

NEP and Learning Outcomes-based Curriculum Framework (LOCF)

For PG Diploma in Digital Marketing Programme (To be effective from the Academic Session 2022-23)



Department of Management
Gurugram University, Gurugram
(A State Govt. University Established Under Haryana Act 17 of 2017)

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1. Background

Digital Marketing is totally pervasive in modern business, and the demand for knowledgeable and skilled marketing professionals has never been higher. From the rise of online advertising and the advent of social media, to the increasing importance of video, this constantly changing landscape presents marketers with both challenges and opportunities.

The postgraduate diploma in Digital marketing (PGDM) is a marketing-focused postgraduate diploma. This course is comparable to an MBA. Many employers favor applicants who have completed a PGDM in marketing because it is a comprehensive program that prepares students for a smooth transition into the business environment. Marketing is an essential component of any company that offers goods or services. Companies use ads to spread the word about their goods and services. Direct sales are the product of marketing. With this knowledge, you can easily deduce how critical marketing is to a company's growth. This is why businesses prioritize marketing department hires first.

Direct and internet marketing are two options for students with a Marketing Management degree. In today's world, marketing is no longer limited to door-to-door sales. Still, it has expanded to include social networking, web design, pay-per-click, search media analytics, search engine optimization, blogs, and more. There are numerous specific fields in marketing where students can pursue their career goals; however, an MBA in Marketing does not limit students to marketing-related careers.

In reality, the learned skills train students for various other careers, ranging from consulting to business management. There are many options available to an individual after earning PGDM in Marketing.

2. Programme Outcomes

On completing PG Diploma in Digital marketing Programme, the students shall be able to realize following Programme outcomes:

| PO | Description |
|-----------|--|
| PO-1 | Self-Directed Learning: Develop the ability to work independently as well as effectively in the changing environment. |
| PO-2 | Problem Solving: Visualize, conceptualize, articulate and solve complex problems through experimentation and observation using theoretical framework of social science disciplines. |
| PO-3 | Critical Thinking and Scientific Enquiry: Critically analyse everyday problems faced by the society, evaluate specific policy proposals, compare arguments with different conclusions to a specific societal issue and assess the role played by assumptions in such arguments. Develop the capability of defining problems, formulate hypothesis, collect relevant data, develop empirical evidence and interpret the results of such analyses. |
| PO-4 | Usage of Analytical Tools: Develop the ability to apply appropriate quantitative/qualitative techniques used in social science disciplines along with ICT, softwares etc. |
| PO-5 | Specialization and Employability: Develop deeper understanding, creativity, originality, analytical and critical skills in chosen specialized areas of social science disciplines leading to employability. |
| PO-6 | Life Skills: Articulate and apply ethics, values and ideals that demonstrate awareness of current societal challenges leading to better quality of life. |
| PO-7 | Leadership: Build skills to work as part of a team and lead others, setting directions and formulating inspiring vision. |
| PO-8 | Communication: Communicate conclusions, interpretations and implications clearly, concisely and effectively, both orally and in writing for different types of audiences. |

3. Programme Specific Outcomes

On completing PG Diploma in Digital marketing Programme, the students shall be able to realize following outcomes:

| PSO | Description |
|------------|--|
| PSO-1 | Business Environment and Domain Knowledge (BEDK): Economic, legal and social environment of Indian business. Graduates are able to improve their awareness and knowledge about functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, involvement of business enterprises and exploring the entrepreneurial opportunities. |
| PSO-2 | Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI): Competencies in quantitative and qualitative techniques. Graduates are expected to develop skills on analysing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources. |
| PSO-3 | Global Exposure and Cross-Cultural Understanding (GECCU): Demonstrate a global outlook with the ability to identify aspects of the global business and Cross-Cultural Understanding |
| PSO-4 | Social Responsiveness and Ethics (SRE): Developing responsiveness to contextual social issues / problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making. Demonstrate awareness of ethical issues and on distinguish ethical and unethical behaviours. |
| PSO-5 | Effective Communication (EC): Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on). |
| PSO-6 | Leadership and Teamwork (LT): Understanding leadership roles at various levels of the organization and leading teams. Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context. |

4. Postgraduate Attributes

- Disciplinary Knowledge
- Creative and Critical Thinking
- Reflective Thinking
- Problem Solving
- Analytical Reasoning
- Communication Skills
- Research Skills
- Life Skills
- Multicultural Competence
- Moral and Ethical Values
- Life-long Learning
- Global Competence

5.

Qualification Descriptors

The eligibility criteria is that the candidate should have passed its Bachelor's Degree in any discipline from a UGC recognised university or college. Candidates must have scored 50% marks in Bachelor's Degree in the any field.

Students must have a minimum of three-year graduate degree with a minimum 50% aggregate marks from any University recognized by AIU /AICTE are eligible.

Any graduate can pursue PG Diploma in Digital Marketing. However, a Science or Commerce background is generally more helpful as it provides a link to maths and statistics which is involved in Business Analytics.

6.

Teaching Pedagogy

1. The course contents will be delivered through lectures, presentations, case analysis, discussions, assignments, and audio-visual tools.
2. Spreadsheet is the recommended software for doing basic calculations in subjects applicable, hence shall be used for teaching, practice, problem solving and assignments.
3. It is mandatory to include at least 2 case studies for the delivery of course. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

7.

Scheme of Programme

Semester 1

| Course Code | Course Title | L | T | P | Credits | External Marks (Theory) | Internal Assessment Marks/ Workshop | External/ Practical Marks |
|--------------------------------------|---------------------------------------|---|---|---|-----------|-------------------------|-------------------------------------|---------------------------|
| Core Course(s) | | | | | | | | |
| 221DDMCC1 | Fundamental in Digital Marketing (BL) | 4 | 0 | 0 | 4 | 70 | 30 | |
| 221DDMCC2 | Digital Communication | 3 | 0 | 2 | 4 | 70 | 30 | |
| Ability Enhancement Course(s) | | | | | | | | |
| 221DDMAEC3 | Legal Framework in Digital Marketing | 4 | 0 | 0 | 4 | 70 | 30 | |
| Skill Enhancement Course(s) | | | | | | | | |
| 221DDMSEC4 | Digital Media (BL) | 3 | 0 | 2 | 4 | 70 | 30 | |
| Value Addition Course(s) | | | | | | | | |
| 221DDMSEC5 | MOOC Course (Note 3) | 0 | 3 | 0 | 3 | | | 100* |
| 221DDMVAC6 | Project Report | 0 | 3 | 0 | 3 | | 30 | 70 |
| Total Credits | | | | | 22 | | | |

Notes:

1. After successfully completed first semester and earning 22 credits, a post graduate certificate in Digital Marketing will be awarded to the students.
2. BL stands for blended learning mode
3. A student can undertake a project or can complete any additional (s) for 3 credits related to digital marketing from an open source and can submit the proof to the examination branch of the university after successful completion of the course.
4. *Each student is required to pass MOOC available on SWAYAM portal or any other online educational platform of repute of 3 credits (Option will be given by the Course Coordinator). The student is required to submit the passing certificate of the same to the department. The Evaluation of MOOC Courses will be 50% certificate earned and 50% for External viva.
5. Project Report Evaluation: Project report evaluation has 30 marks for internal evaluation which will be done by Internal Guide /Mentor and 70 marks will be based on External viva before the committee of three members constituted by Dean/Chairperson of the Department.

Semester 2

| Course Code | Course Title | L | T | P | Credits | External Marks (Theory) | Internal Assessment Marks/ Workshop | External / Practical Marks |
|--------------------------------------|--|---|---|---|-----------|-------------------------|-------------------------------------|----------------------------|
| Core Course(s) | | | | | | | | |
| 222DDMCC1 | Entrepreneurship in Digital Marketing (BL) | 4 | 0 | 0 | 4 | 70 | 30 | |
| 222DDMCC2 | Digital Consumer | 4 | 0 | 0 | 4 | 70 | 30 | |
| Ability Enhancement Course(s) | | | | | | | | |
| 222DDMAEC3 | Digital Toolkit | 4 | 0 | 0 | 4 | | | |
| Skill Enhancement Course(s) | | | | | | | | |
| 222DDMSEC4 | Digital Platforms (BL) | 4 | 0 | 0 | 4 | 70 | 30 | |
| Value Addition Course(s) | | | | | | | | |
| 222DDMSEC5 | MOOC Course (Note 3) | 0 | 3 | 0 | 3 | | | 100* |
| 222DDMSEC6 | Project Report | 0 | 3 | 0 | 3 | | 30 | 70 |
| Total Credits | | | | | | | | |
| | | | | | 22 | | | |

Notes:

1. After successfully completed second semester and earning 44 credits, a Post Graduate Diploma in Digital Marketing will be awarded to the students.
2. BL stands for blended learning mode
3. A student can undertake a project or can complete any additional subject (s) for 3 credits related to digital marketing from an open source and can submit the proof to the examination branch of the university after successful completion of the course.
4. *Each student is required to pass MOOC available on SWAYAM portal or any other online educational platform of repute of 3 credits (Option will be given by the Course Coordinator). The student is required to submit the passing certificate of the same to the department. The Evaluation of MOOC Courses will be 50% certificate earned and 50% for External viva.
5. Project Report Evaluation: Project report evaluation has 30 marks for internal evaluation which will be done by Internal Guide /Mentor and 70 marks will be based on External viva before the committee of three members constituted by Dean/Chairperson of the Department.

| Semester | Core Courses (CC) | | Skill Enhancement Courses (SEC) | | Ability Enhancement Courses (AEC) | | Value Addition Courses (VAC) | | Total Credits |
|--------------|---------------------|---------------|----------------------------------|---------------|--|---------------|-------------------------------------|---------------|---------------|
| | No. of Courses | Total Credits | No. of Courses | Total Credits | No. of Courses | Total Credits | No. of Courses | Total Credits | |
| I | 2 | 8 | 2 | 7 | 1 | 4 | 1 | 3 | 22 |
| II | 2 | 8 | 2 | 7 | 1 | 4 | 1 | 3 | 22 |
| Total | Core Credits | 16 | Skill Enhancement Credits | 14 | Ability Enhancement Courses (AEC) | 8 | Value Addition Courses (VAC) | 6 | 44 |
| %age | Core Credits | 33 | Skill Enhancement Credits | 33 | Ability Enhancement Courses (AEC) | 17 | Value Addition Courses (VAC) | 17 | 100.00 |

Detail of Courses

| | After 1 Year | | |
|------------------------------------|---------------|--------------------------|---------------------|
| | No of Courses | No of credits per course | Total no of credits |
| Core Courses | 4 | 4 | 16 |
| Ability Enhancement Courses | 2 | 4 | 8 |
| Skill Enhancement Courses | 2 | 4 | 8 |
| Value Added Courses | 2 | 6 | 12 |
| Project Report | | | |
| TOTAL | | | 44 |

3. Learning Outcome Index

| Semester | PSO → | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|----------|---------------|------|------|------|------|------|------|
| | Course code ↓ | | | | | | |
| 1st | 221DDMCC1 | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | 221DDMCC2 | ✓ | ✓ | | | | ✓ |
| | 221DDMAEC3 | | ✓ | ✓ | | ✓ | |
| | 221DDMSEC4 | ✓ | ✓ | | ✓ | | ✓ |
| | 221DDMVAC5 | | ✓ | | | ✓ | ✓ |
| | 221DDMVAC6 | | ✓ | ✓ | | ✓ | |
| 2nd | 222DDMCC1 | ✓ | | | | ✓ | ✓ |
| | 222DDMCC2 | ✓ | | | ✓ | | ✓ |
| | 222DDMAEC3 | ✓ | | ✓ | | ✓ | |
| | 222DDMSEC4 | ✓ | ✓ | | ✓ | | ✓ |
| | 222DDMSEC5 | ✓ | | ✓ | | ✓ | |
| | 222DDMVAC6 | | ✓ | ✓ | | ✓ | |

Course Outcomes and Mapping Matrix:

- Each Course of the Diploma Programme results in few Course/Learning Outcomes (COs) which are broadly mapped or associated with POs as well as PSOs.
- Mapping is a process of representing the correlation between COs and POs, COs and PSOs in the scale of 1 to 3 as follows.

Scale of Mapping between COs and POs & COs and PSOs

| | |
|---------|--|
| Scale 1 | If the contents of course have low correlation (i.e. in agreement with the particular PO to a small extent) with the particular Programme outcome. |
| Scale 2 | If the contents of course have medium correlation (i.e. in agreement with the particular PO to a reasonable extent) with the particular Programme outcome. |
| Scale 3 | If the contents of course have strong correlation (i.e. in agreement with the particular PO to a large extent) with the particular Programme outcome. |

1. Syllabus

Semester -1

FUNDAMENTALS OF DIGITAL MARKETING

Course Code: 221DDMCC1

L T P
4 0 0

External Marks: 70
Internal Marks: 30
Time Allowed: 3 Hrs

Employability Level: Professional Core

| Core Courses | Ability Enhancement Courses | Skill enhancement | Value Added Courses |
|--------------|-----------------------------|-------------------|---------------------|
| ✓ | | | |

Introduction to the Course

In this course focused on the foundations of digital marketing, you will gain an understanding of how the digital economy works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing.

Course Outcomes: On completion of this course, the students will be able to

CO1: Understand how the concepts of marketing and the role of marketing in society.

CO2: Recognise the importance of digital marketing and its applications

CO3: Understand the dynamics of the applications of digital marketing in the globalized market

CO4: Demonstrate the understanding to develop, evaluate, and execute a comprehensive digital marketing strategy and plan

Detailed syllabus:

Unit I

Introduction to Digital Marketing: Concept and Applications, Digital Market Evolution, Digital, Marketing Environment Analysis

Digital Data Analysis and Management, Digital Marketing and Branding, Non- Business Digital Marketing, Career in Digital Marketing.

Unit II

Understanding Digital Consumer Behavior: Consumer Characteristics and profiles, Information Search Behavior, Factors Influencing Consumption Behavior, Purchase Decision Process, Post Purchase Behavior and Management. Attracting and Retaining Audience for Non- Business Digital Marketing Efforts.

Unit III

Digital Marketing Strategy: Alignment of Digital and Non- Digital Marketing Strategy, Digital Marketing Mix Decisions- Product, Price, Distribution and Promotion, Digital Marketing Strategy Formulation and Execution, Digital Market Positioning.

Unit IV

Digital Marketing Mechanisms: Websites- Company and Retail Service Providers, Search Engines- Google, Bing, Ask, Yahoo etc., Social Networks- Facebook, Instagram, Linked In,

WhatsApp, Telegram, Twitter etc., Video Hosting and Entertainment- Youtube, Wimeo, Netflixetc., Mobile Phones and Applications, E- Mails, Blogs

Suggested Readings:

1. Puneet Bhatia, Fundamental of Digital Marketing, Pearson Education (2017)
2. Seema Gupta, "Digital Marketing", McGraw Hill Education, New Delhi.
3. Philip Kotler, HermawanKartajaya, IwanSetiawan - Marketing 4.0_ Moving from Traditional to Digital-Wiley (2016)
4. Ryan Deiss and Russ Henne berry. Digital Marketing for Dummies (2017)
5. Jason McDonald, Social media marketing workbook: how to use social media for business. JM Internet Group (2016)
6. Miller, The Ultimate Web Marketing Guide, Pearson Education (2011)

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

| | | |
|------------------|--|----------------|
| Section A | Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory | 7*2=14 marks |
| Section B | 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit. | 14*4= 56 marks |
| | Total Marks | 70 marks |

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

| S. No. | Course Assessment Components | Marks/Weightage (%) |
|----------------------------|--|---------------------|
| 1 | Assessment 1 : Class Participation(CP) And Individual Assessment | 10 |
| 2 | Assessment 2 : Mid Term Exam (MTE) | 10 |
| 3 | Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment | 10 |
| | Internal Assessment (IA) (1+2+3) | 30 (30%) |
| | End-Term Examination (EE) | 70 (70%) |
| Total Marks (IA+EE) | | 100 |

Mapping Matrix of Course : 221DDMCC1

Table 1: CO-PO Matrix for the Course: 221DDMCC1

| COURSE OUTCOMES | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|-----------------|-----|-----|-----|------|-----|-----|------|-----|
| CO1 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| Average | 3 | 3 | 3 | 2.75 | 3 | 3 | 2.75 | 2.5 |

Table 2: CO-PSO Matrix for the Course: 2221DDMCC1

| CO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|----------------|----------|----------|------------|------------|-------------|----------|
| CO1 | 3 | 3 | 2 | 2 | 3 | 3 |
| CO2 | 3 | 3 | 2 | 2 | 2 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 |
| Average | 3 | 3 | 2.5 | 2.5 | 2.75 | 3 |

DIGITAL COMMUNICATION

Course Code: 221DDMCC2

L T P
3 0 2

External Marks: 70
Internal Marks: 30
Time Allowed: 3 Hrs

Employability Level: Professional Core

| Core Courses | Ability Enhancement Courses | Skill enhancement | Value Added Courses |
|--------------|-----------------------------|-------------------|---------------------|
| ✓ | | | |

Introduction to the Course: An introduction to several fundamental ideas in electrical engineering and computer science, using digital communication systems as the vehicle. It focuses on the basic building blocks of a digital communication system (channel encoder/decoder, digital modulator/demodulator and channel characteristics). The emphasis is on mathematical underpinnings of communications theory along with practical applications.

Course Outcomes: On completion of this course, the students will be able to

CO1: Understand how the concept works.

CO2: Recognise the importance to leverage SEO tools like Keyword Planner to plan digital marketing resources.

CO3: Understand the dynamics of the skill sets of digital marketing.

CO4: Demonstrate the understanding in-depth understanding of Google's search algorithm, which includes crawling, indexing, and ranking.

Detailed Syllabus:

Unit I

Branding and communication - Fundamentals of brand positioning, Understanding Customer Behaviour, Brand Engagement Strategy, Integrated Marketing Communication, International Branding

Unit II

Social media and content marketing – Deep Dive into Content Creation, Advertising on Social Media, Community Management

Unit III

Marketing analytics – Marketing Data Identification and Collection, Marketing Data integration and EDA, Predictive Analytics and Decision Making, Measuring Success, Advantages and Challenges in Data driven Decision Making

Unit IV

Marketing communications with a special focus on Public Relations – Campus Planning, Developing Creative Communications, Public Relations

Customer relationship management(CRM) - A CRM model, Understanding Customers, CRM and Data, The Benefits of CRM, the bigger picture, Social CRM, Implementing a CRM Strategy

Suggested Readings:

EMarketing - The Essential Guide to Marketing in a Digital World (Stokes).” 2020. Quirk (Pty) Ltd. April 20, 2020.

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

| | | |
|------------------|--|----------------|
| Section A | Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory | 7*2=14 marks |
| Section B | 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit. | 14*4= 56 marks |
| | Total Marks | 70 marks |

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

| S. No. | Course Assessment Components | Marks/Weightage (%) |
|----------------------------|--|---------------------|
| 1 | Assessment 1 : Class Participation(CP) And Individual Assessment | 10 |
| 2 | Assessment 2 : Mid Term Exam (MTE) | 10 |
| 3 | Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment | 10 |
| | Internal Assessment (IA) (1+2+3) | 30 (30%) |
| | End-Term Examination (EE) | 70 (70%) |
| Total Marks (IA+EE) | | 100 |

Mapping Matrix of Course : 221DDMCC2

Table 1: CO-PO Matrix for the Course: 221DDMCC2

| COURSE OUTCOMES | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|-----------------|-----|------|-----|-----|-----|-----|------|-----|
| CO1 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| Average | 3 | 2.75 | 3 | 3 | 3 | 3 | 2.75 | 2.5 |

Table 2: CO-PSO Matrix for the Course: 221DDMCC2

| CO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|----------------|------|------|------|------|------|------|
| CO1 | 3 | 3 | 2 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 2 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 |
| Average | 3 | 3 | 2.5 | 3 | 2.75 | 3 |

LEGAL FRAMEWORK IN DIGITAL MARKETING

Course Code: 221DDMAEC3

L T P
3 0 2

External Marks: 70
Internal Marks: 30
Time Allowed: 3 Hrs

Employability Level: Ability Enhancement Courses

| Core Courses | Ability Enhancement Courses | Skill enhancement | Value Added Courses |
|--------------|-----------------------------|-------------------|---------------------|
| | ✓ | | |

Introduction to the Course: This course will acquaint the learners to create a structured digital marketing plan and budget, Identify the correct measures to set objectives and evaluate digital marketing, Review and rioritize the strategic options for boosting customer acquisition, conversion, and retention using digital marketing.

Course Outcomes: On completion of this course, the students will be able to

CO1: Understand how the legal issues about privacy and data

CO2: Recognise the importance of security, privacy and legal issues

CO3: Understand the dynamics understand the goals-Project planning-Scaling and managing of digital marketing

CO4: Demonstrate the understanding to differentiate between Trademarks, Copyrights, Patents and Trade secrets

Detailed Syllabus:

Unit I

Introduction: Introduction to Intellectual property law, types of intellectual property, importance of intellectual property rights, agencies responsible for intellectual property Registration, Regulatory-Compliance and liability issues.

Unit II

Trade Marks: Purpose and function of trademarks, Acquisition of trade mark rights, transfer of rights, protectable matter, selecting and evaluating trademark, registration of trademarks, claims. Trade Secrets: Trade secret law, determination of trade secret status, liability form is appropriation of trade secrets, protection for submission, trade secret litigation. Unfair Competition: Misappropriation right of publicity, false advertising

Unit III

Copyrights: Fundamentals of copyright law, originality of material, right of reproduction, right to perform the work publicly, copyright ownership issues, notice o copyright. Patents: Foundation of patent law, patent searching process, ownership right and transfer.

Unit IV

Introduction to Cyber law: information technology act, cybercrime and e-commerce, data security, confidentiality, privacy, international aspects of computer and online crime.

New development of intellectual property: new developments in trade mark law, copyright law, International overview on intellectual property, international trade mark law, copyright law

Suggested Readings:

1. Intellectual property right by Deborah E Bouchoux
2. Cyber law, Text and cases South western special topics collection.

3. Intellectual property rights by N.K Acharya
4. Fundamentals of IPR for engineers, by KomalBansal
5. Intellectual property rights by P. Radhakrishnan.

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

| | | |
|------------------|--|----------------|
| Section A | Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory | 7*2=14 marks |
| Section B | 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit. | 14*4= 56 marks |
| | Total Marks | 70 marks |

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

| S. No. | Course Assessment Components | Marks/Weightage (%) |
|----------------------------|--|---------------------|
| 1 | Assessment 1 : Class Participation(CP) And Individual Assessment | 10 |
| 2 | Assessment 2 : Mid Term Exam (MTE) | 10 |
| 3 | Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment | 10 |
| | Internal Assessment (IA) (1+2+3) | 30 (30%) |
| | End-Term Examination (EE) | 70 (70%) |
| Total Marks (IA+EE) | | 100 |

Mapping Matrix of Course : 221DDMAEC3

Table 1: CO-PO Matrix for the Course: 221DDMAEC3

| COURSE OUTCOMES | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|-----------------|-----|-----|-----|-----|-----|-----|------|-----|
| CO1 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| CO4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 |
| Average | 3 | 3 | 3 | 2.5 | 3 | 3 | 2.75 | 2.5 |

Table 2: CO-PSO Matrix for the Course: 221DDMAEC3

| CO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|----------------|------|------|------|------|------|------|
| CO1 | 3 | 3 | 3 | 2 | 3 | 3 |
| CO2 | 2 | 2 | 3 | 2 | 2 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 |
| Average | 2.75 | 3 | 3 | 2.5 | 2.75 | 3 |

DIGITAL MEDIA
Course Code: 221DDMSEC4

L T P
3 0 2

External Marks: 70
Internal Marks: 30
Time Allowed: 3 Hrs

Employability Level: Skill enhancement

| Core Courses | Ability Enhancement Courses | Skill enhancement | Value Added Courses |
|--------------|-----------------------------|-------------------|---------------------|
| | | ✓ | |

Introduction to the Course: This course will learn the technical and conceptual tools to understand the basics of digital media as well as begin to learn the language of the visual imagery. In this class you will build a blog as a means of communicating and presenting your work to a wide audience.

Course Outcomes: On completion of this course, the students will be able to

CO1: Understand the computing, digital media, and the internet, along with the implications of that history and how it is told;

CO2: Understand and summarize major theories of digital media, including technological determinism, social determinism, and technological affordances;

CO3: Analyze digital communication, using key concepts like affordance, rhetorical choice, and audience;

CO4: Interrogate the implications digital media offers for communication today.

Detailed Syllabus:

Unit I

Introduction to digital and social media marketing, Digital technologies transforming marketing; Key terms and concepts; Distinctive properties of digital marketing Digital media landscape Paid-Owned-Earned media; Social media platforms; Digital audience measurement

Unit II

New role of the consumer in digital environment, Permission marketing; Prosumers; Co-creation; Crowdsourcing; Online consumer, behaviour models; Digital communities, Strategic approach to digital and social media marketing, Digital marketing strategy framework; Digital analytics; Key performance indicators, Managing interactions Interplay between social media marketing and other digital communication Activities, Search-engine optimization; PPC advertising; Display advertising; Direct e-mail and newsletters

Unit III

Digital branding, Shift of power from brands to consumers; Digital brand equity; Digital brand, positioning; Customer engagement; The role of trust Value in digital environment, Online value proposition; Creating, delivering and communicating value, Content strategy, Content mission; Choosing relevant content types; Content development; User generated content; Curated content

Unit IV

Developing and managing digital and social media presence, Choosing relevant digital and social media platforms; Designing user experience; Content distribution;

Mobile marketing , Mobile platforms; Mobile web and applications; Mobile commerce and show rooming; Location-based services Viral marketing Benefits of viral marketing; viral content development and deployment; Digital word of-mouth Integrating digital and offline marketing

activities, Organizing digital and social media marketing activities; Outsourcing

Suggested Readings:

1. Chaffey, D., Ellis-Chadwick, F. (2012) Internet Marketing: Strategy, Implementation and Practice, 5th Edition. Prentice Hall.
2. Eighton, J., Kornfeld, L. (2009) Interactivity's Unanticipated Consequences for Marketers and Marketing, Journal of Interactive Marketing 23 (1), str. 4-10.
3. Krishnamurthy, S., UmitKucuk, S. (2009) Anti-branding on the internet. Journal of Business Research, 62, str. 1119-1126.
4. Laffey, D. (2007) Paid search: The innovation that changed the Web. Business Horizons, 50, str. 211-218.
5. Mangold, W. G., Faulds, D. J. (2009) Social media: The new hybrid element of the promotion mix, Business Horizons, 52, str. 357-365.
6. Rangaswamy, A., Giles, C. L., Seres, S. (2009) A Strategic Perspective on Search Engines: Tough Candies for Practitioners and Researchers, Journal of Interactive Marketing, 23 (1), str. 49-60.
7. Simmons, G. (2008) Marketing to postmodern consumers: introducing the internet chameleon. European Journal of Marketing, 42 (3/4), str. 299-310.
8. Simmons, G.J. (2007) i-Branding: developing the internet as a branding tool. Marketing Intelligence & Planning, 25 (6), str. 544-562.
9. Smith, T. (2009) The social media revolution. International Journal of Market Research, 51 (4), str. 559-561.
10. Smutkupt, P., Krairit, D., Esichaikul, V. (2010) Mobile marketing: Implications for Marketing Strategies. International Journal of Mobile Marketing, 5(2), str. 126-139

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

| | | |
|------------------|--|----------------|
| Section A | Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory | 7*2=14 marks |
| Section B | 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit. | 14*4= 56 marks |
| | Total Marks | 70 marks |

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

| S. No. | Course Assessment Components | Marks/Weightage (%) |
|--------|--|---------------------|
| 1 | Assessment 1 : Class Participation(CP) And Individual Assessment | 10 |

| | | |
|----------------------------|--|------------|
| 2 | Assessment 2 : Mid Term Exam (MTE) | 10 |
| 3 | Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment | 10 |
| | Internal Assessment (IA) (1+2+3) | 30 (30%) |
| | End-Term Examination (EE) | 70 (70%) |
| Total Marks (IA+EE) | | 100 |

Mapping Matrix of Course : 221DDMSEC4

Table 1: CO-PO Matrix for the Course: 221DDMSEC4

| COURSE OUTCOMES | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|-----------------|-----|-----|-----|------|-----|-----|------|-----|
| CO1 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| Average | 3 | 3 | 3 | 2.75 | 3 | 3 | 2.75 | 2.5 |

Table 2: CO-PSO Matrix for the Course: 221DDMSEC4

| CO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|----------------|----------|----------|------------|------------|-------------|----------|
| CO1 | 3 | 3 | 2 | 2 | 3 | 3 |
| CO2 | 3 | 3 | 2 | 2 | 2 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 |
| Average | 3 | 3 | 2.5 | 2.5 | 2.75 | 3 |

Semester -2

| Course Code | Course Title | L | T | P | Credits |
|--------------------------------------|--|---|---|---|-----------|
| Core Course(s) | | | | | |
| 222DDMCC1 | Entrepreneurship in Digital Marketing (BL) | 4 | 0 | 0 | 4 |
| 222DDMCC2 | Digital Consumer | 4 | 0 | 0 | 4 |
| Ability Enhancement Course(s) | | | | | |
| 222DDMAEC3 | Digital Toolkit | 4 | 0 | 0 | 4 |
| Skill Enhancement Course(s) | | | | | |
| 222DDMSEC4 | Digital Platforms (BL) | 4 | 0 | 0 | 4 |
| 222DDMSEC5 | MOOC Course (Note 3) | 0 | 3 | 0 | 3 |
| 222DDMSEC6 | Project Report | 0 | 3 | 0 | 3 |
| Value Addition Course(s) | | | | | |
| Total Credits | | | | | 22 |

ENTREPRENEURSHIP IN DIGITAL MARKETING

Course Code: 222DDMCC1

L T P
4 0 0

External Marks: 70
Internal Marks: 30
Time Allowed: 3 Hrs

Employability Level: Professional Core

| Core Courses | Ability Enhancement Courses | Skill enhancement | Value Added Courses |
|--------------|-----------------------------|-------------------|---------------------|
| ✓ | | | |

Introduction to the Course: The Digital Marketing and Entrepreneurship course will allow the participants to grasp digital business through an entrepreneurial approach. This can be start of a new business as well as new and imaginative initiatives within established organizations. Understand how entrepreneurs can take advantage of digital platforms (internet, social media, mobile) to advance their business to investors and customers

Course Outcomes: On completion of this course, the students will be able to

CO1: Understand to apply the digital marketing techniques in a real life situation

CO2: Recognise the role of digitalization in the development of an entrepreneurship venture.

CO3: Understand how the various digital marketing disciplines interact and how to make the most of each one

CO4: Demonstrate how contemporary marketing techniques can be used for maximizing entrepreneurial success

Detailed syllabus:

Unit I

Environmental Scanning: Trends, uncertainties, discovery theory-Innovation and digital disruption-Economies and innovation- Competitive advantage- Intuitive, 'gut feel', insights-Discovery driven planning

Unit II

Developing Business Models: Internal and external approaches-Blue ocean strategy- Creation theory-Deliberate Vs. Emergent approaches- Market test Vs. Market research--Short term ploys, Cannibalisation and hyper competitive markets

Unit III

Marketing Solutions: Judo and aikido strategies-web2.0 word of mouth, guerrilla marketing-Partnership working -Generating ideas- Development of a small scale trial

Unit IV

Testing Techniques: Commercial launch -Business model-Revenue elements-Cost elements-Profit formula-Personal attributes -Team selection. Digital Content: Steps of producing digital marketing content -Forms of digital marketing content- Stock content Vs Flow content - Bosom worth's framework -Formats -Reviews / ratings/ events/ endorsements- Participative nature of digital content development.

Suggested Readings:

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

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

| | | |
|------------------|--|-----------------|
| Section A | Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory | 7*2=14 marks |
| Section B | 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit. | 14*4= 56 marks |
| | Total Marks | 70 marks |

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

| S. No. | Course Assessment Components | Marks/Weightage (%) |
|----------------------------|--|---------------------|
| 1 | Assessment 1 : Class Participation(CP) And Individual Assessment | 10 |
| 2 | Assessment 2 : Mid Term Exam (MTE) | 10 |
| 3 | Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment | 10 |
| | Internal Assessment (IA) (1+2+3) | 30 (30%) |
| | End-Term Examination (EE) | 70 (70%) |
| Total Marks (IA+EE) | | 100 |

Mapping Matrix of Course :222DDMCC1

Table 1: CO-PO Matrix for the Course: 222DDMCC1

| COURSE OUTCOMES | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|-----------------|-----|------|-----|------|-----|-----|------|-----|
| CO1 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| Average | 3 | 2.75 | 3 | 2.75 | 3 | 3 | 2.75 | 2.5 |

Table 2: CO-PSO Matrix for the Course: 222DDMCC1

| CO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|----------------|-------------|-------------|-------------|-------------|-------------|-------------|
| CO1 | 3 | 3 | 2 | 2 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 2 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 |
| Average | 3 | 3 | 2.75 | 2.5 | 2.75 | 3 |

DIGITAL CONSUMER

Course Code: 222DDMCC2

L T P
4 0 0

External Marks: 70
Internal Marks: 30
Time Allowed: 3 Hrs

Employability Level: Professional Core

| Core Courses | Ability Enhancement Courses | Skill enhancement | Value Added Courses |
|--------------|-----------------------------|-------------------|---------------------|
| ✓ | | | |

Introduction to the Course: This course helping Analysis how successfully the organization has implemented with as digital consumer experience management. Understand the fundamentals of content marketing, digital consumer engagement, journey mapping, lifecycle and value proposition. Develop objectives, strategies, and campaigns to execute social media marketing plans, and to analyze the results

Course Outcomes: On completion of this course, the students will be able to

CO1: Understand of the fundamentals of digital marketing and how it transformed the marketing landscape.

CO2: Recognise the role of demand analysis and conversion in digital marketing.

CO3: Understand of customer management, Customer value proposition, Consumer and behaviour knowledge

CO4: Demonstrate the customer decision making process.

Detailed Syllabus:

Unit I

Consumers media consumption- Two way communications –Limited attention spans-Information overload –Time poverty –Dual screening and multitasking - Motivation for going on-line-Chaffey's 6 Cs- Expectation-Concerns- AIDA- Off-line Purchasing

Unit II

Adapting the sales funnel to digital contexts-Benefits of customer loyalty - -Switching – e CRM – Digital tribes –Primary and secondary research- Web analytics –Traditional market research tools and techniques –Developing personas/scenarios.

Unit III

Customer data sources-Online research sources-Media consumption by device-Customer behaviour – Create customer personas-Analytics and insights-Polls and survey-Sentiment analysis-Crowd sourcing-Social media analysis

Unit IV

Advertising functions-Live chat, live streaming-Chat bots, messenger apps-Testing labs-Web rooming and show rooming- Influencer marketing-Voice search-Privacy and the right to be forgotten Uninvited brand-Digital marketing evolution-Internet-connected home, smart cities-Crowd sourcing for additional resources- Social customer service-Customer experience-Mixed reality, virtual reality, augmented reality-Marketing automation

Suggested Readings:

Consumer Behavior : A Digital Native, 1e [Print Replica] Kindle Edition by et al. Varsha Jain, Jagdish Sheth (Author)

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

| | | |
|------------------|--|-----------------|
| Section A | Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory | 7*2=14 marks |
| Section B | 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit. | 14*4= 56 marks |
| | Total Marks | 70 marks |

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

| S. No. | Course Assessment Components | Marks/Weightage (%) |
|--------|--|---------------------|
| 1 | Assessment 1 : Class Participation(CP) And Individual Assessment | 10 |
| 2 | Assessment 2 : Mid Term Exam (MTE) | 10 |
| 3 | Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment | 10 |
| | Internal Assessment (IA) (1+2+3) | 30 (30%) |
| | End-Term Examination (EE) | 70 (70%) |
| | Total Marks (IA+EE) | 100 |

Mapping Matrix of Course : 222DDMCC2

Table 1: CO-PO Matrix for the Course: 222DDMCC2

| COURSE OUTCOMES | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|-----------------|-----|-----|-----|-----|-----|-----|------|-----|
| CO1 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| Average | 3 | 3 | 3 | 3 | 3 | 3 | 2.75 | 2.5 |

Table 2: CO-PSO Matrix for the Course: 222DDMCC2

| CO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|----------------|----------|----------|-------------|------------|-------------|----------|
| CO1 | 3 | 3 | 2 | 2 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 2 | 2 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 |
| Average | 3 | 3 | 2.75 | 2.5 | 2.75 | 3 |

DIGITAL TOOLKIT
Course Code : 222DDMAEC3

L T P
4 0 0

External Marks: 70
Internal Marks: 30
Time Allowed: 3 Hrs

Employability Level: Ability Enhancement Courses

| Core Courses | Ability Enhancement Courses | Skill enhancement | Value Added Courses |
|--------------|-----------------------------|-------------------|---------------------|
| | ✓ | | |

Introduction to the Course: In this course we Understand the tools that offer the best functionality for real world usage outcomes. Analysis the tools to give the insights which need to plan effectively. Develop to understand the digital tools which helps in personalise and automate targeted communications. Demonstrate to creative insights and inspiration which need to create effective online advertising campaigns. Develop the understanding of digital marketing and how can use it to promote the business.

Course Outcomes: On completion of this course, the students will be able to

CO1: Understand how to use the tools which help to plan, implement and improve the social media efforts efficiently

CO2: Recognise to implement an effective digital marketing strategy

CO3: Understand the website structure and navigate around it to communicate all the information about the business in a clear and effective way

CO4: Demonstrate the online content management to the customer as much relevant information as possible and help to choose the business over competitors

Detailed Syllabus:

Unit I

Digital Tools: 7 Ps - Branding-Integrated Communications-Media Mix-Live Chat-Video-Social media-Podcasts-Communities RSS and Aggregation-Applications-Advertising-Virtual and Augmented Reality-Website-Devices-Kiosks-Internet-Online and offline integration -Personalization -Conversion rate optimization -Engagement and retention -Usability

Unit II

Benefits of Online Communities: Link to channel objectives-Internal communities-External communities- External communities -Social media groups-Forums- Monitoring options-Content strategy for community and social media management

Unit III

Tools and Apps for Content Creation: Content publishing-content creation and Curation- Scheduling posts-Critical issues in online community management-Methods to build grow and manage an online community- Brand identity.

Unit IV

Digital User Journey: Website-Search engine optimisation-Search engine marketing- Content marketing-Customer journey mapping- Paid, earned, owned media-Sentiment analysis-Legal and privacy requirement-Mapping techniques-Content audit-Honeycomb model

Website Structure: User experience-Usability-Purchase behaviour-Customer satisfaction-Tools and technology to monitor and response to users-Objectives for improvements-Strategic option-Budget and resources-Structured testing-Click testing eye tracking and heat maps.

Suggested Readings:

1. Digital Marketing Toolkit Edition by Michael R. Smith (Author)

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

| | | |
|------------------|--|-----------------|
| Section A | Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory | 7*2=14 marks |
| Section B | 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit. | 14*4= 56 marks |
| | Total Marks | 70 marks |

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

| S. No. | Course Assessment Components | Marks/Weightage (%) |
|----------------------------|--|---------------------|
| 1 | Assessment 1 : Class Participation(CP) And Individual Assessment | 10 |
| 2 | Assessment 2 : Mid Term Exam (MTE) | 10 |
| 3 | Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment | 10 |
| | Internal Assessment (IA) (1+2+3) | 30 (30%) |
| | End-Term Examination (EE) | 70 (70%) |
| Total Marks (IA+EE) | | 100 |

Mapping Matrix of Course : 222DDMAEC3

Table 1: CO-PO Matrix for the Course: 222DDMAEC3

| COURSE OUTCOMES | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|-----------------|------|-----|-----|-----|-----|-----|-----|------|
| CO1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| Average | 2.75 | 3 | 3 | 3 | 3 | 3 | 3 | 2.75 |

Table 2: CO-PSO Matrix for the Course: 222DDMAEC3

| CO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|----------------|----------|-------------|----------|------------|-------------|----------|
| CO1 | 3 | 3 | 3 | 2 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 2 | 2 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 2 | 3 | 3 | 3 | 3 |
| Average | 3 | 2.75 | 3 | 2.5 | 2.75 | 3 |

DIGITAL PLATFORMS

Course Code: 222DDMSEC4

L T P

4 0 0

External Marks: 70

Internal Marks: 30

Time Allowed: 3 Hrs

Employability Level: Skill enhancement

| Core Courses | Ability Enhancement Courses | Skill enhancement | Value Added Courses |
|--------------|-----------------------------|-------------------|---------------------|
| | | ✓ | |

Introduction to the Course: In this course we Understand the about business advantages of the digital platforms and its importance for marketing success; to develop a digital marketing plan. Analysis SWOT to define a target group; to get introduced to various digital platforms, their advantages. Develop an understanding of the getting insight of future trends that will affect the future development of the digital marketing. Demonstrate the ways of integration; how to integrate different digital platforms and create marketing content; how to optimize a Web site and SEO optimization. Develop an understanding the skills and competences in forming digital marketing plan in order to manage a digital marketing performance efficiently.

Course Outcomes: On completion of this course, the students will be able to

CO1: Understand to identify the importance of the digital platforms for marketing success

CO2: Recognise to identify digital platforms, their advantages and limitations, to perceiving ways of their integration taking into consideration the available budget

CO3: Understand the to create a digital marketing plan, starting from the SWOT analysis and defining a target group

CO4: Demonstrate the understanding to manage customer relationships across all digital platforms and build better customer relationships.

Detailed Syllabus:

Unit I

Channel Goals: Objective setting-Short term goals- SMART objectives-Analyse the Channels – Customer acquisition, Conversion, Experience and growth-Channel success factors-Key issues in channel management- Channel planning-organisational risk- Appraise Channels-Evaluation -Channel performance metrics-Strategy audit and gap analysis-Competitor benchmarking tools-Channel analysis tools.

Unit II

Digital Platforms: Technology adoption process –Depth and breath of coverage -Analytics and metrics -Collaboration and workflow -Engagement -Scalability -Provider of growth and longevity-B2B-B2C-C2C-C2B-G2G-G2B-G2C-B2G-C2G-Automated Programmes—Real time online sales and support. Social Media Management: Tools and apps for content creation- Content publishing-content creation and curation- Scheduling posts-Critical issues in online community management-Methods to build grow and manage an online community- Brand identity

Unit III

Dynamic Digital Environment: Reduced search costs and effort-Product and Price comparisons-Power of customer review- Product Choice and availability-Disintermediation-Immediacy-Commerce-Subscriptions and pay per view-Advertising-Lead Generation-Merchants-Infomediaries- Data and

CRM-Speed-Perception of credibility-Filtering-Security and privacy-Brand image and corporate reputation-Consumer Expectations.

Unit IV

Internal Marketing Concept: Corporate or functional strategies-Customer orientation and satisfaction-Relation between internal marketing , leadership and HRM with other business functions- Internal marketing plan -New concepts in digital media-External factors driving change-Internal factors driving change-Degree of urgency-Design decisions-Leadership style- Stakeholder theory-Commitment planning-Resistance to change-Back staging-Building alliances-Constructive manipulation.

Suggested Readings:

1. Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
2. The Beginner's Guide to Digital Marketing (2015). Digital Marketer.Pulizzi,J.(2014) Epic Content Marketing, McGraw Hill Education.

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

| | | |
|------------------|--|----------------|
| Section A | Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory | 7*2=14 marks |
| Section B | 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit. | 14*4= 56 marks |
| | Total Marks | 70 arks |

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

| S. No. | Course Assessment Components | Marks/Weightage (%) |
|----------------------------|--|---------------------|
| 1 | Assessment 1 : Class Participation(CP) And Individual Assessment | 10 |
| 2 | Assessment 2 : Mid Term Exam (MTE) | 10 |
| 3 | Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment | 10 |
| | Internal Assessment (IA) (1+2+3) | 30 (30%) |
| | End-Term Examination (EE) | 70 (70%) |
| Total Marks (IA+EE) | | 100 |

Mapping Matrix of Course : 222DDMSEC4**Table 1: CO-PO Matrix for the Course: 222DDMSEC4**

| COURSE OUTCOMES | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|-----------------|-----|-----|-----|------|-----|-----|------|-----|
| CO1 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| Average | 3 | 2.5 | 3 | 2.75 | 3 | 3 | 2.75 | 3 |

Table 2: CO-PSO Matrix for the Course: 222DDMSEC4

| CO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|----------------|------|------|------|------|------|------|
| CO1 | 3 | 3 | 2 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 2 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 |
| Average | 3 | 3 | 2.5 | 3 | 2.75 | 3 |