation and Data sufficiency	a. Data Interpretation – Tables		
		b. Data Interpretation - Pie Chart		
		c. Data Interpretation - Bar Graph	2	



		d. Data Sufficiency		
13	Profit and loss, Partnerships and averages	a. Basic terminologies in profit and loss		
		b. Partnership		
		c. Averages	2	
		d. Weighted average		
		e. Mixtures and alligations		
14	Articles, Prepositions and Interrogatives	a. Definite and Indefinite Articles		
		b. Omission of Articles		
		c. Prepositions		
		d. Compound Prepositions and Prepositional Phrases	2	
		e. Interrogatives		
15	Permutation, Combination and Probability	a. Fundamental Counting Principle		
		b. Permutation and Combination		
		c. Computation of Permutation		
		d. Circular Permutations	2	
		e. Computation of Combination		
		f. Probability		
16	Ratio and Proportion	a. Ratio		
		b. Proportion		
		c. Variation	2	
		d. Simple equations		
		e. Problems on Ages		
17	Logical connectives, Syllogism and Venn diagrams	a. Logical Connectives		
		b. Syllogisms		
		c. Venn Diagrams – Interpretation	2	
		d. Venn Diagrams - Solving		
18	Voices and Speech	a. Active Voice and Passive Voice b. Direct Speech and Indirect Speech	2	

-	<b>Post-assessment</b>		1 Hour	
			(Online)	
<b>Total Duration</b>			<b>36 Hours</b>	
<b>INTERVIEW ESSENTIALS</b>				
<b>Sl.no</b>			<b>Duration</b>	<b>TRAINER / FACULTY</b>
1	Group discussion - Basics	· Importance of GD round		Prof Yuvaraj
		· Skills assessed in GD round		
		· How to ace GD		
		· Dos and don'ts of a GD	2	
		· Idea generation techniques		
		· One mock GD participated by 12 volunteer students, facilitated by the trainer		
2	Personal Interview - Basics	· Self-introduction practice		Prof Aruna Adarsh
		· Body language – especially grooming – for personal interview	2	
		· Personal interview – FAQs discussion		
3	Resume writing - Basics	· How to write a good and impressive Resume		Prof M Pradeep
		· Important aspects of an impressive Resume	2	
		Resume		
		· Sample template and formatting ideas		
<b>Total Duration</b>			<b>6 Hours</b>	

Nature	Area	Semester		
Core	MBA(Digital Marketing)	IV		
Subject Code:  MBADM4PW1	SUBJECT NAME:  PROJECT WORK (RESEARCH BASED PROJECT WORK)	CREDIT DISTRIBUTION		
		L-0	T-0	P-3
		CIE		50
		SEE		50

The project work starts immediately after 3<sup>rd</sup> Semester exams and report needs to be submitted at the end of the term has been clearly enunciated in this syllabus with some changes updated in class regarding the modalities of conducting research based project work in Marketing oriented organizations as a teams of three students instead of individual work. The objective is get them to achieve practical training of working as teams and contribute using their talents as they achieve the assignment/Task given to them by the respective Organisations, further the evaluation for the project work is based on collective performance as teams and is then translated as individual scores based on their performance.

### Block 1: Synopsis

**Module 1:** Students will need to prepare a comprehensive synopsis which details the Objective, Problem statement, Research design and method of analysis, and must develop a Time plan for the project

**Module 2:** Start Date of work and completion date and all the activities scheduled should be presented to the college to their respective guides.

**Module 3:** Progress Report Schedules

### Block 2: Monthly Progress

**Module 4:** Submission of monthly progress reports

**Module 5:** Verification of objective of project report

### Block 3: Final submission

**Module 6:** Submission of report and viva evaluation

**Module 7:** Certification