



VEER MADHO SINGH BHANDARI UTTARAKHAND TECHNICAL UNIVERSITY, DEHRADUN

MBA in Digital Marketing



COURSE STRUCTURE

SEMESTER I

No	Sub Code	Course Name	L	P	T	Total
1	MBADM101	Foundations of Management and Organization Behavior	4	0	0	4
2	MBADM102	Accounting for Managers	4	0	0	4
3	MBADM103	Managerial Economics	3	0	0	3
4	MBADM104	Quantitative Techniques for Managers	3	0	0	3
5	MBADM105	Marketing Management	3	0	0	3
6	MBADM106	E-Commerce	3	0	0	3
7	MBADMLB1	Lab for Microsoft Office	0	2	0	2
Total			20	2	0	22

SEMESTER II

No	Sub Code	Course Name	L	P	T	Total
1	MBADM201	Financial Management	4	0	0	4
2	MBADM202	Product and Brand Management	3	0	0	3
3	MBADM203	Consumer Behavior	3	0	0	3
4	MBADM204	Fundamentals of Digital Marketing	3	0	0	3
5	MBADM205	Integrated Marketing Communications	3	0	0	3
6	MBADM206	Website planning and Structure	3	0	0	3
7	MBADM207	Customer Relationship Management	3	0	0	3
8	MBADM2WS1	Content management system-Lab	0	2	0	2
Total			22	2	0	24



SEMESTER III

No	Sub Code	Course Name	L	P	T	Total
1	MBADM301	Search Engine Marketing & Optimization (SEO)	4	0	0	4
2	MBADM302	Social Media Marketing	4	0	0	4
3	MBADM303	Content Marketing	3	0	0	3
4	MBADM304	Digital Entrepreneurship	3	0	0	3
5	MBADM305	Lead generation and Marketing Automation	3	0	0	3
6	MBADM306	E-mail marketing, Mobile Marketing and Video Marketing	3	0	0	3
7	MBADM3SI	Summer Internship	0	3	0	3
Total			20	3	0	23

SEMESTER IV

No	Sub Code	Course Name	L	P	T	Total
1	MBADM401	Services Management	3	0	0	3
2	MBADM402	Strategic Management	3	0	0	3
3	MBADM403	Personal selling and Sales Management	3	0	0	3
4	MBADM404	Project Management	3	0	0	3
5	MBADM405	Affiliate Marketing and Google AdSense	3	0	0	3
6	MBADM406	Analytics-Web and Google	3	0	0	3
7	MBADMLB1	Lab: Social Media Marketing	0	2	0	2
9	MBADM4PW1	Project Work	0	4	0	4
Total			18	6	0	24



MBADM101

FOUNDATIONS OF MANAGEMENT AND ORGANISATION BEHAVIOUR

Unit1 Introduction

Nature and Purpose, Managing: Science or Art? The Evolution of Management Thoughts, The Function of Manager: Planning, Organising, Staffing, Leading and controlling: an overview. Coordination: The Essence of Management, System approach to Management Process.

Unit2 Planning

Types of Plans: Missions or Purpose, Objective or Goals, Strategies, Policies, Procedure, Rules Programmes and Budgets. Steps in Planning, Objectives. Management by Objectives. Strategies, Policies and Planning Premises, Strategic Planning Process, Presuming and Forecasting, Decision Making.

Unit3 Organising

Nature of Organising, Formal and Informal Organisation, Organisation Levels and the Span of Management. Structure and Process of Organisation. Principles of Organising, Line and Staff Authority. Empowerment, Decentralisation of Authority, Delegation of Authority, Organisation Charts.

Unit4 Staffing

Definition of Staffing, an overview of Staffing Function, The System Approach to Human Resource Management, Recruitment, Selection, Placement, Promotion, Separation, Performance Appraisal, The Peter's Principle.

Unit5 Leading and Controlling

- (a) **Motivation:** McGregor Theory of X and Y, Maslow Hierarchy of Needs Theory, Herzberg's Motivation- Hygiene Theory, Expectancy Theory, Equity Theory, Goal Setting Theory. Leadership: Definition, Ingredients, Styles, Committees and Group Decision Making.

Controlling: Concepts and Process, Controlling as a Feed Back System, Requirements for Effective Control, Major Controlling Techniques: Budgetary and Non Budgetary Control Devices, Statistical Data, Time-Event Network Analysis.

Suggested Readings

1. HeinzWeihrich, MarkV. CanniceandHaroldKoontz, (2009). Management: A Global and Entrepreneurial Perspective, 13thed., TMH. NewDelhi
2. Robbins, Management, 15e, 2022, Pearson Education, India
3. Harald Koontz and Heinz Weigh rich, Elements of Management. 9 ed., TMH. New Delhi 2012
4. Stoner James A. F. ,R. Edward Freeman and Daniel R, Gilbert Jr. Management,
5. Newman, Summer, Gilbert Management; PHI
6. J S Chandan, Management-Concepts and Strategies- VikasPublication-NOIDA



7. Pravin Durai, Principal of Management, 2e, 2018 Pearson Education, India

S. No.	Course Outcomes (CO's)
1	To illustrate understanding of basic management concepts, principles and practices.
2	To develop strategic planning and decision making strategies in an organization.
3	To summarize the concept and process of organizing
4	To develop an understanding of staffing, leadership, motivation in an organization.
5	To predict the dynamics of controlling and its emerging issues in management.



MBADM102 ACCOUNTING FOR MANAGERS

Unit1

Introduction to Financial Accounting

Concepts and Conventions and Postulates of Accounting- Accounting as a Language; Accounting as an Information System, Users of Accounting information, Role of Accounting in Economic Development.

Unit2

Accounting System and Process

Accounting Equation, Transactions and their effects on Accounting and Equation, Classification of Accounts: Owner's Equity, Revenues and Expenses.

Unit3

The Accounting Process

The Journal and its Sub-division, The Ledger, The Trial Balance, The Financial Statements, Computerized Accounting, Introduction to Tally Package, Rectification of Errors.

Unit4

Financial Statement Analysis

The Tools of Analysis, Horizontal Analysis, Vertical Analysis, Trend Analysis, Ratio Analysis, Funds Flow and Cash Flow Analysis, AS-3(Revised).

Unit5

- (a) **Corporate Accounting:** Financial Statement of Companies and Adjustment Entries (An overview of Corporate Finance)
- (b) **Accounting: Assets and Liabilities:** Depreciation and Amortisation Inventory Valuation and Accounting, Recent Trends in Corporate Reporting and Introduction to Indian Accounting Standards. International Financial Reporting Standards: An overview.

Suggested Readings

1. Dhamija, Financial Accounting for Managers, 3e, 2018, Pearson Education
2. Robert n Anthony, Hawkins and Merchant, Accounting TMH
3. Ambrish Gupta, Financial Accounting for Managers, 7e, 2022 Pearson Education
4. Ashish Bhattacharyya, Essentials of Financial Accounting, PHI
5. Maheshwari, S Nand Sunil "Financial Accounting: Sultan chand and Sons, New Delhi



S.No.	Course Outcomes (CO's)
1	To demonstrate the various concepts & steps that organization follow in Financial Accounting so that the organization can deliver the fair position of business to the interested parties and the measures that can be taken for economic development too.
2	To breakdown the accounting process and system through accounting equations so as to analyse the classifications of revenues and expenses.
3	To demonstrate and compare the various steps that we follow in chronological order in which the accounting entries are recorded in books of accounts & the steps to rectify the errors made while recording using the technology as a tool.
4	To synthesize the performance of the organization and analysing the position in the market using various analysis models. And further summarise the actual results of the business so as to how business has performed in the year.



MBADM 103 MANAGERIAL ECONOMICS

Unit1 Introduction

Introduction to Managerial Economics, Evolution, Nature, Scope and Significance, Circular Flow in an Economy, Principles, Production Possibility Frontier, Managerial Economics: Micro and Macro Economics.

Unit2 Market Forces: Demand and Supply

- (a) **Demand Analysis:** Theory of demand; Objectives of demand analysis and determinants of demand; theory of consumer behavior; Elasticity of demand and its measurement methods; importance in decision-making.
- (b) **Supply Analysis:** Objective of supply analysis; Determinants of supply Elasticity of Supply

Unit3 Production Function and Cost Analysis

Theory of Production and Cost Analysis; Production Functions and its Managerial Uses; Cobb Douglas Production Function, Laws of Production and analysis : Empirical Estimates of Production and Cost; short run and Long run average cost curves and their analysis ; Economies and Diseconomies of scale.

Unit4

Organization of the Firm

Pricing Decision: Pricing under different Market Structures: Perfect and Imperfect (Monopoly, Duopoly, Monopolistic Competition, Oligopoly Markets), Pricing Policies and Strategies; Collusive Non-Collusive Oligopoly; Baumol's Marries' and O. Williamsons Model.

Unit5

Introduction to Macro Economics

Introduction: Difference in Micro Macro Economics, Macro Economics environment, Monetary policy, uses and applications, fiscal policy uses and applications, changes in macro environment.

Text Books

- 1- Keat, Managerial Economics, 7e, 2017, Pearson Education
- 2- Salvatore Managerial Economics, 9e OUP
- 3- Vanita Agarwal, Managerial Economics, 1e Pearson Education



MBADM104 QUANTITATIVE TECHNIQUES FOR MANAGERS

Unit 1: Introduction to Statistics

Definition of Statistics, Types of Data, Functions, Importance and Limitations of Statistics, Uses of Statistics in Functional Areas of Management, Types of Measurement Scale, Diagrammatic and Graphical Representation of Data-Line, Bar, Rectangle and Pie Diagram, Histograms, Frequency Polygon, Cumulative Frequency Curves or Ogives.

Unit2: Measures of Central Tendency and Dispersion

Mathematical Averages: Arithmetic, Geometric, and Harmonic mean. Positional and Locational Averages: Median, Mode, Quartiles. Measures of Dispersion: Range, Quartile Deviation, Mean and Standard Deviation, Variance, Coefficient of Variance. Comparison of various measures of Dispersion. Skewness: Relative Measures of Skewness- Karl Pearson, Bowley, Kelly-Coefficient of Skewness. Kurtosis: Relative measures of Kurtosis.

Unit3: Regression Analysis and Forecasting

Correlation: Scatter Diagram, Karl Pearson's Coefficient of Correlation, Properties of Correlation Coefficient, Spearman's Coefficient of Rank Correlation. Concurrent Deviation. Regression: Method of Least Squares, Method of Regression Coefficient, Properties of Regression Coefficients. Partial and Multiple Correlation. Time Series Forecasting- Introduction, Objectives of time Series, Identification of Trend, Variation in Time Series, Secular Variation, Cyclical Variation, Seasonal Variation, and Irregular Variation, Methods of Estimating Trend, Choosing Appropriate Forecasting Model.

Unit4: Probability and Probability Distributions

Classical and Axiomatic Approach of Probability, Applications of Addition, Multiplication, Conditional and Bayes Theorems, Random variables and Concept of Probability Distributions. Theoretical Probability Distributions and their Applications. Discrete Distributions: Binomial and Poisson Distribution. Continuous Distribution: Normal and Exponential Distribution.

Unit 5: Introduction to Operation Research

Importance, Scope, Techniques and Characteristics, Concept of Optimization, Different Types of Models, Linear Programming Problem



(LPP), Formulation of LPP: Structure of linear programming model. Advantage of using linear programming, Limitations of linear programming, The Graphical Method: Graphical solution methods of LPP. The Simplex Method: Introduction, Standard form of an LPP, Simplex algorithm (Maximization and Minimization Case), Types of linear programming solutions. Transportation Problem: Introduction, Mathematical model of transportation problem, Methods of finding initial solution. Assignment Problem: Introduction, Mathematical model of assignment problem, Solution methods of assignment problem (Hungarian Method).

TEXT BOOKS

- E. Narayanan Nadar, Statistics, PHI.
- J. K. Sharma, Operation Research - Theory and Applications, Macmillan.
- Naval bajbai, Business Statistics, 3e, 2020, Pearson Education
- Hamdy A Taha, Operation Research : An Intro, 10e, 2018, Pearson Education

REFERENCE BOOKS

- P. N. Arora, S. Arora, Statistics, S. Chand.
- Richard A. Johnson & Gouri K. Bhattavharyya, Statistics - Principles and Methods, Wiley.
- S. C. Gupta, V. K. Kapoor, Fundamentals of Mathematical Statistics, S. Chand & Sons.
- S. C. Gupta, V. K. Kapoor, Fundamentals of Applied Statistics, S. Chand & Sons.
- Ken Black, Applied Business Statistics, Wiley.
- Ravindran, Phillips & Solberg, Operation Research - Principles & Practice, Wiley.
- R. Panneerselvam, Operations Research, PHI.
- Prem Kumar Gupta, D. S. Hira, Operations Research, S. Chand.

COURSE OUTCOMES

- To develop the student's ability to deal with numerical and quantitative issues in business.
- To enable the use of statistical, graphical, and algebraic techniques wherever relevant.



- To understand the importance of correlation and regression analysis and application of non-parametric tests in hypothesis testing.
- To comprehend the decision-making process under uncertainty using statistical tools and linear programming.

To have a proper understanding of Statistical applications in Management.

MBADM105 MARKETING MANAGEMENT

Unit 1

Marketing Concept

- (a) Marketing Management; Nature and Scope; Evolution of Marketing; Selling vs Marketing; CRM; Emerging trends in marketing; Marketing Mix and its applications.
- (b) **Marketing Environment:** Concept; Need for Study; Major Elements and their Impact on Marketing Decisions.

Unit 2

- (a) **Consumer Behaviour:** Consumer vs. Organizational/Industrial Buyer; Their Characteristics; Importance of understanding Consumer Behaviour; Determinants of Consumer Behaviour; Theories of Consumer Behaviour; Various Buying Roles in Family; Types of Buying Behaviour; Consumer Decision-Making Process in Buying.
- (b) **Market Segmentation:** Nature and Importance of Segmentation; Prerequisites for Effective Segmentation; Bases of Segmenting Consumer Markets; Market targeting Strategies; Positioning, Consumer and Industrial Market.

Unit 3

Product Decisions

Concept of Product; Classification of Products; Product Line and Product Mix; Branding, Product Support Packaging and Labeling; Customer Services; Development of New Product; Product Life Cycle; The New Product (Consumer); Adoption Process.

Unit 4

- (a) **Price Decisions:** Pricing as a Marketing Variable - its Role and Importance; Price vs. Non-Price Competition; Factors Influencing Price Determination; Price Setting in Practice; Price Policies and Strategies.
- (b) **Distribution Channels and Physical Distribution Decisions:** Why are Marketing Intermediaries Used? Marketing Channel Functions;



Selecting Channels Distribution; Determining The Intensity of Distribution; Channel Management Decisions- Selection, Motivation and Evaluation of Individual Middlemen; Manufacturer-Distribution Relationship; Retailing and Wholesaling; Logistics of Distribution.

Unit 5

- (a) **Promotion Decisions:** Nature; Objectives and Importance of Promotion; Communication Process; Promotion Mix and Methods; Advertising; Personal Selling; Public Relations and Sales Promotion.
- (b) **Legal, Ethical and Social Aspects of Marketing:** Consumerism; Consumer Protection Measure in India; Recent Developments in Consumer Protection in India.

Suggested Readings

1. Kotler Philip, Principles of Marketing, 17e, 2018, Pearson Education
2. Kotler Philip: Marketing Management, 16e, 2022, Pearson Education
3. Ramaswami, V.S and Namakumari, S: Marketing Management Mac Millan India New Delhi
4. Stanton, Shallian J. and Charles Futrell: Fundamentals of Marketing Mc Graw hill New York
5. Rajan Saxena, Marketing Management, 3 ed, Tata McGraw Hill, New Delhi, 2009

S. No.	Course Outcomes (CO's)
1	To evaluate marketing environment concepts and its evolution
2	Compare and contrast among market segmentation and consumer behaviour concepts
3	To critically analyze the role and concepts of product decisions – Product life cycle, new product development, product pricing
4	To develop the ability of pricing decisions, channel of distribution and physical distribution
5	Helps the students to analyze and develop the understanding of Legal, Ethical and Social Aspects of Marketing



MBADM106

E-COMMERCE

Unit1: Definitions, History and Developments. Characteristics, advantages and disadvantages, adoption and impact of E-Business, Types of e-Transactions–B2B, B2C, C2C, C2B etc., Electronic Store fronts, E-Marketplace **8Hours**

Unit2: Electronic Storefronts, e-Marketplace, Affiliate and Hybrid Models. Understanding Networks - routing, switching and protocols. Web Presence – domain registration, website development and hosting **8 Hours**

Unit3: Web server hardware and software; Data center services. Security– service providers, digital certificates, encryption, SSL, Digital signatures.

Unit4 : Cyber wallets, mobile payment, NFC, payment service providers– PayPal, Paytm etc. Payment gateways- standards, integration, banking and legal issues. Remarketing. Elements of Branding and marketing strategy on the web. Access, adaptation and attitudes. Customer satisfaction and loyalty. **8Hours**

Unit5: Privacy, Intellectual Property Rights, trademarks, copyrights, network innovations and patents; banking and dispute resolution policies, cyber laws. Use of Social networks for business, Analytics in E-Business. E-Business Entrepreneurial Process: Factors affecting the success, Development of E-Business Plan, Financing, Operational Challenges, Staffing, Project Management, Taxation, Future challenges and opportunities **8 Hours**

Suggested Readings

- E-Commerce: Strategy, Technologies and Applications Paperback–2001 by David Whiteley
- E-Commerce: An Indian Perspective Paperback–Import, 30 Nov 2015-by P. T. Joseph
- One Click: Jeff Bezos and the Rise of Amazon.com Kindle Edition-by Richard L. Brandt
- E-Commerce: Strategy, Technologies and Applications Paperback–2001 by David Whiteley
- E-Commerce: An Indian Perspective Paperback–Import, 30 Nov 2015-by P. T. Joseph



MBADM1LB1 LAB FOR MICROSOFT OFFICE

Unit1: Microsoft Excel Fundamentals, Viewing Navigating and Managing Worksheets and Workbooks, Editing Worksheets. Using Functions in Formulas and Formatting Worksheets
Preparing and Printing Worksheets

Unit2: Microsoft Word Fundamentals Viewing Navigating and Managing Documents Editing and Formatting Text Controlling Page and Text Layout. Working with Tables
Finalizing and Printing a Document

Unit3: Introduction to MS- Power Point: Creating a presentation, formatting a presentation
Adding Graphics to the presentation.

Unit 4: Advanced Excel: V Lookup, H Look up, Statistical Functions, Mathematical functions, Text Functions, Conditional Formatting and logical functions . Pivot Tables and Pivot Chart, Slicer and Creating Calculated Fields, Creating Graphs and graphical representations of Data.

Unit 5: Project Assignment based on MS Office.

Suggested Readings

- Word for Beginners (Word Essentials Book 1) by M.L. Humphrey (Author)
- Excel for Beginners (Excel Essentials Book 1) by M.L. Humphrey (Author)
- Accounting an introduction 6th Edition - Eddie McLaney, Peter Afrill - Pearson Publishers



MBADM 201

FINANCIAL MANAGEMENT

Unit 1 Introduction

Nature, Objectives and Scope, Modern Concept of Finance, Financial Decision - Types of Financial Decisions, Role of Finance Manager, Risk Return Framework for Financial Decision Making, Time Value of Money.

Unit 2

- (a) **Cost of capital:** Concept of Value, Present Value, Basic Valuation Models.
- (b) **Capital Structure:** Concept, Financial Leverage and its Impact on the Valuation of Firm, Theories of Capital Structure- Net Income Approach, Operating Income Approach, Miller – Modigliani Approach, Determinants of Capital Structure.

Unit 3

Investment Decisions

Nature and kinds of Capital Budgeting, Techniques of Evaluating Capital Budgeting Decisions, Capital Budgeting under Risk and Uncertainty, Analysis of Real Life Capital Budgeting Decisions
- Some Case Studies.

Unit 4

- (a) **Dividend Decisions:** Dividend and its Form, Theories of Dividend Policy and their Impact on the Value of a Firm, Determinants of Dividend Policy.
- (b) **Working Capital Management:** Meaning and Concepts of Working Capital. Estimating Working Capital Requirements. Management of Cash Receivables and Inventory.

Unit 5

Corporate Restructuring

Merger and Acquisitions -Types, Sources of Takeover Gains, Valuation and Financing of Acquisitions, Analysis of some Case Studies. The Empirical Evidences on Theories and the Case Studies relevant for above Topics are required be Discussed.

Suggested Readings

1. Van Horne James C.: Financial Management and Policy, 12e, 2011, Pearson Education
2. Prasanna Chandra: Financial Management. McGraw Hill
3. Pandey, I.M: Financial Management, 12e, 2022 Pearson Education
4. Khan and Jain: Financial Management. McGraw Hill



5. Brealey R.A. and S.C. Myers: Principles of Corporate Finance, McGraw Hill,6
6. V.Saran, Financial Management,PHI.

S.No	Course Outcomes (CO's)
	To understand the basic concept, conventions and postulates as an important tools for decision making for manager.
2	Students apply various accounting equation by the Manager.
3	To Develop various accounting statement in organization by the manager.
4	To analyze the various accounting statement by the manager.
5	To apply the knowledge of Indian accounting standards by the managers in corporate.



MBADM 202 PRODUCT AND BRAND MANAGEMENT

Unit 1

Introduction to Product & Product Related Concepts: Product Management & Scope Marketing Organization & Types, Marketing Planning: Components of Marketing Plan Defining the Competitive Set: Levels of Market Competition, Methods for Determining Competitors Category Attractiveness Analysis: Aggregate Market Factors, Category Factors, Environmental Analysis

Unit 2

Competitor Analysis: Sources of Information, Assessing Competitors' Current Objectives & Strategies, Differential Advantage Analysis Customer Analysis: Purpose, Segmentation Criteria, Market Potential & Sales Forecasting, Methods of Estimating Market & Sales Potential

Unit 3

Developing Product Strategies, PLC, Product Strategies Over the Life Cycle Managing New Product Development, Product Modification, Line Extension & Brand Extension

Unit 4

Brands & Brand Management, Branding, Challenges & opportunities, Concept of Brand Equity, Strategic Brand Management Process: Introduction & Phases, Identifying & Establishing Brand Positioning: Building a Strong Brand, Positioning Guidelines

Unit 5

Planning & Implementing Brand Marketing Programs: Criteria for Choosing Brand Elements, Options & tactics for Brand Elements, Use of IMC for Brand Building, Leveraging Secondary Brand Associations to Brand building, Measuring & Interpreting Brand Performance: Developing A Brand Equity Measurement & Management System, Measuring Sources of Brand Equity & Outcome of Brand Equity, Growing & Sustaining Brand Equity: Designing & Implementing Branding Strategies Managing Brands Over Time

Reference Text:

- 1 Product and Brand Management, Tapan K. Panda, Oxford University Press
- 2 Keller, Strategic Brand Management, 5e, 2020, Pearson Education India
- 3 Baker, Product Strategy and Management, 2e, 2008, Pearson Education India
4. Kapferer J.N., 2008. The New Strategic Brand Management, 4th edition, United Kingdom, Kogan page Publishers



Course Outcome:

1. The focus of this course is on decisions about how a company can build and manage its products so that they are profitable to the company
2. To understand at the same time adequately meet target customers' needs and wants.
3. To synchronize product and brand management processes

MBADM203 CONSUMER BUYING BEHAVIOUR

Unit 1

Introduction

Defining Consumer Behaviour; Reasons for Studying Behaviour, Applying Consumer Behaviour Knowledge; Scope of Consumer Behaviour; Market Segmentation; Bases of Segmentation, Criteria for Effective Targeting of Market Segments.

Unit 2

Consumer as an Individual

Consumer Motivation; Consumer Involvement, Personality and Self- Concept; Perception, Consumer Learning and Memory, Attitudes and Changing Attitudes, information Processing.

Unit 3

Consumer in Social and Cultural Settings

Reference groups and family influences; Social class, cultural; sub cultural and cross cultural influences on consumer behaviour; personal influences and diffusion of innovation; Impact of Media and Globalisation.

Unit 4

Consumer Decision Process

Problem recognition; search and evaluating; purchasing processes; post purchase behaviour; consumer behaviour models; consumerism; organizational buying behaviour.

Unit 5

Consumer Satisfaction

Measurement of consumer satisfaction and dis-satisfaction, repeat buying, brand switching and loyalty, opinion leadership, complaining behaviour.

Suggested Readings

1. Schiffman and Kumar : *Consumer Behavior*,12e, 2019 Pearson Education India
2. Varsha Jain; *Consumer Behavior : A Digital Native*,1e, 2019, Pearson Education India
3. Engle, Blackwell and Miniard: *Consumer Behaviour*
4. Zaltman and Wallendorf: *Consumer Behaviour*

Course Outcome:-



- To understand the behaviour of the consumer
- To be able to analyze the buying behaviour of the consumer
- To develop consumer strategies based on study of buying behaviour

MBADM204

FUNDAMENTALS OF DIGITAL MARKETING

Unit 1

Introduction to Digital Marketing: The new digital world - trends that are driving shifts from traditional marketing practices to digital marketing practices, the modern digital consumer and new consumer's digital journey. Marketing strategies for the digital world - latest practices.

Unit 2

Social Media Marketing -Introduction to Blogging, Create a blog post for your project. Include headline, imagery, links and post, Content Planning and writing. Introduction to Face book, Twitter, Google +, LinkedIn, YouTube, Instagram and Pinterest; their channel advertising and campaigns.

Unit 3

Acquiring & Engaging Users through Digital Channels: Understanding the relationship between content and branding and its impact on sales, search engine marketing, mobile marketing, video marketing, and social-media marketing. Marketing gamification, Online campaign management; using marketing analytic tools to segment, target and position; overview of search engine optimization (SEO).

Unit4

Designing Organization for Digital Success: Digital transformation, digital leadership principles, online P.R. and reputation management. ROI of digital strategies, how digital marketing is adding value to business, and evaluating cost effectiveness of digital strategies Unit5

Digital Innovation and Trends: The contemporary digital revolution, digital transformation framework; security and privatization issues with digital marketing Understanding trends in digital marketing – Indian and global context, online communities and co-creation,

Suggested Readings

- 1- Moutsy Maiti: Internet Marketing, Oxford University Press India
- 2- Puneet Bhatia: Fundamental of Digital Marketing, 2e, 2019, Pearson Education India
- 3- Liana Li Evans; Social Media Marketing, 1/e, 2011, Pearson Education India



- 4- Vandana, Ahuja; Digital Marketing, Oxford University Press India (November,2015).
- 5- Eric Greenberg, and Kates, Alexander; Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment; McGraw-Hill Professional (October,2013).
- 6- Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition,2014).
- 7- TracyL.Tuten&MichaelR.Solomon:SocialMediaMarketing(SagePublication)

Course Outcome

- a. Students will develop an understanding of digital and social media marketing practices.
- b. Students will develop understanding of the social mediaplatforms
- c. Students will acquire the skill to acquire and engage consumersonline.
- d. Students will develop understanding of building organizational competency by way of digital marketing practices and cost considerations.
- e. Students will develop understanding of the latest digital practices for marketing and promotion.

MBADM205

INTEGRATED MARKETING COMMUNICATIONS

UNIT I

INTRODUCTION TO ADVERTISEMENT -Concept and definition of advertisement – Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Ad. Agencies

- Selection and remuneration – Advertisement campaigns.

UNIT II

ADVERTISEMENT MEDIA - Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - related to sales – Media strategy and scheduling.

UNIT III

DESIGN AND EXECUTION OF ADVERTISEMENTS - Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio.

T.V. and Web advertisements – Media Research – Concept Testing– Measuring impact of advertisements.

UNIT IV

INTRODUCTION TO SALES PROMOTION - Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented.

UNIT V



SALES PROMOTION CAMPAIGN - Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Outsourcing sales promotion national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions

TEXT BOOKS:

1. Kenneth Clow, Donald Baack, Integrated Advertisements, Promotion and Marketing Communication, Pearson Education India, 6th edition, 2013.
2. Semenile, Allen, O'Guinn, Kaufman Advertising and Sales Promotions – An Integrated Brand Approach - 6th Edition, Cengage Learning. (2012).
3. Wells and Moriarty, Advertising & IMC: Principles and Practice, 11/e, 2021 Pearson Education
4. Rajeev Batra, Myers, Advertising Management, 5e, 2022, Pearson Education
5. Jaishri Jephwaney, Advertising Management, Oxford, 2013.
6. V.S. Padmanabhan, H.S. Murthy. Advertising and Sales Promotion (An Indian Perspective) Anes Books Pvt. Ltd-2011.

Course Outcome:

1. This course introduces students to the basic concepts of marketing communication which includes advertising and sales promotion and how business organisations and other institutions carry out such activities.
2. Insight into the importance of marketing communications planning and objective setting in relation to consumer decision making processes.
Insight into the importance of marketing communications planning and objective setting in relation to consumer decision making processes.



MBADM 206 WEBSITE PLANNING AND STRUCTURE

Unit 1

Domains and buying a Domain Website language and Technology Core objective and flow.

Unit 2

Strategic design of Homepage, Portfolio, Gallery and Contact Us page, Engagement Call to Action (real engagement happens) designing other pages

Unit 3

SEO Overview, Google Analytics tracking code

Unit 4

Website Auditing

Unit 5

Designing Word press Website Synthesis and design of one-page website

Suggested Readings

- The Principles of Beautiful Website Design, 2nd Edition – Jason Beard / Sitepoint
- Convert Designing Websites for Traffic and Conversions by Ben Hunt
- Brand Media Strategy: Integrating Communications Planning in the Digital Age – Antony Y



MBADM 207

Customer Relationship Management

Unit I: Evolution of Customer Relationship

CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM , CRM and Cost-Benefit Analysis, CRM and Relationship Marketing.

Unit II: CRM Concepts

Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support.

Unit III: Planning for CRM

Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.

Unit IV: CRM and Marketing Strategy

CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centres. Practice of CRM: CRM in Consumer Markets, CRM in Services Sector, CRM in Mass Markets, CRM in Manufacturing Sector.

Unit V: CRM Planning and Implementation

Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM) Performance: Measuring CRM performance, CRM Metrics.

Text Books:

1. Francis Buttle, Stan Maklan, Customer Relationship Management: Concepts and Technologies, 3rd edition, Routledge Publishers, 2015
2. Kumar, V., Reinartz, Werner Customer Relationship Management Concept, Strategy and Tools, 1st edition, Springer Texts, 2014



3. Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", 2010, TMH.

4. Dilip Soman & Sara N-Marandi," Managing Customer Value" 1st edition, 2014, Cambridge.

Course Outcomes:

On successful completion of this course, the students will be able:

- To be aware of the nuances of customer relationship
- To analyze the CRM link with the other aspects of marketing
- To impart the basic knowledge of the Role of CRM in increasing the sales of the company
- To make the students aware of the different CRM models in service industry
- To make the students aware and analyze the different issues in CRM



MBADM2WS1 CONTENT MANAGEMENT SYSTEM-LAB

This course is designed keeping digital marketing students in mind .If students have no experience, and don't even know the ABCD of building website more specifically Word Press blog, Word Press Websites, students don't know anything about Word Press Plugins, Word Press Themes, how to use Word Press, Word Press SEO, Word Press dashboard, Word Press Widgets, Students can learn the most from it. Even if some students are experienced, you will still get to know certain things that you would not be knowing. This course is not for people trying to learn to code a custom Website. In this course, students will learn how to use the thousands of themes and plugins already out there to design your own custom websites.

Contents:

- Hosting your CMS
- Types of WordPress
- Setting up local server
- Downloading XAMPP
- Installing XAMPP to create local server
- Creating database and downloading WordPress
- Install WordPress
- Extracting WordPress files and installing WordPress
- Logging into
- Word Press Dashboard
- WordPress Dashboard
- Navigating to the WordPress dashboard; know what everything does and how to use it
- Install WordPress Themes
- Understand themes and how to find/install them
- Customizing WordPress Themes
- Customization of WordPress Widgets
- Installing WordPress Premium Theme
- Installing WordPress Premium Theme Demo Content
- Install WordPress Plugins
- Installing plugin for SEO on WordPress website
- Increasing Speed of WordPress websites
- Security of WordPress websites
- Contact Form for WordPress websites



- SetupContactuspageforWordPresswebsites
- CreatingPostandBasicsof OnePageOptimization(SEO)
- CreatingPage
- Settings
- Domain
- Choosingtherightdomainname
- Registeringyourdomain
- Choosingyourhostingservices
- Comparingvariouserviceproviders
- Choosingyourhostingprovider
- Pointingyourdomaintohostingprovider
- SettingupyourWebserver
- InstallingyourWordPresstoyourWebserver
- TransferringContenttoWebserver



MBADM301 SEARCH ENGINE MARKETING AND OPTIMIZATION

Unit 1:

What is SEM and SEO? SEO key word planning, Meta tags and Meta Description, Website content optimization, Backlink strategies, Internal and external links, Optimizing the site structure. 8Hours

Unit2:

On page SEO, Off page SEO, Local SEO, Mobile SEO, Ecommerce SEO Use of web master tools, Measuring SEO Effectiveness, Synthesis of Data. 8 Hours

Unit3:

Introduction to Google Ad words, Ad Types, Pricing models, PPC cost, Formula, Ad Page Rank, Billing and payments. 8Hours

Unit4:

User Interface, Planning and control of keywords, Designing Image Ad, Creating Animated Ads, YouTube Video Promotion, 8 Hours

Unit5:

Practical Work: Creating Video Ads, Use Self Service or managed Ads, get started with a Campaign Manager, choose an Ad Format, create an Ad, Target, Measure And optimize your Campaign. 8Hours

Suggested Readings

- SearchEngineLand'sGuidetoSEO–SearchEngineLand
- TheReferralEngine–John Jantsch
- Digital Marketing for Dummies, By Ryan Deiss and Russ Hennesberry, 2017
- Art of SEO (3rd edition) by Eric Enge.
- The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly–David Meerman Scott



MBADM302

SOCIAL MEDIA MARKETING

Unit1:

Introduction to social Media, How to build a successful, Social Media Strategy, Goal setting, Strategy and implementation, Measure and Improvement. 8Hours

Unit2:

Listening to Market, Digital Marketing Trends, Branding on the Net, Branding your Website, Trends in Digital Advertising. Google Pages for You Tube Channels, Video Flow, Verify Channel, Webmaster Tool – Adding Asset. 8Hours

Unit3:

Associated Website Linking, Custom Channel URL, Channel – ART , Links, Keywords, Main Trailer, Uploading Videos, Defaults, Creator Library, Channel Navigation, Video Thumbnail. 8 Hours

Unit4:

CTA- Annotation, Card on Mobile, redirect Traffic to Website, Post Upload Enhancements , Live Broadcasting, Managing Playlists , comments and Messages , Monetization with AdSense , paid YouTube Channel, Channel Analytics, Realtime Analytics. How to make videos, Camera angles, settings, shooting , techniques, editing, Audio, background score, Animation, Software for editing 8 Hours

Unit5:

Social media Platforms for Business- Fan Engagement, Anatomy of Ad Campaign, Adverts- Types of adverts, Adverts Targeting. Adverts optimization, Adverts Placement, Adverts Bidding, Adverts Budget, Adverts Scheduling, Adverts Objectives Adverts Delivery. Audience Insights, page Insights, Facebook/ Instagram /You Tube etc :Recent Trends and Technologies 8Hours

Suggested Readings

- Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017
- Socialnomics: How Social Media Transforms the Way We Live and Do Business – Erik Qualman
- Digital Marketing by Seema Guptha



MBADM303

CONTENT MARKETING

Unit1:

Introduction and objective of content marketing, Incorporation into business.: Publishing of content and incorporation of SEO into the strategy Management of Traffic on Websites, Engagement of Customers with the content.

Unit2

Content Optimisation Strategic development and customization of content , blended tactics for meeting competition, Channel Management , Effective usage of Social media for content optimization. 8Hours

Unit3:

Collecting Content Ideas, Setting Up Google Alerts, Setting Up an RSS Feed Using Google for Ideas Identifying Students' Unique Propositions, Identifying a Target Audience, Naming Primary and Lower-Level Goals, Forming a Core Message and Secondary Messages. 8Hours

Unit4:

Establishing an Online Footprint, starting with a Blog, writing for the Web Performing a Competitive Analysis, Using an Editorial Calendar Understanding the Importance of Images, Audio, and Video. 8Hours

Unit 5 :

Brainstorming and Mind Mapping, Generating Ideas Using Social, Media, Generating Ideas by News jacking Building Your Brand Synthesis and Case analysis . 8Hours

Suggested Readings

- Global Content Marketing by Pam Didner
- ContentInc.:HowEntrepreneursUseContenttoBuildMassiveAudiencesandCreateRadicallySuccessfulBusinessesbyJoePulizzi



MBADM304 DIGITAL ENTREPRENEURSHIP

Unit 1:

Entrepreneurship in the twenty-first century, social and civic–entrepreneurship, Innovation and entrepreneurship Developing creativity, business idea and evaluation, Developing the business plan and launching the business, Financing the business, Growing the business ,Exit: Failure and success The Digital landscape for Digital Start-ups, Accelerators and Incubators in the 21stcentury, Cases and Synthesis 8 Hours

Unit 2:

Concepts and Overview of Entrepreneurship, Evolution and Growth of Entrepreneurship from a global perspective, The Role of Entrepreneurs in the economic developments and myths about entrepreneurs. Qualities, Nature, Types, Traits, Culture, Similarities and Economic and differences between Entrepreneur and Intrapreneur.The Entrepreneurial Decision Process, Skill Gap Analysis, and Role Models, Mentors and Support system, Entrepreneurial Success stories. 8 Hours

Unit 3:

Meaning, Definition of Digital Entrepreneurship and Digital Entrepreneurs. New Opportunities and Challenges. Reasons for entrepreneurs to turn into Digital Entrepreneurs. Entrepreneurship and Digital entrepreneurship–Difference and pillars of Digital Entrepreneurship. Reducing Barriers to Entrepreneurship in the digital era and the New entrepreneurial challenges in the digital era. 8Hours

Unit 4 :

The role of Market Orientation in Digital Entrepreneurship, Importance of Digital Entrepreneurship and ways Digital Entrepreneurship can be encouraged. Definition of Digital Transformation and interrelationship between Digital Transformation and Digital Entrepreneurship characteristics of Digital Transformation. 8Hours

Unit 5:

Definition of Digital Business Design, types of Digital Business and the importance of Digital Business Design for Digital Entrepreneurs. Preparing for the Digital Revolution. Value Proposition, Describing the purpose of Digital Business and Competitive advantage versus alternatives. The ABC's of Digital Business Design 8 Hours

Suggested Readings

- Entrepreneurship–Successfullylaunchingnewventures–thirdedition–BruceR.Barringer, R.Duane Ireland–Pearson
- Entrepreneurship&SmallBusiness-Start–Up,Growth&Maturity,- ThirdEdition,PaulBurns–PalgraveMacmillan
- ProductManagement –DonaldR.Lehaman,Russel.s.Winer,TataMcGrawhilledition



MBADM305

LEAD GENERATION AND MARKETING AUTOMATION

Unit1:

Lead generation Strategy, Lead and list Management CRM Integration, Sales Integration, Product Integration Capturing leads from sources Lead source link building and Lead tracking features 8 Hours

Unit2:

Business reporting, Web hooks and connector, Marketing Automation Tools, Google Auto suggest and Google Operators ,Complete Automation. 8 Hours

Unit3:

Introduction to Digital Selling, Creation of Keyword, Keyword search, Creation and publication of Blogs, Email Campaigns Email Auto responder SMS Auto responder. 8 Hours

Unit4:

Creating landing Page, Landing page CTA, Working with Plugins, Website backup and Widgets, Synthesis and exercises. 8 Hours

Unit 5:

Practical – Live Sessions on lead generation using CRM platform example Meritto etc. 8 Hours

Suggested Readings

- Convert– BenHunt
- ConversionOptimization:TheArtandScienceofConvertingProspectstoCustomers– KhalidSaleh
- TheBestDigitalMarketingCampaignsintheWorld:MasteringtheArtofCustomerEngagement–DamianRyanandCalvinJones
- TrustAgents:UsingtheWebtoBuildInfluence,ImproveReputation,andEarnTrust – ChrisBrogan



MBADM306

E-MAILMARKETING , MOBILE MARKETING AND VIDEO MARKETING

Unit 1:

Email Software and Tools, Importing Email Lists, Planning Email Campaign, Email templates and Designs Sending HTML email Campaigns, Web forms lead importing, Integrating Landing page forms, Campaign Reports and insights, Segmentation Strategy, Segmentation lists. 8Hours

Unit2:

Auto Responder series, Auto Responder Actions, Triggering Auto- Responder Emails, Triggers in Email using the 4Ps of marketing Mobile usage, Mobile penetration Worldwide, Smartphone penetration worldwide Mobile Advertising Models, Advantages of Mobile Advertising, Mobile Marketing Toolkit, Paid and Owned 8Hours

Unit3:

Location-Based Services or Proximity, Social Marketing on Mobile, QR Codes Augmented Reality, Gamification, and Common mistakes in mobile strategy. Diversity issues in India through Mobile, Campaign development Process, Tracking of Mobile Campaigns-Mobile Analytics. 8Hours

Unit 4:

How to make videos, Camera angles, settings, shooting techniques, editing, audio, background score, Animation, Software for editing 8Hours

Unit 5:

On hands training on video, Publishing HD videos, Practical Examples and creating Animated Contents. 8Hours

Suggested Readings

- Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales With Email Marketing, By Ian Brodie, 2013
- Digital Marketing by Seema Gupta
- Groundswell: Winning in a World Transformed by Social Technologies – Charlene Lian Josh Bernoff
- The Elements of User Experience: User-Centered Design for the Web – Jesse James Garrett
- Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising by Daniel Rowles
- Tap: Unlocking the Mobile Economy by Anindya Ghose



MBADM401 SERVICES MANAGEMENT

Unit 1:

Nature of Services, Macroeconomic Trends and Opportunities, Distinctive Marketing Challenges Posed by Services, Categorization of Services 8Hours

Unit2:

Service encounters and Process Flows, perceived service quality, satisfaction and perceived value, Introduction to the Gaps Model of Service Quality, Customer Expectations of Satisfaction and Quality, Customer Perceptions of Satisfaction. The Three-Stage Model of Consumer Behavior Applied to select Services interims of behavior and expectations, The Service Delivery System, Theatre as a Metaphor for Service Delivery, Role and Script Theories Applied to Services.

Unit3 :

Customer Research, Key Steps in Service Planning, Core and Supplementary Services, The Flower of Service—Adding Value via Supplementary Services ,Branding of Services, Designing the Service Enterprise: New Service Development, Technology in Services, Service Quality, Process Improvement (DEA supplement),Segmentation Targeting and Positioning of Services in Competitive Markets. Role of customers and employees- boundary spanners, support staff in delivering services .Managing People for Service Advantage: Importance of Service Personnel, Conflicts in Boundary—spanning Roles and Implications of Role Stress, The Cycles of Failure, Mediocrity, and Success, Selection, Training, and Motivation of Service Staff, Service Leadership and ServiceCulture.

8 Hours

Unit4:

Designing Customer Service Processes: Understanding and Closing Gap 2: Service Standards, Development, and Design, blueprinting asa Basic Tool for Understanding and Managing Service, Processes, Service Process Redesign, Increasing Customer Participation The Services Cape Model, Dimensions of Service Environments, Engineering Customer ServiceExperiences, Managing Capacity and Demand, Managing Waiting Lines, Balancing Demand andCapacity 8 Hours

Unit5:

Designing the Communications Mix for Services: Understanding and Closing Gap4, Communication Strategies for Services, Branding and Communications. Relationship Marketing: Service Switching, Retention, the Economics of Customer Retention,Managing the Customer Pyramid, the Wheel of Loyalty, Loyalty Programs, CRM Strategies,CustomerFeedbackandServiceRecovery:ConsumerComplainingBehavior,Principles ofEffective Service Recovery Systems, the Power of Service Guarantees, the Service Profit Chain,FinancialandEconomicEffectsofService. 8 Hours



Selective Readings

1. ValarieA Zeithaml, MaryJo Bitner, Dwayne D Gremler (2000), 'Services Marketing- Integrating Customer Focus Across the Firm' Second, McGraw- Hill/Irwin.
2. Christopher H Lovelock, Jochen Wirtz (2010), "Services Marketing: People, Technology, Strategy" Prentice Hall, 2010-626 Pages.

MBADM402 STRATEGIC MANAGEMENT

Unit 1

Introduction

Meaning, Scope and Importance of Strategic Management

Nature of Strategic Management, Characteristics, Strategic Management Process, Strategic Management Model. Dimension and Levels of Strategy. Role of strategists in business Policy

Unit 2

Strategy Formulation

Corporate Planning, Concept of Planning, Planning Process, Types of Planning, Strategic Planning, Strategic Decision Making, Vision, mission and purpose, objectives and goals of a business organisation-Types of strategies –Guidelines for crafting successful business strategies.

Unit 3

Environmental Appraisal

External Analysis: Industry analysis, remote environment analysis, competitive analysis, global environment analysis. Internal Analysis: Resource based view of the firm, Capabilities, core competence, value chain analysis, VRHN analysis, distinctive competency, sustainable competitive advantage and profitability. SWOT Analysis. , Synergy.

Unit 4

Strategic Analysis and Choice Environmental Threat and Opportunity Profile (ETOP); BCG, TOWS, GE, **Directional Policy** Matrix- Organizational Capability Profile -Strategic Advantage Profile Corporate Level strategies-growth, stability, renewal, corporate portfolio analysis, grand strategies, McKinsey's 7s Frame work. Business Level Strategies- Michael Porter's Generic strategies. Functional level strategies.

Unit 5

Strategy Implementation and Evaluation

Strategy Implementation: Structure, Systems and People, issues in implementation, **Model of Strategic Implementation**, Project implementation, Procedural implementation, Resource Allocation, Budgets, Organization Structure, Strategy and Organisation Structure, Different Types of Organisational Structure, Social responsibilities and Ethics-Building a capable organization-Functional issues. Symptoms of malfunctioning of strategy-Operations Control and



Strategic Control, An overview of Strategic Evaluation and Control- Measurement of performance- Analyzing variances- Role of organizational systems in evaluation. Strategic Management for non-profit organizations.

Suggested Readings

1. Thomas L. Wheelen Strategic Management and Business Policy, 15e 2018 Pearson Education India
2. Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson Management of Strategy-Concepts and Cases,4/e, Cengage Learning,NewDelhi.
3. John. A. Pearcell, Richard B. Robinson Jr, Amita Mital, StrategicManagement– Formulation, Implementation and Control,1/e, Tata McGraw-Hill, NewDelhi.
4. Charles.W.LHill,Gareth R Jones Strategic Management-An Integrated Approach,6/e, Biztantra, New Delhi.
5. ThompsonAJr,A.J.Strickland,StrategicManagement,TataMcGraw-Hill Publishing,NewDelhi.
6. Upendra Kachru, Strategic Management-Concepts and Case. Excel Books,New Delhi.
7. Adrian Haberberg, Alison Rieple . Strategic Management–Theory and Application, Oxford University Press, NewDelhi.
8. David & David Strategic Management Concepts: A Competitive Advantage Approach, 16e, 2018 Pearson Education India

S.No.	Course Outcomes(COs)
1.	To apply strategies and analyze the role of strategist in business policy of an Organization
2.	To formulate strategic policies, plans to take decisions in business related problems
3.	To analyse the internal and external environment of business for the purpose of effective strategic planning.
4.	To evaluate various strategies to develop effective strategies for an organization.
5.	To devise and implement strategic approaches to manage a business successfully in a global context



MBADM403 PERSONAL SELLING AND SALES MANAGEMENT

Unit 1 Introduction

The Nature and Importance of Personal Selling, Nature of Sales Management Situation where Personal Selling is more effective than Advertising, Types of Selling situations, Types of Sales Persons, Application of AIDA Model in Personal Selling.

Unit 2

Process of Personal Selling

Process of Effective Selling; Prospecting, Pre-approach, Approach, Presentation and Demonstration, Handling the objections, Closing the Sales, Post-Sale Activities, Qualities of a Successful Sales person with reference to B-2-C, B-2-B Marketing.

Unit 3

Controlling the Sales Effort

Sales Forecasting; Sales Budget, Sales Quotas, Sales Territories, Sales Controlling and Sales Cost Analysis.

Unit 4

Managing the Sales Force

Recruitment and Selection, Training and Development, Compensation and Innovation, Direction and Suspension, Performance Appraisal of Sales Personnel.

Unit 5

Emerging Issues in Selling Aspects

Ethical and Legal aspects of Selling, Measures for Making Selling as attractive Career, Recent Trends in Selling.

Suggested Readings

1. Richard R. Still, Edward W. Cundiff, Norman A. P. Govani 6th ed., *Sales Management: Decision, Strategies and Cases*, Pearson Education, New Delhi, 2017.
2. Rosann L. Spiro, William J. Stanton, Gregory A. Rich 11th ed., *Management of a Sales Force*, Tata McGraw Hill, New Delhi 2008
3. Mark W. Johnston, Greg W. Marshall, *Sales Force Management*, 8th ed. TMH, N. Delhi, 2007
4. Charles Fatrell, *Sales Management*.

Course Outcome:

1. To understand the process of sales management
2. To identify the role and responsibilities of sales manager
3. To appreciate the concept of sales force and its responsibilities
4. To understand the nuances of Personal selling



Unit1 Introduction

Definitions, Classification, Project risk, Scope, Concepts and Characteristics of Project, Importance of Project Management, Project management-definitions, overview, Project plan, management principles applied to project management, Tools and techniques of project management, Project management life cycles and uncertainty.

Project Planning

Project and Strategic Planning, Scope, Problem Statement, Project Goals, Success criteria, Risk Management ,Approval Process, Social Cost Benefit Analysis, Feasibility Study.

Unit2

Project Organization

Project Organization: Various Forms of Project Organizations, Project Organization Charting, Organization Human Resources, The Project Manager, The Project Team, Project Team Pitfalls, Project Contract Management, Types of Contracts, Fixing the Zero Data.

Unit3

Project Financing

Project Cost Estimation, Sources of Finance, Multiple Project and Constraints.

Unit4

Project Implementation and Monitoring

Project Resource Requirements, Type of Resources, Men, Materials, Finance, Multi-project Resources scheduling, Splitting and Multitasking, Resources Allocation method, Project Monitoring and control, Project network Technique-(PERT and CPM), Planning for Monitoring and evaluation, Project Management Information System, Project Scheduling- Time Constrained and Resource Constrained Scheduling, Project Communication, Project Audits, Post Project Reviews.

Unit5

Project Direction and Control

Project Direction, Types of Project Termination, Project in Trouble, Termination Strategies, Evaluation of Termination Possibilities, Termination Procedures, Features of Future Indian Projects.

Learning Resources

1. *Project management-* 1st century-Beenet P Lientz, Kathryn- Pearson Academic for2 Press,1995



2. Project Management – Jeffrey K Pinto, 5e, 2020, Pearson Education
3. *Project Management*-Denislok
4. *Project management*-Davidl Cleland-McGraw Hill International Ed,1999.
5. *Project management*-Gopala krishnan-Mc Millian India Ltd.
6. *Project Management*-Harry. Maylor, 5e 2020, Pearson Education
7. *Project Management*-Gray & Larson-Tata McGraw Hill
8. *Project Management*-Prasanna Chandra- Tata McGraw Hill

S. No.	Course Outcomes (CO's)
1	To interpret the tools and techniques of project management & to create a feasibility study of analysing the risk and uncertainty involved in same.
2	To demonstrate the various types of project organization and its hierarchy including the pitfalls in the project team & types of contracts.
3	To examine the project cost estimations and various sources from where the project can be financed.
4	To identify project resources requirement and various methods of allocation and also the techniques required to monitor the project.
5	To predict the evaluation of termination possibilities associated with the project and how it can be controlled. It also focuses on future prospects of Projects.



MBADM405 AFFILIATE MARKETING & GOOGLE ADSENSE

Unit 1:

Definition and importance of Affiliate marketing in current scenario. Changing dimensions of Advertising and business promotion. Business of Monetization of Business promotion. Understanding the changing demography of users. 8 Hours

Unit 2:

Media management and Data driven promotion. Identification of Affiliate partners. Channels of Affiliate marketing. Creating an affiliate program. Product attributes, idea and target audience. 8 Hours

Unit 3:

Targeting the online customer-DIY and unboxing videos, paid reviews, blogs, complimentary products, Webinars, Training of usage of products, TV Time, product previews, Email and SMS burst with links, Discount codes on click, free coupon on line stores. Affiliate Partner – Identifying the right mix for customer. Creating a sustainable program and managing. 8 Hours

Unit 4:

Google AdSense: Google as affiliate partner and business catalyst. Understanding Google AdSense Business model. Identifying specific demography of users. Choosing the right mix of ads. Advertising in search engine. SEO (Search Engine optimization), priority Advertisement, right mix of search-words. 8 Hours

Unit 5:

Tweaking of business promotion by understanding google analytics and data research. Internal administration – integration of products. User sensitivity, blocking and unblocking of advertisements. Analysis of SEO data. Synthesis and Exercises. 8 Hours

Suggested Readings

- Google Adwords for Beginners: A Do-It-Yourself Guide to PPC Advertising, By Cory Rabazinsky, 2015
- Introduction to Programmatic Advertising, By Dominik Kosorin, 2016
- Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog By Joand Dale Reardon, 2015
- Affiliate marketing: A complete guide step by step to how to join the affiliate marketing business by Mark J. Cooper
- Affiliate Marketing: Learn How to Make \$10,000+ Each Month on Autopilot. by Michael Ezeanaka



MBADM406 ANALYTICS-WEB AND GOOGLE

Unit 1

Data Collection, Web logs and Java Script Tags, Key Metrics, Behavior Analysis, Outcomes Analysis and experience analysis. Making Web Analytics Actionable, Context, Creating high impact executive Dashboard, Customer Segmentation. **8 Hours**

Unit 2

Web Analytics, Measurement metrics Accounts and Profiles, Analytic Reporting, Sorting, Filter and Time chart, Audience Segmentation. Traffic and Behavior Reports, Goals and Conversion Reports, Developing Intelligence Report **8Hours**

Unit 3

Google Webmaster Tool, setting it up for SEO and Integrating, Google Indexing, Search Traffic and links, Site Map and Site Links, Managing Security Issues **8Hours**

Unit 4

Linear Attribution Model, Last interaction/last click and First Interaction/First Click Attribution Model. Time Decay Attribution Model, Position Based Attribution Model, how to connect offline with online. **8Hours**

Unit 5

Panel based and ISP –Based Measurement, Browser Toolbar and Benchmarking Data, Remarketing Code. **8Hours**

Suggested Readings

- Web Analytics 2.0 by Avinash Kaushik
- In The Plex: How Google Thinks, Works, and Shapes Our Lives - Steven Levy
- The Big Data-Driven Business by Russell Glass & Sean Callahan



MBADMLB1 LAB: SOCIAL MEDIAMARKETING

- Build a Robust Company page on LinkedIn
Unit3:LeveragePaidAdsandSponsored Updates
- UseAdvancedSearchingandwhoviewedyourProfileUnit
- TheIn-DemandContentisIndustryinsights
- CreatingShowcasepages,EngagingbyUpdatingProductsandServices
- Social Media Analytics , Updates, Followers and Visitor
- ContentStrategy,BestPractices, TwitterCalendar
- CampaignTypes
- Targeting Audience Options
- Tools and Tips for Social media marketing

Suggested Readings

- TwitterMarketingbuildacultlikefollowing–BryanSharpe
- DigitalMarketingBySeemaGupta
- TwitterMarketing:Howtogrowtwitteraccountto1MILLIONFOLLOWERSinthefirst6months,by PamelaRussell
- TheTaooftwitter,RevisedandexpandedneweditionbyMarkSchaefer
- TwitterPower:HowtoDominateYourMarketOneTweetataTime– JoelComm



MBADM4PW1 PROJECT WORK (RESEARCH BASED PROJECT WORK)

The project work starts immediately after 3rd Semester exams and report need to be submitted at the end of the term has been clearly enunciated in this syllabus with some changes updated in class regarding the modalities of conducting research based project work in Market oriented organizations as a teams of three students instead of individual work. The objective is get them to achieve practical training of working as teams and contribute using their talents as they achieve the assignment/Task given to them by the respective Organizations, further the evaluation for the project work is based on collective performance as teams and is then translated as individual scores based on their performance.