# **B. VOC IN E-COMMERCE & DIGITAL MARKETING**

# COURSE STRUCTURE AND SYLLABUS

# THIRD YEAR

Semester-V		Semester-VI		
Subject Code	Name of the Subject	Subject Code Name of the Subject		
	General C	Components		
ECDM501	Entrepreneurship Development & Project Management	ECDM601	Digital Media and the Law	
ECDM502	Marketing Research	ECDM602	Integrated Marketing Communication	
ECDM503	Human Resources Management	ECDM603	Advance Digital Marketing-I	
	Skill Co	mponent		
ECDM504	Social Media Marketing- II	ECDM604	Advance Digital Marketing-II	
ECDM505	Graphics designs for Digital Marketing	ECDM605	Project- II Project report on Web Development ( <b>Mini Project</b> )	
ECDM506	Project- I Project report on Social Media Marketing ( <b>Mini Project</b> )	ECDM606	Project- III Project report on Advance Digital Marketing ( <b>Major Project</b> )	

HEAD OF DEPARTMENT

E-COMMERCE & DIGITAL MARKETING

## PAPER 1: ENTREPRENEURSHIP DEVELOPMENT & PROJECT MANAGEMENT

# [Course Code -: ECDM501]

# Duration: 03 hrs.Marks: 100Lectures: 48Credits: Theory 12+ Practical 18 (Total: 30)Objectives:

1 To install a spirit of entrepreneurship among the student participants.

2 To provide an overview of the competences needed to become an entrepreneur

3 To give insights into the Management of Small Family Business

#### CONTENT OF SYLLABUS

UNIT	TOPIC	No. of
		Lectures
1	Concept and Definitions: Entrepreneur & Entrepreneurship,	12
	Entrepreneurship and Economic Development;	
	Factor Affecting Entrepreneurial Growth: Economic, Non-	
	Economic Factors; EDP Programmes; Entrepreneurial Training;	
	Traits/Qualities of an Entrepreneurs: Entrepreneur; Manager Vs.	
	Entrepreneur, Entrepreneurial Process. Steps of entrepreneurial	
	process: Deciding - Developing - Moving - Managing -	
	Recognizing. Women Entrepreneurs	
2	Small Enterprises and Enterprise Launching Formalities:	12
	Definition of Small Scale; Objective; Scope; Role of SME in	
	Economic Development of India; SME; Registration; NOC from	
	Pollution Board; Machinery and Equipment Selection.	
	Project Report Preparation: Methods of Project Appraisal -	
	requirements of financial institutions, projected financial	
	statement preparation. Government strategies for SME.	
3	Role of Support Institutions and Management of Small	12
	Business: Director of Industries; DIC;SIDO; SIDBI; Small	
	Industries Development Corporation (SIDC); SISI; NSIC;	
	NISBUED; State Financial Corporation SFC; Information :	
	assistance from different organizations in setting up a new	
	venture, technology parks, industrial corporations, directorate of	
	industries / cottage and small scale industries, SISI, Khadi &	
	Village Industries Corporation / Board. DGS & DNSIC, export &	
	import, how to apply for assistance - procedure, forms,	
	procedures for obtaining contract from Railways, Defence, P & T	
	etc., SIDBI.	
4	Case Studies: Diagnostic case studies of successful / unsuccessful	12
	entrepreneurs, key variables explaining success /failures,	
	industrial sickness, industrial reconstruction, technology	
	obsolescence, technology, transfer.	
		48

# Practical based on:

- SME Project report preparation / Assignments on SME Project report preparation
- SME Project report preparation consultation through Banks/ Business Enterprises/ organizations.
- Case studies to be prepared on successful Entrepreneurs.

# **Books recommended**

# **Text Books**

- 1. The Dynamics of Entrepreneurial Development & Management by Desai, Vasant , Himalaya Publishing House, Delhi
- 2. Managing Small Business by Longenecker, Moore, Petty and Palich, Cengage Learning, India Edition.
- 3. Cases in Entrepreneurship by Morse and Mitchell, Sage South Asia Edition.
- 4. Entrepreneurship Indian Cases on Change Agents by K Ramchandran, TMGH.
- 5. Entrepreneurship The engine of growth, edited by Mark Rice and Timothy Habbershon, Published by Praeger Perspectives.

# **Reference Books**

- 1. Entrepreneurship: New Venture Creation by David H. Holt
- 2. Entrepreneurship Development New Venture Creation by Satish Taneja, S.L.Gupta
- 3. Project management by K. Nagarajan.
- 4. Entrepreneurship: Strategies and Resources by Marc J. Dollinger
- 5. The Culture of Entrepreneurship by Brigitte Berger.
- 6. Entrepreneurship by Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd
- 7. Entrepreneurship As Strategy by G. Dale Meyer, Kurt A. Heppard
- 8. New Vistas of Entrepreneurship: Challenges & Opportunities by A. Sahay, M.S. Chhikara
- 9. Entrepreneurship and Small Business Management by Siropolis

## PAPER 2: MARKETING RESEARCH [Course Code -: ECDM502]

Duration: 03 hrs. Marks: 100 Lectures: 48 Credits: Theory 12+ Practical 18 (Total: 30)

# **Objectives:**

- 1. To give the students an understanding of marketing research from both user's (management) and doer's (the researchers) perspective.
- 2. To design and produce, evaluate a research proposal & understand the quality of research studies.
- 3. To learn the basic skills to conduct professional marketing research.
- 4. To understand the applications of business research tools in Marketing decision making.

# CONTENT OF SYLLABUS

UNIT	TOPIC	No. of
		Lectures
1	Marketing Research –	12
	Definition, Scope, Significance, Limitations, Obstacles in	
	acceptance. Ethics in marketing research.	
	Research process - Management dilemma (problem) - decision	
	problem – research problem – hypothesis statement.	
2	Various sources of market Information –	12
	Methods of collecting Market Information - Secondary data -	
	sources –Primary data – Questionnaire design, Observation	
	method of primary data collection, Web based primary data	
	collection	
	<b>Research techniques</b> – a) Based on questioning: Focus groups,	
	Depth interviews, Projective techniques. b) Based on	
	observations: ethnography, grounded theory, participant	
	observation	
3	Compling matheda compling and supervision	12
3	<b>Sampling</b> – sampling methods – sampling and non sampling	12
	errors – sample size calculation– population and sample size -	
	large and small samples - Data analysis and interpretation.	12
4	<b>Report writing</b> – forms of report – fundamentals of a good report.	12
		48

# **Books Recommended:-**

- 1. Marketing Research, Concept & Cases Cooper Schindler.
- 2. Research for Marketing Decisions Paul Green, Donald Tull, Gerald Albaurn
- 3. Marketing Research Nargundkar.
- 4. Marketing Research Beri
- 5. Marketing Research Measurement & Methods Donald S.Tull, Del I.Hawkins
- 6. Marketing Research Aakar, Kumar, Day

## PAPER 3: HUMAN RESOUCES MANAGEMENT [COURSE CODE -: ECDM503]

Duration: 03 hrs. Marks: 100 Lectures: 48 Credits: Theory 12+ Practical 18 (Total: 30) Objectives:

- 1. To develop and straighten the role of HRM in an organization
- 2. To acquire competitive advantage through HRM.
- 3. To acquire, to study and design HRM system

#### CONTENT OF SYLLABUS

UNIT	TOPIC	No. of
		Lectures
1	Introduction to HRM & Framework -	8
	Nature of HRM, Scope of HRM, HRM: Functions and Objectives,	
	HRM: Policies and practices, Concept of Personnel Management	
	& Difference between in HRM & Personnel Management	
2	HR Procurement:	12
	Job description, Job Evaluation, Job design,	
	Human Resource Planning	
	Recruitment & Selection	
	Career Planning: Succession Planning.	
3	Training and Development -	16
	Employee Training and Development Nature of training, Training	
	process, Training needs assessment, Training evaluation, Training	
	design, Implementing Training programs(Training methods),	
	Implementing management development programs.	
	HRM Strategies	
	SHRM, Nature of SHRM, Global competitiveness and Strategic	
	HR, Linkage of organizational and HR strategies, SHRM Model	
4	Performance Appraisal & Compensation -	12
	Performance- Definition, Why to measure performance, Use of	
	performance data, measurement process, Performance feedback,	
	Performance Appraisal Methods, Compensation concept.	
		48

- 1. Human Resource Management by Narayanappa ,Scitech Publication
- 2. Personnel/ Human Resource Management by David DeCenzo, Stephen Robbins, Prentice Hall of India,2008, 3 rd Edition Human Resource Management by J. John Bernardin, Tata McGraw Hill Publishing, 4 thEdition
- 3. Human Resources Management by L.M.Prasad
- 4. Human Resources Management by Ashwathappa
- 5. Managing Human Resources by Arun Monappa

# PAPER 4: SOCIAL MEDIA MARKETING- II [Course Code -: ECDM504]

Duration: 03 hrs.Marks: 150Lectures: 48Credits: Theory 12+ Practical 18 (Total: 30)Objectives:

- 1. To give practical exposure to students
- 2. To understand the social media landscape
- 3. To be able to develop social media strategy in a given context
- 4. To measure the effectiveness of social media strategy

#### CONTENT OF SYLLABUS

UNIT	TOPIC	No. of
1		Lectures
1	DECIPHERING THE TARGET AUDIENCE IDENTIFYING A TARGET AUDIENCE	12
	IDENTIFIING A TAKGET AUDIENCE	
	SMM - FACEBOOK MARKETING	
	How to Create a Fan Page?	
	Grow Your Business with Facebook	
	Latest Facebook Trends	
	How to Create a Campaign?	
	Instagram Marketing & linking with face book account	
	Limitations of Facebook marketing	
	SMM - TWITTER MARKETING	
	Create a Twitter Account for Your Business	
	How to Increase Followers on Twitter?	
	What is Hash Tag?	
	Twitter Account Promotion	
	Twitter Automation Tools	
2	SMM - LINKEDIN MARKETING	12
	LinkedIn Marketing	
	Premium Account	
	Connect with Your Customers	
	Promote Your Business on LinkedIn	
	Create an Ad Campaign	
	SMM - GOOGLE+ MARKETING	
	Creating a Business Page on Google+	
	Page Customization	
	+1 & Sharing	
	Integrate Google+ Business Page on Your Blog or Website	
	Promote Your Business on Google+	
	Google+ Tools	
	SMM - PINTEREST	10
3	What is Pinterest?	12
	Pinterest – Interesting Facts	
	How it Works?	
	Pinterest as a Marketing Tool	
	Pinterest as a Perfect Media Strategy	

	Promoting Business through Pinterest	
	Pinterest vs. Other Social Platforms	
	SMM - VIDEO MARKETING	
	Video Marketing	
	YouTube	
	Create an Account on YouTube	
	Upload Video on YouTube	
	Vimeo	
	Create an Account on Vimeo	
	Upload Video on Vimeo	
	Dailymotion	
	Create an Account on Dailymotion	
	Upload Video on Dailymotion	
	Ranking Factors of a Video	
	Increase Subscribers and Views	
	Increase Video Views	
	Advantages of Video Ads	
	Promote Your Video Ads	
	Application:	
	Kinemaster, Camptacia, Wondershare, Canva, Openshot	
	SMM - BLOGGING	12
4	Blogging	
	Advantages of Blogging	
	Setting a Blog using WordPress	
	Setting a Blog using Blogger	
	Blog Promotion	
	Blog Commenting	
	Monitoring and analysis of blog.	
	SMM - SOCIAL MEDIA ANALYSIS & MONITORING	
	ACCOUNTS	
	Social Bookmarking	
	Benefits of Being a Registered User on a Bookmaking Site	
	Advantages of Social Bookmaking	
	Image Optimization	
	Image Marketing	
	Choose Relevant Image	
	Creative Images	
	Buy Image	
		48

# **Books recommended**

1. Social Media Marketing, Liana Li Evans, Pearson.

# PAPER 5: GRAPHICS DESIGN FOR DIGITAL MARKETING [Course Code -: ECDM505]

Duration: 03 hrs.Marks: 150Lectures: 48Credits: Theory 12+ Practical 18 (Total: 30)Objectives:

- 1. To create visual content to communicate information / messages to the masses.
- 2. To Communicate Design, Graphic Design is used to create visual content using elements such as photographs, colours, typography, illustrations, and icons.

UNIT	TOPIC	No. of
		Lectures
1	Introduction to Graphics design / Fundamentals of Image	12
	making	
	Introduction to Image Editing	
	Design and Visualization	
2	Process of Image Editing / Fundamentals of Shape and Color	12
	Color Theory and Color Modes	
	Advance Retouching and Restoration	
	Image Compositing and Manipulation / Fundamentals of	
3	Composition	12
	Automation / GIF Animation	
	Filters and Advance Plugins	
	Latest trends in graphics design (introduction)	12
4	Corel Draw	
	InDesign	
	Adobe Dreamweaver	
	Illustrator	
	Vector Graphics for Designers	
	Online image editing software	
		48

#### CONTENT OF SYLLABUS

- 1. Looking Beyond: Graphics Of Satyajit Ray (2012)
- 2. Designing Brand Identity, Publisher: Wiley, Author: Alina Wheeler
- 3. Branding: In Five and a Half Steps, Publisher: Thames and Hudson
- 4. The Elements of Typographic Style , Publisher: Hartley & Marks

Duration: 03 hrs. Marks: 150 Lectures: 48 Credits: Theory 12+ Practical 18 (Total: 30) Objectives:

1 To confront students with discussions about the implications of an increasingly technological society.

2 To provide insights on how to implement marketing in a digital world.

3 To make students understand the traditional and new communication/marketing approaches to create competitive advantage in the Digital world.

# PROJECT ON SOCIAL MEDIA MARKETING:

Each student shall undertake a project on web marketing and submit it as a document (Word or PDF) or PowerPoint or other interactive presentation. Student shall apply basic principles learned in this course. Student is expected to develop a web marketing plan for any organization – real or imaginary (proposed).

# The project shall include the following:

- 1. Company Overview
- 2. Product and/or Service Description
- 3. Web Sales and Marketing Goals (traffic, sales, leads, brand awareness, etc.)
- 4. Website Purpose
- 5. Target Customer
- 6. Market Description/Competitive Analysis
- 7. SWOT Analysis
- 8. Unique Selling Proposition or Value Proposition
- 9. Revenue Generation
- 10. Web Marketing Medium Suggestion(s) (How will you get there?)
- 11. New Website/Web Redesign
- 12. Search Engine Marketing
- 13. E-mail
- 14. Online Advertising
- 15. Social Media
- 16. Affiliate Marketing
- 17. Website optimization/analytics

- 18. Viral Marketing
- 19. Traditional Media
- 20. Online Networking
- 21. Marketing Execution Plan
- 22. Budget
- 23. Tracking and Analysis (how can you tell when you're there, or what's working?)

# **Recommended Books:**

# 1 Text Books

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Calvin Jone. Kogan Page.

2. Marketing 2012 by William M. Pride, O. C. Ferrell, Cengage Learning.

3. Integrated Marketing Communications: Asia Pacific Edition by William Chitty, Nigel Barker, Michael Valos, Terence A. Shim, Cengage DigiMarketing: The Essential Guide to New Media and Digital Marketing by Kent Wertime, Ian Fenwick

4. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity by Avinash Kaushik

# **2** Reference Books

5. Wiki Brands – Reinventing Your Company In A Customer Driven Market Place, Sean Moffitt and Mike Dover, TMGH.

6. Advanced Web Metrics with Google Analytics by Brian Clifton.

7. Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know Mark Jeffery

# PAPER 1: DIGITAL MEDIA & THE LAW [COURSE CODE -: ECDM601]

Duration: 03 hrs.Marks: 100Lectures: 48Credits: Theory 12+ Practical 18 (Total: 30)Objectives:

- 1. To acquaint the learners with the legal framework pertaining to Media
- 2. To sensitize the learners to ethical issues in Media

#### **CONTENT OF SYLLABUS**

UNIT	TOPIC	No. of
		Lectures
1	Media & Freedom :	12
	Constitution of India: fundamental rights- Freedom of speech and	
	expression and their limits in context of different countries,	
	Concept of media freedom, Theories of media liberty and	
	democracy; Rights and obligation of the media;	
	IT Act an overview.	
2	Right to Information:	12
	Evolution of articles of 19; Universal declaration of human rights:	
	Right to Information Act 2005 and its implication: Right to reply;	
	Right to knowledge; Role of the media.	
	Limitation of Right to Information	
3	Media and Ethics:	12
	Media's ethical problems including privacy, right to reply, sting	
	operations. Ethical issues related with ownership of media and	
	national, transnational monopoly. Private treaties between media	
	and corporate houses. Scourge of paid news. Code of ethics;	
4	Cyber Laws: Laws regulating FDI in media; Cyber laws in India;	12
	Cyber security concerns preventive measure, penalties,	
	adjudication and offences;; Network service provider's protection;	
	Criminal procedure; IPC.	
	Role of Information and broadcasting ministry.	
		48

- 1. Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi.
- 2. Media Credibility by Aggarwal, S.K.
- 3. Mass Media: Laws and Regulations by Rayudu, C.S.
- 4. Media Ethics and Laws by Jan R. Hakeculdar History of Press, Press Laws and Communication by Ahuja, B.N.

# PAPER 2: INTEGRATED MARKETING COMMUNICATION [Course Code -: ECDM602]

# Duration: 03 hrs.Marks: 100Lectures: 48Credits: Theory 12+ Practical 18 (Total: 30)Objectives:

- 1. To provide an overview of the range of tools available for Marketing Communications
- 2. To provide an understanding of the basic principles of planning and execution in Marketing Communications
- 3. To acquaint the students with concepts and techniques in the application for developing and designing an effective advertising and sales promotion program.
- 4. To sensitize students to the various facets of advertising, public relation and promotion management.
- **5.** To develop a managerial perspective and an informed decision-marking ability for effective and efficient tackling of promotional situations.

UNIT	TOPIC	No. of
		Lectures
1	Introduction of IMC:	12
	IMC components – advertising tools, promotional tools, integrated	
	tools, refining the IMC program; The role of IMC in Digital	
	Marketing. Current trends in Digital Marketing.	
2	Advertising:	12
	Overview of advertising management; Advertising and IMC	
	process; Choosing an advertising agency; Advertising planning	
	and research; Advertising goals – building brand images,	
	providing information, persuasion, supporting marketing efforts,	
	encouraging action; Advertising budget; Media Selection;	
	Case study.	
3	Sales Promotion:	12
	The scope & role of sales promotion; Consumer oriented sales	
	promotion; Trade oriented sales promotion; Coordinating sales	
	promotion and advertising; Sales promotion abuse; Personal	
	selling, Case study.	
4	Emerging media platforms and other IMC options:	12
	Public Relations Publicity and Corporate adverting; Creating	
	positive image building activities; Role of internet in PR.	
	Emerging media platforms, Internet, Mobile marketing,	
	Sponsorships and event marketing, Trade shows and fairs, Buzz	
	marketing. Difference between direct marketing and traditional	
	advertising. Case study.	
	Evaluation Monitoring and Control:	
	Measuring the effectiveness of promotional program; Measuring	
	the effectiveness of other program elements.	
		<b>48</b>

#### CONTENTS OF SYLLABUS

## **Books recommended**

# **Text Books**

- 1. Integrated Advertising, Promotion and Marketing Communication by Clow, Kenneth & Black, Donald, Pearson Education, New Delhi.
- 2. Advertising and Promotion by Belch, George and Belch, Michael, Tata McGraw Hill, New Delhi.

## **Reference Books**

- 1. Advertising Management by Jethwaney, Jaishree and Jain, Shruti, Oxford University Press, New Delhi.
- 2. Advertising and Promotions, Semenik Allen, Cengage Leaning
- 3. Advertising and Promotion, SHH Kazmi, Satish Batra, Excel Books
- 4. Advertising and Promotions, Shah, D'Souza, Tata McGraw Hill
- 5. Integrated Marketing Communication perspectives- Tata McGraw Hill, Publication

## PAPER 3: ADVACED DIGITAL MARKETING-I [COURSE CODE -: ECDM603]

Duration: 03 hrs. Marks: 100 Lectures: 48 Credits: Theory 12+ Practical 18 (Total: 30) Objectives:

- 1. To confront students with discussions about the implications of an increasingly technological society.
- 2. To provide insights on how to implement marketing in a digital world.
- 3. To make students understand the traditional and new communication/marketing approaches to create competitive advantage in the Digital world.

#### UNIT No. of TOPIC Lectures 1 **Content marketing (Developing content Marketing strategy)** 12 Ideal content Marketing Content Marketing Overview and Strategy **Content Marketing Channels** Writing Messages and Creating Content Getting Your Message Into the Media Content Strategy & Challenges Blog Marketing Social Media Marketing Channels Image Marketing Video Marketing Article and Press Release Marketing *Case studies* **E-Mail Marketing** 2 12 **Getting Started Elements of Marketing Emails Email Content Email Marketing Plan** Build your Email List Choosing your Email Platform Measuring your Email Campaign's Success *Case studies* 3 **Affiliated Marketing & Freelancing** 12 Introduction to affiliate marketing Partnership with affiliate networks, adsense & ad networks Setting up an affiliate website Strategy / planning & case studies Freelancing An Introduction to Freelance Determining What to Write **Finding Markets** The Query or Proposal

Making the Sale

#### **CONTENT OF SYLLABUS**

	Building Your Portfolio	
	Freelance Tools and Resources	
	Case studies	
4	Video Marketing	12
	How to Create a Successful Video Marketing Strategy	
	The Best Types of Online Video Content	
	Video Production	
	Video Metrics to Track and How to Analyze Them	
	Animated video creation,	
	Different applications to develop video marketing.	
		48

- 1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Calvin Jone. Kogan Page.
- 2. Marketing 2012 by William M. Pride, O. C. Ferrell, Cengage Learning.
- 3. Integrated Marketing Communications: Asia Pacific Edition by William Chitty, Nigel Barker, Michael Valos, Terence A. Shim, Cengage DigiMarketing: The Essential Guide to New Media and Digital Marketing by Kent Wertime, Ian Fenwick
- 4. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity by Avinash Kaushik

## PAPER 4: ADVACED DIGITAL MARKETING-II [COURSE CODE -: ECDM604]

Duration: 03 hrs. Marks: 150 Lectures: 48 Credits: Theory 12+ Practical 18 (Total: 30) Objectives:

- 1. To confront students with discussions about the implications of an increasingly technological society.
- 2. To provide insights on how to implement marketing in a digital world.
- 3. To make students understand the traditional and new communication/marketing approaches to create competitive advantage in the Digital world.

#### **CONTENT OF SYLLABUS**

UNIT	TOPIC	No. of
		Lectures
1	Content marketing (Developing content Marketing strategy)	12
2	E-Mail Marketing	12
3	Affiliated Marketing & Freelancing	12
4	Video Marketing	12
		48

- 1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Calvin Jone. Kogan Page.
- 2. Marketing 2012 by William M. Pride, O. C. Ferrell, Cengage Learning.
- 3. Integrated Marketing Communications: Asia Pacific Edition by William Chitty, Nigel Barker, Michael Valos, Terence A. Shim, Cengage DigiMarketing: The Essential Guide to New Media and Digital Marketing by Kent Wertime, Ian Fenwick
- 4. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity by Avinash Kaushik

## PAPER 5: PROJECT REPORT ON WEB DEVELOPMENT [COURSE CODE -: ECDM605]

Duration: 03 hrs. Marks: 150 Credits: Practical 16

#### **Objectives:**

- 1. To understand the technical challenges of designing and developing a website development.
- 2. Come up with an innovative proposal that aims to fill the identified gaps of the market.
- **3.** To learn to study project development.

# **Project Work Completion Sheet**

## The project will be done in following environment:

Operating System	:Windows, Linux, Macintosh
Programming Language used	:PHP-CSS / Worpress framework
Database	:PostgreSQL, MySQL, SQL Server

Marks will be given as follows: Internal Evaluation

Sr. No	Task
1	Gathering Data Requirements and Functional Requirement
2.	Designing the normalized Database
3.	UML Diagrams
4	I/O screens
5	Coding
6	Viva
7	Final Demo
	Contents of Projects

# Marks will be given as follows: External Evaluation

Sr.No	Task
1	Viva
2.	Presentation
3.	Communication Skills
4	Project Documentation
5	Project Demo

### PAPER 6: PROJECT REPORT ON ADVANCE DIGITAL MARKETING [Course Code -: ECDM606]

Duration: 03 hrs. Marks: 150 Lectures: 48 Credits: Theory 12+ Practical 18 (Total: 30) Objectives:

1 To confront students with discussions about the implications of an increasingly technological society.

2 To provide insights on how to implement marketing in a digital world.

3 To make students understand the traditional and new communication/marketing approaches to create competitive advantage in the Digital world.

# PROJECT ON AVANCED DIGITAL MARKETING:

Each student shall undertake a project on web marketing and submit it as a document (Word or PDF) or PowerPoint or other interactive presentation. Student shall apply basic principles learned in this course. Student is expected to develop a web marketing plan for any organization – real or imaginary (proposed).

# The project shall include the following:

- 1. Company Overview
- 2. Product and/or Service Description
- 3. Web Sales and Marketing Goals (traffic, sales, leads, brand awareness, etc.)
- 4. Website Purpose
- 5. Target Customer
- 6. Market Description/Competitive Analysis
- 7. SWOT Analysis
- 8. Unique Selling Proposition or Value Proposition
- 9. Revenue Generation
- 10. Web Marketing Medium Suggestion(s) (How will you get there?)
- 11. New Website/Web Redesign
- 12. Search Engine Marketing
- 13. E-mail
- 14. Online Advertising
- 15. Social Media
- 16. Affiliate Marketing

- 17. Website optimization/analytics
- 18. Viral Marketing
- 19. Traditional Media
- 20. Online Networking
- 21. Marketing Execution Plan
- 22. Budget
- 23. Tracking and Analysis (how can you tell when you're there, or what's working?)

# **Recommended Books:**

# 1 Text Books

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Calvin Jone. Kogan Page.

2. Marketing 2012 by William M. Pride, O. C. Ferrell, Cengage Learning.

3. Integrated Marketing Communications: Asia Pacific Edition by William Chitty, Nigel Barker, Michael Valos, Terence A. Shim, Cengage DigiMarketing: The Essential Guide to New Media and Digital Marketing by Kent Wertime, Ian Fenwick

4. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity by Avinash Kaushik

# **2 Reference Books**

5. Wiki Brands – Reinventing Your Company In A Customer Driven Market Place, Sean Moffitt and Mike Dover, TMGH.

- 6. Advanced Web Metrics with Google Analytics by Brian Clifton.
- 7. Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know Mark Jeffery