B. VOC IN E-COMMERCE & DIGITAL MARKETING

FRAMEWORK OF COURSE STRUCTURE AND SYLLABUS

THIRD YEAR

Semester-V		Semester-VI	
Subject Code	**Name of the Subject**	**Subject Code**	**Name of the Subject**
General 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 Component			
ECDM504	Social Media Marketing- II	**ECDM604**	Advance Digital Marketing-II
ECDM505	Graphics designs for Digital Marketing	**ECDM605**	Project- II Project report on Web Development
ECDM506	Project- I Project report on Social Media Marketing	**ECDM606**	Project- III Project report on Advance Digital Marketing

PAPER 1: ENTREPRENEURSHIP DEVELOPMENT & PROJECT MANAGEMENT

[Course Code -: ECDM501]

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

 Course Objectives:

1. To provide students with a comprehensive understanding of entrepreneurship and the skills needed to successfully start and manage a business.
2. To introduce students to the key concepts and principles of entrepreneurship, including opportunity recognition, innovation, and risk management.
3. To develop students' critical thinking and problem-solving skills through hands-on exercises and case studies.
4. To foster students' creativity and encourage them to think outside the box in order to identify and exploit business opportunities.
5. To enhance students' knowledge of the legal, financial, and marketing aspects of starting and running a business.
6. To equip students with the necessary skills to develop a comprehensive business plan and implement it effectively.
7. To provide students with an understanding of the challenges and opportunities associated with entrepreneurial ventures in different sectors and industries.

Course Outcomes:

CO1. Students will be able to demonstrate a deep understanding of the key concepts and theories of entrepreneurship.
CO2. Students will be able to identify and evaluate business opportunities using a systematic approach.
CO3. Students will be able to develop and implement a comprehensive business plan.
CO4. Students will be able to demonstrate effective communication and teamwork skills in a business context.
CO5. Students will be able to apply strategic thinking and problem-solving skills to real-world business situations.
CO6. Students will be able to analyze and evaluate the financial viability of a business venture.
CO7. Students will be able to assess and manage the risks associated with entrepreneurial ventures.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Concept and Definitions: Entrepreneur & Entrepreneurship**, 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	12

	process: Deciding – Developing – Moving – Managing – Recognizing. *Women Entrepreneurs*		
2	**Small Enterprises and Enterprise Launching Formalities:** 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.		12
3	**Role of Support Institutions and Management of Small 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, proceduresfor obtaining contract from Railways, Defence, P & T etc., SIDBI.		12
4	**Case Studies:** Diagnostic case studies of successful / unsuccessful entrepreneurs, key variables explaining success /failures, industrial sickness, industrial reconstruction, technology obsolescence, technology, transfer.		12
			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

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2		2					
CO3			3				
CO4				1			
CO5					2		
CO6						1	
CO7							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. Students will be able to demonstrate a deep understanding of the key concepts and theories of entrepreneurship.

PO 2 Critical Thinking and Problem solving

CO2. Students will be able to identify and evaluate business opportunities using a systematic approach.

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

CO3. Students will be able to develop and implement a comprehensive business plan.

PO 4 Research-Related Skills

CO4. Students will be able to demonstrate effective communication and teamwork skills in a business context.

PO 5 Personal and Professional competence

CO5. Students will be able to apply strategic thinking and problem-solving skills to real-world business situations.

PO 6 Effective Citizenship and Ethics

CO6. Students will be able to analyze and evaluate the financial viability of a business venture.

PO 7 Environment and Sustainability

CO7. Students will be able to assess and manage the risks associated with entrepreneurial ventures.

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

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

Course Objectives:

1. To provide students with an understanding of the importance and methods of marketing research in decision-making processes.
2. To familiarize students with various research techniques and tools used in marketing research.
3. To enable students to apply marketing research concepts and techniques to real-world business scenarios.
4. To enhance students' critical thinking and problem-solving skills in the context of marketing research.
5. To develop students' ability to analyze and interpret marketing research data and draw meaningful insights.
6. To cultivate students' written and oral communication skills in presenting research findings to stakeholders.

Course Outcomes:

CO1. Identify the role and significance of marketing research in the overall marketing process.
CO2. Understand and apply various research methodologies and tools for collecting and analyzing data.
CO3. Design and execute marketing research studies, including formulating research questions and objectives, selecting appropriate samples, and employing data collection techniques.
CO4. Analyze and interpret marketing research data using appropriate statistical techniques and software.
CO5. Generate actionable insights and recommendations based on research findings to aid decision-making in marketing.
CO6. Communicate effectively in written and oral formats to present research findings to stakeholders.
CO7. Develop critical thinking skills to evaluate research studies and assess their validity and reliability.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Marketing Research –** Definition, Scope, Significance, Limitations, Obstacles in acceptance. Ethics in marketing research. Research process – Management dilemma (problem) – decision problem – research problem – hypothesis statement.	12
2	**Various sources of market Information** – Methods of collecting Market Information - Secondary data – sources –Primary data – Questionnaire design, Observation	12

	method of primary data collection, Web based primary data collection **Research techniques** – a) Based on questioning: Focus groups, Depth interviews, Projective techniques. b) Based on observations: ethnography, grounded theory, participant observation	
3	**Sampling** – sampling methods – sampling and non sampling errors – sample size calculation– population and sample size - large and small samples - Data analysis and interpretation.	12
4	**Report writing** – 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

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3				3		1
CO2		3				2	
CO3			3				
CO4				2			
CO5							
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. Identify the role and significance of marketing research in the overall marketing process.

PO 2 Critical Thinking and Problem solving

CO2. Understand and apply various research methodologies and tools for collecting and analyzing data.

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

CO3. Design and execute marketing research studies, including formulating research questions and objectives, selecting appropriate samples, and employing data collection techniques.

PO 4 Research-Related Skills

CO4. Analyze and interpret marketing research data using appropriate statistical techniques and software.

PO 5 Personal and Professional competence

CO3. Design and execute marketing research studies, including formulating research questions and objectives, selecting appropriate samples, and employing data collection techniques.

PO 6 Effective Citizenship and Ethics

CO2. Understand and apply various research methodologies and tools for collecting and analyzing data.

PO 7 Environment and Sustainability

CO1. Identify the role and significance of marketing research in the overall marketing process.

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

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

Course Objectives:

1. To provide students with an understanding of the key concepts and principles of human resource management.
2. To develop students' skills in effective recruitment, selection, and retention of employees.
3. To equip students with knowledge on employee training, development, and performance appraisal.
4. To familiarize students with the legal and ethical issues related to human resource management.
5. To enhance students' abilities to effectively manage employee relations and resolve conflicts in the workplace.
6. To provide students with an understanding of the strategic role of human resource management in organizational success.
7. To develop students' skills in managing diversity and promoting inclusivity in the workplace.

Course Outcomes:
CO1. Understand the role and importance of human resource management in organizations.
CO2. Apply the principles and techniques of effective recruitment and selection.
CO3. Demonstrate knowledge of training and development practices to enhance employee performance.
CO4. Understand the legal and ethical considerations in human resource management.
CO5. Develop skills in managing employee relations, including conflict resolution.
CO6. Analyze the strategic implications of human resource management decisions.
CO7. Demonstrate sensitivity and understanding towards diversity in the workplace.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Introduction to HRM & Framework -** Nature of HRM, Scope of HRM, HRM: Functions and Objectives, HRM: Policies and practices, Concept of Personnel Management *& Difference between in HRM & Personnel Management*	8
2	**HR Procurement:** *Job description, Job Evaluation, Job design,* Human Resource Planning Recruitment & Selection Career Planning: Succession Planning.	12
3	**Training and Development -** 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*	16

	SHRM, Nature of SHRM, Global competitiveness and Strategic HR, Linkage of organizational and HR strategies, SHRM Model	
4	**Performance Appraisal & Compensation -** Performance- Definition, Why to measure performance, Use of performance data, measurement process, Performance feedback, Performance Appraisal Methods, Compensation concept.	12
		48

Books recommended

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

Mapping of Program Outcomes with Course Outcomes

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

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. Understand the role and importance of human resource management in organizations.

CO5. Develop skills in managing employee relations, including conflict resolution.

PO 2 Critical Thinking and Problem solving

CO2. Apply the principles and techniques of effective recruitment and selection.

CO6. Analyze the strategic implications of human resource management decisions.

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

CO3. Demonstrate knowledge of training and development practices to enhance employee performance.

CO7. Demonstrate sensitivity and understanding towards diversity in the workplace.

PO 4 Research-Related Skills

CO4. Understand the legal and ethical considerations in human resource management.

PO 5 Personal and Professional competence

CO1. Understand the role and importance of human resource management in organizations.

PO 6 Effective Citizenship and Ethics

CO2. Apply the principles and techniques of effective recruitment and selection.

PO 7 Environment and Sustainability

CO3. Demonstrate knowledge of training and development practices to enhance employee performance.

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

Duration: 03 hrs.   Marks: 150   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	*DECIPHERING THE TARGET AUDIENCE* *IDENTIFYING A TARGET 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*	12
2	**SMM - LINKEDIN MARKETING** LinkedIn Marketing Premium Account Connect with Your Customers	12

	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	
3	**SMM - PINTEREST** What is Pinterest? 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...*	12
4	**SMM - BLOGGING** 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	12

	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.

Mapping of Program Outcomes with Course Outcomes

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

PO 2 Critical Thinking and Problem solving

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.

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

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.

PO 4 Research-Related Skills

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.

PO 5 Personal and Professional competence

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 6 Effective Citizenship and Ethics

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

CO6. Optimize social media channels for increased visibility and engagement.

PO 7 Environment and Sustainability

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

CO7. Comply with legal and ethical guidelines when conducting social media marketing activities.

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

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

Course Objectives:

1. To provide students with an understanding of the principles and techniques of graphic design for digital marketing.
2. To develop students' skills in using industry-standard graphic design software to create visually compelling and effective digital marketing materials.
3. To enhance students' creativity and ability to generate innovative ideas for designing digital marketing materials.
4. To instill in students a strong sense of aesthetic sensibility and attention to detail in graphic design for digital marketing.
5. To equip students with the knowledge and skills to effectively communicate ideas and messages through visual design in the context of digital marketing.

Course Outcomes:

CO1. Students will be able to apply the principles of graphic design to create visually appealing digital marketing materials.

CO2. Students will be proficient in using industry-standard graphic design software, such as Adobe Photoshop, Illustrator, and InDesign, to design digital marketing materials.

CO3. Students will demonstrate the ability to generate innovative and creative ideas for designing digital marketing materials.

CO4. Students will display a strong aesthetic sensibility and attention to detail in their graphic design work for digital marketing.

CO5. Students will effectively communicate ideas and messages through visual design in the context of digital marketing.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Introduction to Graphics design / Fundamentals of Image making** Introduction to Image Editing Design and Visualization	12
2	**Process of Image Editing / Fundamentals of Shape and Color** Color Theory and Color Modes Advance Retouching and Restoration	12
3	**Image Compositing and Manipulation / Fundamentals of Composition** Automation / GIF Animation Filters and Advance Plugins	12
4	**Latest trends in graphics design (introduction)**	12

	Corel Draw	
	InDesign	
	Adobe Dreamweaver	
	Illustrator	
	Vector Graphics for Designers	
	Online image editing software	
		48

Books recommended:

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

Mapping of Program Outcomes with Course Outcomes

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

CO1. Students will be able to apply the principles of graphic design to create visually appealing digital marketing materials.

CO4. Students will display a strong aesthetic sensibility and attention to detail in their graphic design work for digital marketing.

PO 2 Critical Thinking and Problem solving

CO2. Students will be proficient in using industry-standard graphic design software, such as Adobe Photoshop, Illustrator, and InDesign, to design digital marketing materials.

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

CO1. Students will be able to apply the principles of graphic design to create visually appealing digital marketing materials.

PO 4 Research-Related Skills

CO3. Students will demonstrate the ability to generate innovative and creative ideas for designing digital marketing materials.

CO4. Students will display a strong aesthetic sensibility and attention to detail in their graphic design work for digital marketing.

PO 5 Personal and Professional competence

CO5. Students will effectively communicate ideas and messages through visual design in the context of digital marketing.

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

Course Objectives:

1. Understand the importance of marketing research in decision-making and strategic planning.
2. Develop knowledge and skills in conducting marketing research, including collecting and analyzing data.
3. Learn about different types of marketing research methodologies and techniques.
4. Gain an understanding of ethical considerations in marketing research.
5. Develop critical thinking and problem-solving skills through practical application of marketing research concepts.
6. Enhance communication skills through the presentation and interpretation of research findings.

Course Outcomes:

CO1: Understand the importance of marketing research in decision-making and strategic planning.

CO2: Develop knowledge and skills in conducting marketing research, including collecting and analyzing data.

CO3: Learn about different types of marketing research methodologies and techniques.

CO4: Gain an understanding of ethical considerations in marketing research.

CO5: Develop critical thinking and problem-solving skills through practical application of marketing research concepts.

CO6: Enhance communication skills through the presentation and interpretation of research findings.

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

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3			2			
CO2		2					
CO3		1	3				
CO4				1			
CO5					2		
CO6						1	
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: Understand the importance of marketing research in decision-making and strategic planning.

PO 2 Critical Thinking and Problem solving

CO2: Develop knowledge and skills in conducting marketing research, including collecting and analyzing data.

CO3: Learn about different types of marketing research methodologies and techniques.

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

CO3: Learn about different types of marketing research methodologies and techniques.

PO 4 Research-Related Skills

CO1: Understand the importance of marketing research in decision-making and strategic planning.

CO4: Gain an understanding of ethical considerations in marketing research.

PO 5 Personal and Professional competence

CO5: Develop critical thinking and problem-solving skills through practical application of marketing research concepts.

PO 6 Effective Citizenship and Ethics

CO6: Enhance communication skills through the presentation and interpretation of research findings.