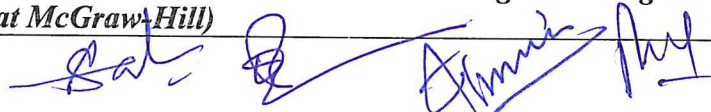


FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)
DEPARTMENT OF Management
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VIII	Session: 2024-2028
1	Course Code	BBSE -09	
2	Course Title	Elective C – Marketing: Digital Marketing	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	<i>As per requirement</i>	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> ➤ <i>students will gain knowledge of several updated technologies involved in this digital Marketing era.</i> ➤ <i>Learn about How search Engine Works.</i> 	
6	Credit Value	4 Credits	<i>Credit=15 Hours-learning & Observation</i>
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Digital Marketing: Creating initial Digital Marketing Plan- SWOT Analysis-Target Group Analysis- Content management- Optimization of Web Sites-MS Expression- SEO Optimization- CRM platform-Google Analytics- Social Media Marketing- Budgeting.		15
II	Digital Marketing Budgeting: Digital Marketing- Benefits of Digital V/s Traditional Marketing- Digital Marketing Platforms- Defining Digital Marketing Goals- Latest Digital Marketing Trends.		15
III	Search Engine Optimization: Introduction to Search Engines-How Search Engine works-Search Engine Optimization & its Benefits- Search Engine Marketing- Google Adwords-Google Ad sense- Display Advertising- Keyword Optimization.		15
IV	Social Media Marketing: Social Media- SMM v/s SMO- Benefits of SMM- Social Media Strategy; Facebook Marketing; Twitter Marketing; Youtube Marketing; Instagram Marketing; Google Marketing; LinkedIn Marketing; Contextual Marketing. Internet demographics: On-line user behaviour and characteristics – navigation behaviour (click-o-graphics) – Market research on the internet, Web tracking audits and demand forecasting Trends in internet marketing – acquiring customers on the web.		15
Keywords	<i>Digital Marketing, Budgeting, Search Engine Optimization, Social Media Marketing.</i>		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
<ul style="list-style-type: none"> ➤ <i>The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi, J. (2014) Epic Content Marketing, Mcgraw Hill Education.</i> ➤ <i>Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited</i> ➤ <i>References</i> ➤ <i>Frost, R. D., & Strauss, J. (2016). E-marketing. Routledge.</i> ➤ <i>Mohammed, Fisher, Jaworski and Cahill : Internet marketing – building advantage in a networked economy (Tat McGraw Hill)</i> 			



Online Resources– https://www.webfx.com/digital-marketing/&ved https://digitalmarketinginstitute.com/resources/ebooks&ved		
PART-D:AssessmentandEvaluation		
SuggestedContinuousEvaluation Methods:		
Maximum Marks:	100Marks	
ContinuousInternalAssessment(CIA):	30Marks	
EndSemesterExam(ESE):	70 Marks	
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	Internal Test/Quiz-(2): 20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
EndSemester Exam (ESE):	Two section– A & B SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

NameandSignatureofConvener&Members: (CBOS)



FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)

DEPARTMENT OF MANAGEMENT

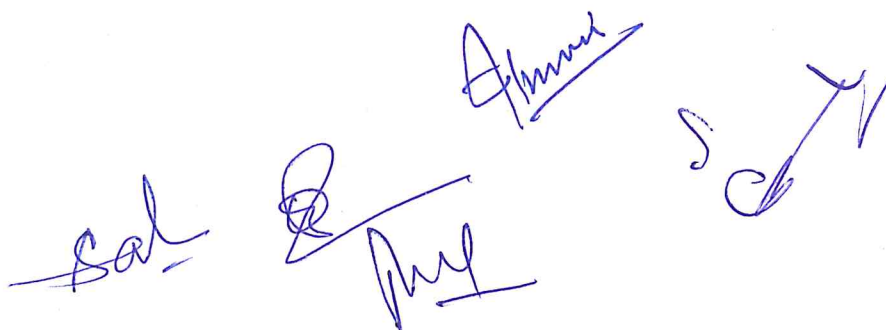
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VIII	Session: 2024-2028
1	Course Code	BBSE -10	
2	Course Title	Elective C – Marketing: Product & Brand Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> ➤ Present contemporary view of the role of Brand Management. ➤ Explore various issue related to Brand Management. ➤ Develop a critical understanding of the process involved in Private Label Management in Retailing. ➤ Learn the skills of Management of Brand and Private Label. 	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Brand: Meaning – Definition – Role of Brand – Brand Positioning & Personality Of A Brand; Concepts On Branding And Brand Management - Brand Element Choice Criteria- Marketing; Advantages Of Strong Brands- Financial Brand Value.		15
II	Consumer's Concept Of 'Self-Image': Brand Proposition – Brand Name & Brand Awareness Describes The Brand Equity Model (D. Aaker) Perceived Quality - Brand Associations- Brand Awareness - Brand Loyalty - Brand Asset Valuator; Managing Brand Portfolio – Contemporary View Of The Role Of Brand Management – Various Issues Related To Brand Management – Process Involve In Building & Managing Brand In Retail-Brand Positioning- Value proposition- Brand positioning And Relaunching.		15
III	Planning & Implementing: Private Label Marketing Programs- Criteria For Choosing Private Label Elements-Options & Tactics For Private Label Elements- Use Of IMC (Integrated Marketing Communications) For Brand Building- Leveraging Secondary Brand Associations To Private Brand Building.		15
IV	Measuring & Interpreting Private Label Performance: Developing A private Brand Equity Measurement & Management System- Measuring Sources of Brand Equity - Outcome of Brand label - Equity Identifying & Establishing Private Label Positioning.		15
Keywords	Brand, Consumer, Planning, Implementing, Private Label Performance.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
<ol style="list-style-type: none"> 1. Bajaj, Tuli & Srivastava, Retail Management, Oxford University Press, New Delhi 2. Kelley & Jugenheimer, Advertising Media Planning A Brand Management Approach, Prentice Hall, India. 2008 3. Dunne, P. M., Lusch, R. F., & Carver, J. R. (2013). Retailing. Cengage Learning. 4. Gilbert, D. (2003). Retail marketing management. Pearson Education India. 5. S.L. Gupta, Retail Management 			
Online Resources–			
https://www.linkedin.com/pulse/topics/marketing-s2461/brand-management-s12885/ https://www.iupindia.in/Brand_Management.asp&ved			

PART-D:AssessmentandEvaluation**SuggestedContinuousEvaluation Methods:****Maximum Marks: 100Marks****ContinuousInternalAssessment(CIA): 30Marks****EndSemesterExam(ESE): 70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2): 20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
EndSemester Exam (ESE):	Twosection- A &B SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

NameandSignatureofConvener&Members: (CBOS)



FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)
DEPARTMENT OF Management
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VIII	Session: 2024-2028
1	Course Code	BBSE -11	
2	Course Title	Elective C – Marketing: Services Marketing	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> ➤ Learn service Marketing, features, classification of services. ➤ Acquire knowledge on service promotion, strategies, implications and marketing communication mix in modern economy. ➤ Formulate marketing plans, and understands planning process, allocation of resources and monitoring marketing planning. 	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Understanding Services marketing: Introduction - Characteristics of services marketing mix - services in the modern economy - Classification of services - marketing services Vs. Physical services Customer Expectations of service: Service expectations, types of expectations, factors that influence customer expectations of service. Issues in involving customers service expectations, Customer defined service standards		15
II	Pricing & Promotion Strategies for Services: Service pricing, establishing monetary Pricing Objectives, Foundations of Pricing, Pricing and Demand, putting Service Pricing Strategies into practice.		15
III	Service Promotion: The role of marketing communication; Implication for communication strategies, marketing communication mix.		15
IV	Marketing plans for services: The marketing planning process, strategic context, situation review marketing strategy formulation, resource allocations and monitoring marketing planning and services.		15
Keywords		<i>Services Marketing, Service Promotion, Marketing Plans.</i>	
PART-C: Learning Resources			
Text Books, Reference Books and Others			
<ol style="list-style-type: none"> 1. <i>Services Marketing – Text and Cases, Rajendra Nargundkar, TMH.</i> 2. <i>Services Marketing—Integrating Customer Focus Across the Firm, Valarie A. Zeithaml & Mary Jo Bitner: TMH.</i> 3. <i>Services Marketing People, Technology, Strategy, Christopher Lovelock, Wirtz, Chatterjee,</i> 4. <i>Pearson.</i> 5. <i>Services Marketing – Concepts planning and implementation, Bhattacharjee, excel, 2009</i> 			
Online Resources –			
https://www.google.com/searchE+resources+on+services+marketing+pdf&sa=X&ved https://www.classcentral.com/course/openlearning-services-marketing-selling-the-			
PART-D: Assessment and Evaluation			

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Suggested Continuous Evaluation Methods:		
Maximum Marks:	100 Marks	
Continuous Internal Assessment (CIA):	30 Marks	
End Semester Exam (ESE):	70 Marks	
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective- $10 \times 1 = 10$ Mark; Q2. Short answer type- $5 \times 4 = 20$ Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit- $4 \times 10 = 40$ Marks	

Name and Signature of Convener & Members: (CBOS)