B. VOC IN E-COMMERCE & DIGITAL MARKETING

FIRST DRAFT OF COURSE STRUCTURE AND SYLLABUS

SECOND YEAR

Semester-III		Semester-IV	
Subject Code	**Name of the Subject**	**Subject Code**	**Name of the Subject**
General Component			
ECDM301	Principles of Management	**ECDM401**	Social Media Marketing-I
ECDM302	Marketing Management	**ECDM402**	Services Marketing
ECDM303	Web designing using PHP	**ECDM403**	Search Engine Optimization & SMM
Skill Component			
ECDM304	Digital Marketing Overview	**ECDM404**	Business Management
ECDM305	Programming lab on PHP	**ECDM405**	Google Adwards & Google Analytics
ECDM306	Management Information System and Case studies.	**ECDM406**	WordPress framework

Paper 1: SOCIAL MEDIA MARKETING [Course Code -: ECDM401]

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

Course Objectives:

1. Understand the fundamental concepts and principles of social media marketing.

2. Analyze different social media platforms and their relevance for specific target audiences.

3. Develop a comprehensive social media marketing strategy.

4. Learn how to create engaging and effective content for social media platforms.

5. Understand the importance of analytics and data in social media marketing.

6. Gain knowledge on best practices for driving traffic and increasing conversions through social media.

7. Understand the ethical and legal considerations of social media marketing.

Course Outcomes:

CO1. Develop a deep understanding of the theories and strategies behind social media marketing.
CO2. Evaluate and select appropriate social media platforms for specific marketing goals.
CO3. Create and implement a social media marketing plan for a given target audience.
CO4. Develop effective content that aligns with the brand's tone, voice, and values.
CO5. Use analytics tools to monitor and evaluate the success of social media marketing campaigns.
CO6. Optimize social media channels for increased visibility and engagement.
CO7. Comply with legal and ethical guidelines when conducting social media marketing activities.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Social Media Landscape**: Introduction to Social Media, What is Social Media? The basics of the new digital landscape, How Social Media developed, Managing Information, Aggregators, Google Alerts,	12

	Word of Mouth and Viral Marketing, Consumer-generated content - Encouraged and Organic, Friends, Fans, Followers , Blogs (compare to websites) - Personal , Corporate. Top tier platforms, such as Facebook, Twitter, LinkedIn, YouTube, etc., Social search, Social media's implications for marketers, Social media integration into the business strategy, Key ways that brand informs social media. The Legal side of Social Media : In-house guidelines, Copyright and Trademark Implications.	
2	**Social Media Strategy and Tactics:** Getting an organization ready for Social Media, Defining the social media goals, Content Management, Know your audience & what are they doing, Touch point analysis, Scheduling & Creating content, Managing content programs, Planning Worksheets, the social media conversation, social media listening tools, the connection between PR efforts and social media, incorporating blogs into social media strategies, Blogging platforms, blogosphere outreach, and micro blogging, Mass media driving to social media, Advertising in social media, Sweepstakes in social media, Defining the social media strategy, social media tactical implementation calendar, Utilizing photos and videos sites in social media, Using social media to seed the email lists, Instagram for brands versus personal.	12
3	**Social Media Conversations**: Return on Conversations versus Return on Investments, Conversation happens with or without you, Understanding each community, Everyone in the organization has a stake in social media strategy, Social Media polices for employees, professional ethics matter, define who owns the conversation, branding and messaging consistency, transparency, building trust and relationships, Give up control, customers know products better, content value, sharing economy – sharing is the key, ask the audience	12
4	**Setting Up Tools** : Facebook Creating groups and pages ,Tips and	12

	Guides, Posts, Paid Promotion Ads, Contests, Google+ : Set-up and usage, Company profile, Hangouts, Authorship, YouTube Long-form video platforms , Setting up a channel, Managing content , YouTube, Twitter Set-up and usage Tips, LinkedIn : Tips and Guides, Review of profiles, Pinterest, target audience, Visual social media and bookmarking, Set-up and management, Collaborative Marketing & Crowd sourcing, Promoting social media pages in other media, Social commerce implementation, International social media channels, Best social media listening and management tools, Creating positive chatter in social media, Linking social media accounts, Utilizing discussion boards and social groups. Blogs, Blogger, Tumblr, Wordpress , Set-up, Services Influencers - Who are they? How to find them? How to use them to benefit your brand. **Social Media Case Studies:** Major brand case study, Small company case study, Small B2B case study, Big brand digital media site side optimization, Using social media for brand awareness, Using social media for direct response, Successful use of Pinterest, World Business	
		48

Practical (Based on the above Units):

Laboratory Practical based on the above units

Books recommended

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

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1			3		1		2
CO2	1						
CO3		3		3			
CO4						1	
CO5	3		2				
CO6							
CO7							

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO2. Evaluate and select appropriate social media platforms for specific marketing goals.

CO5. Use analytics tools to monitor and evaluate the success of social media marketing campaigns.

PO 2 Critical Thinking and Problem solving

CO3. Create and implement a social media marketing plan for a given target audience.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO1. Develop a deep understanding of the theories and strategies behind social media marketing.

CO5. Use analytics tools to monitor and evaluate the success of social media marketing campaigns.

PO 4 Research-Related Skills

CO3. Create and implement a social media marketing plan for a given target audience.

PO 5 Personal and Professional competence

CO1. Develop a deep understanding of the theories and strategies behind social media marketing.

PO 6 Effective Citizenship and Ethics

CO4. Develop effective content that aligns with the brand's tone, voice, and values.

PO 7 Environment and Sustainability

CO1. Develop a deep understanding of the theories and strategies behind social media marketing.

Paper 2: SERVICES MARKETING [Course Code -: ECDM402]

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

Course Objectives:

1. Understand the unique characteristics of services and the challenges of marketing them effectively.

2. Analyze the key components of the services marketing mix (product, price, place, promotion, people, process, physical evidence) and how they interact.

3. Explore the role of customer experience and satisfaction in services marketing.

4. Examine the importance of customer relationship management in building long-term loyalty and repeat business.

5. Understand the role of branding and positioning in services marketing.

6. Analyze the impact of technology and digital platforms on services marketing strategies.

7. Understand the importance of service quality and how to measure and improve it.

Course Outcomes:

CO1. Identify and explain the unique characteristics of services and their implications for marketing strategies.

CO2. Analyze and design effective marketing strategies for different types of services.

CO3. Apply the services marketing mix to develop and implement marketing plans.

CO4. Assess and improve service quality using relevant tools and techniques.

CO5. Identify and evaluate different approaches to customer relationship management in COservices marketing.

CO6. Analyze and apply branding and positioning strategies to differentiate services effectively.

CO7. Understand and navigate the impact of technology and digital platforms on services marketing.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Introduction to Services marketing:** Definition, Significance, Characteristics of Services: Intangibility, Inconsistency, Inseparability and Inventory. Classification of Services. Consumer Behavior in Services: Search, experience and credence attributes, Pre & post experience evaluation, factors influencing customer expectation of service, Moment of truth Extended Marketing Mix for Services: Need for additional three marketing mix elements in Services Financial & economic impact of service.	12
2	**Traditional Marketing Mix Elements in Services: 2 Traditional Marketing Mix Elements in Services:** Service Product: Customer perception, Customer satisfaction, Tolerance zone, Service quality - ServQual, GAP model and Critical incident model, Concept of loyalty & creation of a loyalty programme, Service recovery, Impact of service failures versus product failures, Nature of complaining behavior— Complaint Resolution, Service Recovery Process. Service Pricing: Costs of service delivery, Customer Profitability Measurement, Revenue management Techniques, Price Discrimination and Segmented Pricing. Service Place: Delivering services through intermediaries & electronic channels. Service Promotion: Integrated service marketing communication, Visual merchandising, Referrals, Challenge of Service communication.	12
3	**Service Process:** Service design & standards – Process service blue print, Demand & capacity management , Quality function deployment (QFD), Standardization (hard / soft measures), Service delivery, self-service technologies.	12

4	**People & Physical Evidence:** Employees' Role in Service Delivery, Service Culture: Internal Marketing, Service-Profit Chain, Emotional labor Customers' role in service delivery, Customer as a co-producer Physical Evidence: Experience Servicescape elements (to include architectural design), Virtual Servicescape. Applications of Service Marketing: Marketing in Tourism, Hospitality, Airlines, Telecom, IT & ITES, Sports & Entertainment, Logistics, Healthcaresectors (Examples/Case studies on these applications are expected).	12
		48

Practical (Based on the above Units):

Laboratory Practical based on the above units

BOOKS RECOMMENDED

1. Services Marketing by Zeithaml, Bitner, Gremler& Pandit, TMGH, 4th Edition

2. Services Marketing by Christopher Lovelock

3. Services Marketing, Rama Mohan Rao, Pearson

4. Services Marketing by Rampal & Gupta

5. Services Marketing by Helen Woodruff

6. Services Marketing: Concepts and Practices by Ramneek Kapoor, Justin Paul & Biplab Halder, McGraw Hill

7. Services Marketing by Rajendra Nargundkar, McGraw-Hill, 3rd Edition

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3					3	
CO2	1	3	2				
CO3			3				
CO4							
CO5				2	1		3
CO6		1					
CO7	3		1				

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Identify and explain the unique characteristics of services and their implications for marketing strategies.

CO2. Analyze and design effective marketing strategies for different types of services.

CO7. Understand and navigate the impact of technology and digital platforms on services marketing.

PO 2 Critical Thinking and Problem solving

CO2. Analyze and design effective marketing strategies for different types of services.

CO6. Analyze and apply branding and positioning strategies to differentiate services effectively.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO2. Analyze and design effective marketing strategies for different types of services.

CO3. Apply the services marketing mix to develop and implement marketing plans.

CO7. Understand and navigate the impact of technology and digital platforms on services marketing.

PO 4 Research-Related Skills

CO5. Identify and evaluate different approaches to customer relationship management in COservices marketing.

PO 5 Personal and Professional competence

CO5. Identify and evaluate different approaches to customer relationship management in COservices marketing.

PO 6 Effective Citizenship and Ethics

CO1. Identify and explain the unique characteristics of services and their implications for marketing strategies.

PO 7 Environment and Sustainability

CO5. Identify and evaluate different approaches to customer relationship management in COservices marketing.

Paper 3: Search Engine Optimization and SMM [Course Code -: ECDM403]

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

Course Objectives:

1. Understand the basic principles and concepts of search engine optimization (SEO).

2. Gain knowledge of the various techniques, tools, and strategies used in SEO.

3. Learn how to conduct keyword research and analysis to effectively optimize websites.

4. Understand the importance of on-page optimization and learn how to optimize web pages for search engines.

5. Learn how to design and optimize website architecture for better search engine visibility.

6. Gain knowledge of off-page optimization techniques such as link building and social media marketing.

7. Understand the role of content marketing in SEO and learn how to create compelling and SEO-friendly content.

Course Outcomes:

CO1. Develop a thorough understanding of the principles and concepts of search engine optimization.

CO2. Gain practical skills in conducting keyword research and analysis for effective SEO.

CO3. Acquire knowledge and skills in on-page optimization to improve the visibility of web pages in search engine results.

CO4. Understand and implement effective techniques for off-page optimization, including link building and social media marketing.

CO5. Develop the ability to create high-quality and SEO-friendly content that attracts both search engines and users.

CO6. Learn how to analyze and interpret SEO analytics and reports to measure and improve SEO performance.

CO7. Stay updated with the latest trends and updates in the field of SEO to adapt and implement effective strategies.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Introduction to SEO (Search Engine Optimization):** Introduction/Basic SEO, Basic html5 , On Page:Meta Tags,Alt Tags, Anchor text, Sitemaps html/xml, Internal Links, Off Page: Links submissions ,PPT Submissions, Social Bookmarking, Image / Infographics Submission, Video Submissions, Blogs, Articles Submissions, Advance SEO, Google Analytics, Google Webmaster, Google Tag Manager, Htaccess file, Robot.txt, Canonicaltag, Site links, Keyword mapping, Introduction to Wordpress	12
2	**Introduction to SEM (Search Engine Marketing):** Google Adwords/Pay par click, Create campaign, Bidding strategies , Types of adds, Settings, Add groups, Manage multiple account, Remarketing, Conversion tracking, Conversion optimizer, Link Google analytics and Adwords, Payment method and settings, Google Adwords certification, Facebook Advertising, LinkedIn Advertising, You Tube Advertising	12
3	**SMM/SMO(Search Media Marketing/Search Engine Optimization):** Introduction, Importance, Types of accounts, Social platforms intro, Type of social platforms and their uniqueness: Facebook, Twitter, LinkedIn, Youtube, Pinterest	12
4	**Email Marketing**: Introduction, Tips to maximize email marketing, Know your audience , Craft your Message, Choose the right format, HTML emails, Email tracking **Mobile SEO:** Latest Mobile Devices, Latest Operating version systems, Responsive Design, User Friendly, Mobile Friendly, Similar URLs as to your Desktops, Avoid common mistakes¸ Configure for other devices.	12
		48

Practical (Based on the above Units): Laboratory Practical based on the above units

Books recommended

1. SEO for Dummies, 6th Edition, By Peter Kent

2. SEO for Growth, By John Jantsch and Phil Singleton

3.The Art of SEO, Mastering Search Engine Optimization, By Eric Enge, Stephan Spencer and Jessie Stricchiola

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1		1	3			
CO2	2						
CO3		3					
CO4					3	1	
CO5							3
CO6	3						
CO7							

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Develop a thorough understanding of the principles and concepts of search engine optimization.

CO2. Gain practical skills in conducting keyword research and analysis for effective SEO.

CO3. Acquire knowledge and skills in on-page optimization to improve the visibility of web pages in search engine results.

CO4. Understand and implement effective techniques for off-page optimization, including link building and social media marketing.

CO5. Develop the ability to create high-quality and SEO-friendly content that attracts both search engines and users.

CO6. Learn how to analyze and interpret SEO analytics and reports to measure and improve SEO performance.

PO 2 Critical Thinking and Problem solving

CO3. Acquire knowledge and skills in on-page optimization to improve the visibility of web pages in search engine results.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO1. Develop a thorough understanding of the principles and concepts of search engine optimization.

PO 4 Research-Related Skills

CO1. Develop a thorough understanding of the principles and concepts of search engine optimization.

PO 5 Personal and Professional competence

CO4. Understand and implement effective techniques for off-page optimization, including link building and social media marketing.

PO 6 Effective Citizenship and Ethics

CO4. Understand and implement effective techniques for off-page optimization, including link building and social media marketing.

PO 7 Environment and Sustainability

CO5. Develop the ability to create high-quality and SEO-friendly content that attracts both search engines and users.

Paper 4: BUSINESS MANAGEMENT [Course Code -: ECDM404]

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

Course Objectives:

1. Develop an understanding of the principles and theories of business management.

2. Explore the functions and roles of managers in organizations.

3. Gain knowledge in planning, organizing, leading, and controlling activities in a business setting.

4. Understand the importance of effective communication and teamwork in managing a business.

5. Analyze and evaluate the internal and external environments that affect business management decisions.

6. Develop problem-solving and decision-making skills in a business context.

7. Learn to apply ethical and socially responsible practices in business management.

Course Outcomes:

CO1. Demonstrate an understanding of the key concepts and theories in business management.

CO2. Apply management principles and theories to real-life business situations.

CO3. Identify and analyze the functions and roles of managers in different organizational contexts.

CO4. Develop effective communication skills necessary for managing individuals and teams.

CO5. Apply problem-solving and decision-making techniques to resolve business management challenges.

CO6. Evaluate the internal and external environments of organizations to make informed management decisions.

CO7. Demonstrate ethical and socially responsible practices in business management.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Introduction to Business Environment: Overview of business management,** nature, importance and scope of business, branches/ functions of business management. **Economics**- Introduction to Economics , Basic Economic Problem, Demand Analysis and Forecasting: **Marketing overview-** market competitions, Risk Analysis and Decision Making. **Technology Management**- Role of technology in business management, importance of technology management in business. Impact of technology on business.	12
2	**Human Resource Management & Financial Management:** **Introduction to HRM & Framework** - Nature of HRM, Scope of HRM, HRM: Functions and Objectives, SHRM, Nature of SHRM, HR Procurement, Human Resource Planning - Job Analysis, Job Design: Writing job description, Recruitment & Selection, Career Planning: Succession Planning. Training and Development - Employee Training and Development Nature of training, Training process, Training needs assessment, Employee Appraisal & Compensation. **Business Finance**: Introduction of Business Finance: Meaning, Definition of Financial Management, Goals of Financial Management (Profit Maximization and Wealth Maximization), Functions of finance manager, Capital structure: Meaning, Factors affecting the capital structure, Different Sources of Finance and its Types, Capital Budgeting: Meaning, Definition and types of evaluating the project on the basis of Traditional Techniques and Modern Techniques (viz. Payback period, Discounted Payback period, NPV, ARR, IRR, PI) Time Value of Money. Working Capital Management: Nature and Scope, Components of working	12

		capital, operating cycle.	
3	**Operation & Supply Chain Management: Introduction to Operations Management (OM):** Definition, Evolution from production to operations management. Manufacturing trends in India, Services as a part of OM, Operations as a key functional area, OM a system perspective, functions of OM, challenges and current priorities of OM. **Production Planning & Control (PPC):** Role and Functions, Inventory Planning and Control: Continuous and Intermittent demand System, concept of inventory, need for inventory, types of inventory - seasonal, decoupling, cyclic, pipeline, safety. Implications for Inventory Control Methods. **Supply Chain Management:** Definition, Functions of SCM, Evolution from Physical distribution to Logistics to SCM. **Supply chain integrated framework:** Resource base to end customers Product/service value flow, market accommodation flow, information flow, cash flow.		12
4	**Other Branches of Business Management:** Business Analytics (BA) Rural & Agribusiness Management (RABM) Pharma & Healthcare Management (PHM) Tourism & Hospitality Management (THM)		12
			48

Practical (Based on the above Units):

Laboratory Practical based on the above units

Books recommended

1. Managerial Economics by Peterson, Lewis, Sudhir Jain, Pearson, Prentice Hall

2. Indian Economy by Datt & Sundaram, 61st Edition, S Chand

3. Manegerial Economics Mithani Himalaya Publications

4. Managerial Economics by Homas and Maurice, Tata McGraw Hill, 8th Edition

5. Marketing Management- Text and Cases, Tapan K Panda, 2nd Edition, Excel

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3				3		
CO2	2	3					
CO3	1	2	3			2	
CO4			2	1			
CO5			1		2		
CO6							
CO7							3

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Demonstrate an understanding of the key concepts and theories in business management.

CO2. Apply management principles and theories to real-life business situations.

CO3. Identify and analyze the functions and roles of managers in different organizational contexts.

PO 2 Critical Thinking and Problem solving

CO2. Apply management principles and theories to real-life business situations.

CO3. Identify and analyze the functions and roles of managers in different organizational contexts.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO3. Identify and analyze the functions and roles of managers in different organizational contexts.

CO4. Develop effective communication skills necessary for managing individuals and teams.

CO5. Apply problem-solving and decision-making techniques to resolve business management challenges.

PO 4 Research-Related Skills

CO4. Develop effective communication skills necessary for managing individuals and teams.

PO 5 Personal and Professional competence

CO1. Demonstrate an understanding of the key concepts and theories in business management.

CO5. Apply problem-solving and decision-making techniques to resolve business management challenges.

PO 6 Effective Citizenship and Ethics

CO3. Identify and analyze the functions and roles of managers in different organizational contexts.

PO 7 Environment and Sustainability

CO7. Demonstrate ethical and socially responsible practices in business management.

Paper 5: Google Adwards & Google Analytics[Course Code -: ECDM405]

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

Course Objectives:

1. To understand the fundamentals of Google AdWords, including how it works and its various features and tools.

2. To learn how to set up and manage AdWords campaigns effectively.

3. To explore different ad formats and targeting options available in Google AdWords.

4. To understand how to analyze campaign data and optimize ads for better performance.

5. To understand the role of keywords and how to conduct keyword research for ad campaigns.

6. To learn how to create compelling ad copies and landing pages.

7. To understand the importance of tracking and measuring ad campaign performance using Google Analytics.

Course Outcomes:

CO1. Students will be able to set up and manage Google AdWords campaigns efficiently.

CO2. Students will understand and utilize various ad formats and targeting options effectively.

CO3. Students will be able to analyze campaign data and optimize ads for better performance.

CO4. Students will have the knowledge and skills to conduct keyword research and create effective ad copies and landing pages.

CO5. Students will understand how to track and measure ad campaign performance using Google Analytics.

CO6. Students will have a comprehensive understanding of advanced topics in Google AdWords and be able to implement them in their campaigns.

CO7. Students will be able to strategize and execute successful Google AdWords campaigns for businesses or clients.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Introducing Google Analytics:** Why google analytics? How Google Analytics works, Google Analytics setup, How to set up views with filters	12
2	**The Google Analytics Interface:** Navigating Google Analytics, Understanding overview reports, Understanding full reports, How to share reports, How to set up dashboards and shortcuts	12
3	**Basic Reports:** Audience reports, Acquisition reports, Behavior reports	12
4	**Basic Campaign and Conversion Tracking:** How to measure Custom Campaigns, Tracking campaigns with the URL Builder, Use Goals to measure business objectives, How to measure Google Ads campaigns	12
		48

Practical (Based on the above Units):

Laboratory Practical based on the above units

Books recommended

2. SEO for Dummies, 6th Edition, By Peter Kent
3. SEO for Growth, By John Jantsch and Phil Singleton
4. The Art of SEO, Mastering Search Engine Optimization, By Eric Enge, Stephan Spencer and Jessie Stricchiola
5. http://vairadigital.in/

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3					3	
CO2	1	3	2				
CO3			3				
CO4							
CO5				2	1		3
CO6							
CO7							

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Students will be able to set up and manage Google AdWords campaigns efficiently.

CO2. Students will understand and utilize various ad formats and targeting options effectively.

PO 2 Critical Thinking and Problem solving

CO2. Students will understand and utilize various ad formats and targeting options effectively.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO2. Students will understand and utilize various ad formats and targeting options effectively.

CO3. Students will be able to analyze campaign data and optimize ads for better performance.

PO 4 Research-Related Skills

CO5. Students will understand how to track and measure ad campaign performance using Google Analytics.

PO 5 Personal and Professional competence

CO5. Students will understand how to track and measure ad campaign performance using Google Analytics.

PO 6 Effective Citizenship and Ethics

CO1. Students will be able to set up and manage Google AdWords campaigns efficiently.

PO 7 Environment and Sustainability

CO5. Students will understand how to track and measure ad campaign performance using Google Analytics.

Paper 6: WORDPRESS FRAMEWORK [Course Code -: ECDM406]

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

Course Objectives:

1. Understand the basics of WordPress and its functionalities.

2. Learn to install and set up a WordPress website.

3. Develop proficiency in creating and managing different types of content in WordPress, such as pages, posts, and media.

4. Explore and customize WordPress themes to create visually appealing websites.

5. Gain knowledge of various WordPress plugins and their functionalities.

6. Learn to optimize and secure WordPress websites for better performance and protection against cyber threats.

7. Understand search engine optimization (SEO) techniques and apply them to WordPress websites.

Course Outcomes:

CO1. Ability to set up and configure a WordPress website from scratch.

CO2. Proficiency in creating and managing different types of content in WordPress.

CO3. Understanding of WordPress themes and ability to customize them according to specific requirements.

CO4. Knowledge of various WordPress plugins and ability to utilize them to enhance website functionality.

CO5. Ability to optimize and secure WordPress websites for better performance and protection against cyber threats.

CO6. Understanding of SEO techniques and ability to apply them to WordPress websites to improve search engine visibility.

CO7. Proficiency in using WordPress analytics tools to monitor and analyze website traffic.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Basics Wordpress – Overview** : What Is Content Management System (Cms), Features, Advantages, Disadvantages , Wordpress – Installation , System Requirements For Wordpress , Download Wordpress, Create Store Database , Set Up Wizard, Wordpress – Dashboard , Dashboard	12

	Menu, Screen Options , Welcome , Quick Draft , Wordpress News, Activity , At A Glance , **Settings:** Wordpress – General Settings , Wordpress – Writing Settings , Wordpress – Reading Settings , Wordpress – Discussion Settings , Wordpress – Media Settings , Wordpress – Permalink Settings , Wordpress – Plugin Settings ,	
2	**Categories**: , Wordpress – Add Category , Wordpress – Edit Category , Wordpress – Delete Category , Wordpress – Arrange Categories , **Posts**: , Wordpress – Add Posts , Wordpress – Edit Posts , Wordpress – Delete Posts , Wordpress – Preview Posts , Wordpress – Publish Posts , **Media** : Wordpress – Media Library , Wordpress – Add Media , Wordpress – Insert Media , Wordpress – Edit Media , **Pages**: Wordpress – Add Pages, Title Wysiwyg Editor, Text Insertion , Publish, Page Attribute , Featured Images, Wordpress – Publish Pages , Wordpress – Edit Pages , Wordpress – Delete Pages .	12
3	**Tags** : Wordpress – Add Tags, Wordpress – Edit Tags , Wordpress – Delete Tags , **Links:** , Wordpress – Add Links , Wordpress – Edit Links , Wordpress – Delete Links , **Comments** : Wordpress – Add Comments , Wordpress – Edit Comments , Wordpress – Moderate Comments **Plugins** : Wordpress – View Plugins , Wordpress – Install Plugins , Wordpress – Customize Plugins . **Users** : Wordpress – User Roles , Wordpress – Add Users , Wordpress – User Photo , Wordpress – Edit Users , Wordpress – Delete Users , Wordpress – Personal Profile .	12
4	**Appearance** : Wordpress – Theme Management , Wordpress – Customize Theme, Wordpress – Widget Management, Wordpress – Background . **Advanced** : Wordpress – Host Transfer , Wordpress – Version Update , Wordpress – Spam Protection , Wordpress – Backup & Restore , Wordpress Files Backup, Wordpress Database Backup , Restoring Wordpress Files , Restoring Wordpress Database, Wordpress – Optimization , Wordpress – Reset Password	12
		48

Practical (Based on the above Units):

Laboratory Practical based on the above units

Books recommended:

1. <u>WordPress for Beginners 2019: A Visual Step-by-Step Guide to Mastering WordPress</u>, **<u>Dr. Andy Williams</u>**

2. <u>WordPress All-In-One For Dummies</u>, <u>Lisa Sabin-Wilson</u>

3. https://www.tutorialspoint.com

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2	1			2		1	2
CO3		3					
CO4	3		1				
CO5					3		
CO6							
CO7							

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Ability to set up and configure a WordPress website from scratch.

CO2. Proficiency in creating and managing different types of content in WordPress.

CO4. Knowledge of various WordPress plugins and ability to utilize them to enhance website functionality.

PO 2 Critical Thinking and Problem solving

CO3. Understanding of WordPress themes and ability to customize them according to specific requirements.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO4. Knowledge of various WordPress plugins and ability to utilize them to enhance website functionality.

PO 4 Research-Related Skills

CO2. Proficiency in creating and managing different types of content in WordPress.

PO 5 Personal and Professional competence

CO5. Ability to optimize and secure WordPress websites for better performance and protection against cyber threats.

PO 6 Effective Citizenship and Ethics

CO2. Proficiency in creating and managing different types of content in WordPress.

PO 7 Environment and Sustainability

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