

REVISED UG SYLLABUS UNDER CBCS  
(Implemented from Academic Year 2020-21)

PROGRAMME: FOUR YEAR BBA. (Hons)

Domain Subject: **BBA – Digital Marketing**

Skill Enhancement Courses (SECs) for Semester V, from 2022-23 (Syllabus/Curriculum)

Pair Options of SECs for Semester–V

(To choose one pair from the five alternate pairs of SECs)

<b>GroupASubjects: ManagementSubjects</b>							
S.NO	COURSE	NAME OF THE SUBJECT	TOTAL MARKS	MID SEM	SEM END EXAM*	TEACHING HOURS	CREDITS
1	6A	Product & BrandManagement	100	25	75	5	4
2	7A	SalesManagement	100	25	75	5	4
3	6B	MarketingofServices	100	25	75	5	4
4	7B	RetailManagement	100	25	75	5	4
5	6C	Advertisement	100	25	75	5	4
6	7C	MediaManagement	100	25	75	5	4
<b>GroupBSubjects:DigitalMarketingSubjects</b>							
1	6A	ContentMarketing	100	25	75	5	4
2	7A	ContentManagement System	100	25	75	5	4
3	6B	AdvancedSEO	100	25	75	5	4
4	7B	WebAnalytics	100	25	75	5	4
5	6C	SEMRush	100	25	75	5	4
6	7C	GoogleSearch Console	100	25	75	5	4
<b>GroupCSubjects:DigitalMarketingSubjects</b>							
1	6A	MobileMarketing	100	25	75	5	4
2	7A	E-MailMarketing	100	25	75	5	4
3	6B	Video Editing	100	25	75	5	4
4	7B	Photography & ImageEditing	100	25	75	5	4
5	6C	HTML&CSS	100	25	75	5	4
6	7C	Web Design&Planning	100	25	75	5	4

Semester-wise Revised Syllabus under CBCS, 2020-21  
Four Year BBA. (Hons) - Semester – V (from 2022-23)

Subject: **BBA – Digital Marketing**

**GROUP A- Course-6A: PRODUCT & BRAND MANAGEMENT**

(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:** To help the students appreciate the relationship between Corporate Strategy and, Product and Brand Management

**Learning Outcomes:**

- Demonstrate knowledge of the nature and processes of branding and brand management.
- Analyse and discuss contemporary brand related problems and develop appropriate strategies and initiatives.

**UNIT-I: Product Management - An**

Introduction. Corporate Strategy and Product Policy Product Line  
Product Life Cycle and Marketing Strategies.

Decisions

**Unit-II:** New Product Development and the Techniques of Idea Generation and Screening Concept, Development and Testing Test Marketing, Launching and Tracking New Product Programmes.

**UNIT-III:** Organizing for New Products Introduction to Brand Management and Crafting of Brand Elements, Consumer Brand Knowledge Brand Identity, Personality and Brand Associations

**Unit-**

**IV:** Managing Brand Architecture and Brand Portfolios, Corporate Branding and Tools for Building Brand, Equity

**Unit-V:** Leveraging Brand Equity, Measurement of Brand Equity

**References**

1. Brand Against the Machine: How to Build Your Brand, Cut Through the Marketing Noise and Stand Out from the Competition by: John Michael Morgan,
2. Marketing Management by Philip Kotler and Kevin Lane Keller

**Activities:**

- Written Assignment
- Oral Presentation
- Case Study

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Four Year BBA. (Hons) - Semester – V (from 2022-23)  
Subject: **BBA – Digital Marketing**  
**GROUP A : Course-7A: SALES MANAGEMENT**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objective:**

The objective of this course is to develop a basic understanding about the management concepts as well as of human in various sales processes in organisation .

**Learning Outcomes:**

1. Develop a plan for organizing, staffing and training a sales force.
2. Know the distinction between the skills required for selling and sales management.

**UNIT-**

**I: Introduction to sales management: Meaning, Evaluation, Importance, Personal Selling, Emerging Trends in Sales Management, elementary study of sales organizations, qualities and responsibilities of sales manager. Types of sales organizations**

**UNIT-II: Selling skills & Selling strategies: Selling and business Styles, selling skills, situations, selling process, sales presentation, Handling customer objections, Follow-up action.**

**UNIT-III:**

**Management of Sales Territory & Sales Quota: Sales territory, meaning, size, designing, sales quota, procedure for sales quota. Types of sales quota, Methods of setting quota. Recruitment and selection of sales force, Training of sales force.**

**UNIT-IV: Sales force motivation and compensation: Nature of motivation, Importance, Process and factors in the motivation, Compensation-Meaning, Types of compensation plans and evaluation of sales force by performance and appraisal process**

**UNIT-V: Sales management job: Standard sales management process- international sales management- international market selection- market survey approach or strategy- case study in Indian context**

**References:**

1. Salesmanship Practices and Problems Paperback – Import, 15 Mar 2007 by Bertrand R. Canfield (Author).
2. Selling & Sales Management 6th Edition by David Jobber (Author), Geoff Lancaster (Author)
3. Sales Management 8T: 13T Concepts, Practices, and Cases 13T 0 Eugene M. Johnson 10T, 10T David L. Kurtz 10T, 10T Eberhard Eugen Scheuing 10T McGraw-Hill, 1994
4. Sales Force Management by Still, Cundiff & Govoni

**Activities**

- Written Assignments
- Oral Presentation
- Quiz Programme

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Four Year BBA. (Hons) - Semester – V (from 2022-23)

Subject: **BBA – Digital Marketing**

**GROUP A: Course-6B: MARKETING OF SERVICES**

(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:** The course brings out the emerging service environment in India and the world. It emphasizes the distinctive aspects of Services Marketing. It aims at equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations.

**Learning Outcomes:**

- Understand the Concept of Services and intangible products and Discuss the relevance of the services Industry to Industry
- Examine the characteristics of the services industry and the modus operandi and Analyze the role and relevance of Quality in Services

**Unit-I:** Meaning of Service, role of services in Indian economy, growth in service sector, types of services, difference between goods and services, characteristics of services, need for service marketing and obstacles in service marketing.

**Unit-II:**

Service Marketing: Marketing management process for services planning, organizing, analyzing marketing opportunities, selecting target market - developing the service marketing mix - managing and controlling marketing efforts.

**Unit-III:** Service Design and Development: Challenges of service design, stages in new service development, Service blue printing - Service standards: Factors determine service standard, customer defined standards.

**Unit-IV:** Marketing of Services: Financial service marketing, Insurance, Bank, Mutual funds, Tourism Marketing, Hospital marketing, any hotel and hospitality marketing, other relevant services marketing.

**Unit-V:** Service marketing and ICT interface – Deficiency in Services – Consumer Protection Act, 1986 – Service Tax Rules – Goods and Services Tax (GST) Bill.

**References:**

1. Services Marketing by - Valarie A. Zeithaml and May Jo Bitner Pub: Tata McGraw Hill
2. Services Marketing by - Vasont : Venugopal and Raghun., Himalaya Publishing House.
3. Services Marketing by - P.N. Reddy and others Pub: Himalaya Publishing House.
4. Service Marketing by: Hellenwood Ruffe, Macmillan India Ltd.

**Activities**

- Written Assignments
- Oral Presentation
- Quiz Programme

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Four Year BBA. (Hons) - Semester – V (from 2022-23)  
Subject: **BBA – Digital Marketing**  
**GROUP A: Course-7B: RETAIL MANAGEMENT**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:** To familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions.

**Learning Outcomes:**

- The contribution of retailers to the product value chain, corporate objectives, competitor analysis, and competitive strategy;
- Consumer motivations, shopping behaviors, and decision processes for evaluating retail offerings and purchasing merchandise and services;

**Unit-I:** Retailing: Importance of Retailing, Factors Influencing Retailing, Functions of Retailing, Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization, Classification of Retail Units.

**Unit-II:** Setting-up Retail organization: Size and space allocation, location, factors affecting the location of Retail, Store Layout and Space planning: Types of Layouts, role of Visual Merchandiser, Controlling Costs and Reducing Inventories Loss.

**Unit-III:** Emergence of Organized Retailing: Traditional Retailing, Organized Retailing in India, Retailing in rural India, Retail Environment in India, FDI in retailing, Role of IT in retailing, emerging trends in retailing.

**Unit-IV:** Retail Pricing: Factors influencing retail pricing, Retail pricing strategies, Retail promotion strategies: Management and Evaluation of relationships in Retailing, Retail Research.

**Unit-V:** Case Studies: Practical:

- (i) To interview a sales person and write a brief report about what they like and dislike about their jobs, their salary, travelling allowances, sales quotas, etc.
- (ii) To go to a Kirana store and a supermarket and compare the: (a) store arrangement (b) No of brands carried (c) pricing policies (d) Service – personal.
- (iii) To visit any one of the modern Malls like, Reliance, Best Price, More, Lifestyle and prepare a Report.

**References:**

1. Levy & Weitz, Retail Management, TMH, 2012.
2. Swapana Pradhan, Retailing Management, TMH, 2012.
3. David Gilbert, Retail Marketing Management, Pearson Education.
4. A.J. Lamba, The Art of Retailing, McGraw Hill.
5. Barry Berman, Joel R. Evans, Retail Management: A Strategic Approach, Pearson.

**Activities**

- Written Assignments
- Oral Presentation
- Quiz Programme

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Four Year BBA. (Hons) - Semester – V (from 2022-23)  
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**GROUPA: Course-6C: ADVERTISEMENT**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:** Basics of planning, creating, using, and placing advertising in the business world and reviews entire field of advertising as basis for students who select advertising as a career or as an integral part of a marketing program.

**Learning Outcomes:**

1. Demonstrate an understanding of advertising strategies and budgets and identify and understand the various advertising media.
2. Demonstrate an understanding of how an advertising agency operates.

**Unit-I: Evolution of advertising** - socio economic effects of advertising – types of advertisements – Various phases of advertising – advertising agency system - market research – vocational aspects of advertising

**Unit-II: Planning and campaigns** – Media selection – newspapers – Magazines – Radio – Television – Direct mail – Outdoor advertising – Hoarding – Bus panels – spectacular Bulletins

**Unit-III: Outdoor advertising** in India - Commercial advertisements over - All India Radio - Doordarshan - Recent trends in Indian Advertising - Legal and ethical aspects of advertising - Advertising policy

**Unit-IV: Advertising copy** – Visualization – Illustrations – Layout – Headlines – Text – Colour – Graphics – Psychological factors in advertising – Trademarks – Slogans – Evaluation of effectiveness.

**Unit-V: Advertising** – problems of measurements – Opinion ratings – Concurrent methods – Recall test – Recognition test – Audience evolution for various media – Advertising code

**Reference books:**

1. Jack Z. Sissors and Jim Surmanek, Advertising Media Planning - Crain books 1976
2. James R. Adams, Media Planning - Business books 1977
3. Advanced M.P. - John R. Rossiter, Kluwer Academic publications 1998
4. Advertising M.P., Jack Z. Sissors, McGraw Hill 6th Edition

**Activities:**

- Written Assignments
- Oral Presentations
- Case Study

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**GROUP A: Course-7C: MEDIAMANAGEMENT**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:** Experience and skills in the media management field are the only way to get more job opportunities or future scopes. There are tons of opportunities available in the media sector in India as well as abroad, related to marketing, digital media, and much more.

**Learning Outcomes:**

1. To make students understand the dynamic role of the media in society
2. To introduce students to the study of contemporary forms of mediated communication.

**Unit-I:** Media planning - The function of media planning in advertising - Role of media planner - Challenges in media planning - Media planning process - Media planning for consumer goods - Media planning for industrial goods

**Unit-II:** Importance of Media Research in planning; Sources of media research - Audit Bureau of Circulation - Press Audits - National readership survey/IRS - Businessmen's readership survey - Television - Audience measurement - TRP - National television study - ADMAR satellite cable network study - Reach and coverage study - CB listenership survey

**Unit-III:** Selecting suitable media options - TV, Radio, Magazine, Newspapers, Pamphlets and brochures, direct mail, outdoor media

**Unit-IV:** Criterion for selecting media vehicles: Reach - Frequency • GRPS - Cost efficiency - Cost per thousand - Cost per rating - Waste - Circulation - Pass-along rate (print)

**Unit-V:** Media Timing - Scheduling; Scheduling and budget allocation

**Reference books:**

1. Jack Z Sissors and Jim Surmanek, Advertising Media Planning - Crain books 1976
2. James R Adams, Media Planning - Business books 1977
3. Advertising and Sales Promotion - S H H Kazmi, Satish K Batra

**Activities:**

- Written Assignments
- Oral Presentations
- Case Study

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**GROUPB: Course-6A: CONTENTMARKETING**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives**

This course aims to show you how to strategically and operationally implement a content marketing plan for your business.

**Learning Outcomes:**

- Understanding of how Content impacts a customer's buying decision and relationship with a business
- Determine the types of content they will engage with utilize low-cost, no-cost tools to produce on-brand and engaging content.

**UNIT-I:** Introduction to Content Marketing and Management: Why and how content is important to business – use of content marketing, Content strategy and planning, Forming mission statement and its importance, selection of Niche Markets.

**UNIT-II:** Business goals and planning for websites - Naming primary and lower level goals - CMS overview and concepts, Intro to Word Press - Word Press design, navigation and site structure,

**UNIT-III:** Adding and managing content - Adding and managing functionality on the site. Writing for the Web - Refining content – design, brand guidelines - Tools for developing visual content - HTML and CSS, overview for CMS

**UNIT-IV:** Competitive analysis

Collecting content ideas, Tools and resources for creating and managing content - Social media channels – community and communication, distributing content.

**UNIT-V:** Tools for social media management - Establishing metrics - Evaluating data - Capstone Project

**Note:** Capstone projects are designed to apply the skills and knowledge learned in the course and will include the following elements as projects are shared:

1. Explain the criteria that guided your content development.
2. Present your website and other media channels that highlight that content.
3. Give a summary of your plan for developing, managing, and distributing future content.

**SOURCE:**

AARON MATTHEW WALL Content Marketing Book © Aaron Matthew • seobook@gmail.com

**Reference Books**

- Building a Story Brand: Clarify Your Message So Customers Will Listen Paperback – 28 February 2018 - Donald Miller
- Practical Content Strategy & Marketing: The Content Strategy & Marketing Course Guide book Kindle Edition - Julia McCoy

**Activities:**

- Written Assignments; Oral Presentation; Case Study



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**GROUPB: Course-7A: CONTENTMANAGEMENTSYSTEM**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**CourseObjective:**Inthiscourse,studentswilllearnhowtouseethethousandsofthemesandpluginsalready out there to design own custom websites by using wordpress

**LearningOutcomes:**

- Student is able to design and develop a website
- Student is able to manage the content in the website

**UNIT-I:** Introduction-Hosting your CMS-Types of WordPress-  
Setting up local server Downloading XAMPP-Installing XAMPP to create local server □-

**UNIT-II:** Installation:Install WordPress-Extracting WordPress files and installing WordPress-Logging into WordPress Dashboard-WordPress Dashboard-  
Navigate to the WordPress dashboard; know what everything does and how to use it

**UNIT-III:** Themes: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

**UNIT-IV:** Plugins:Install WordPress Plugins -Installing plugin for SEO on WordPress website -Increasing Speed of WordPress websites -Security of WordPress websites -Contact Form for WordPress websites -Setup Contact us page for WordPress websites -Creating Post and Basics of One Page Optimization (SEO)

**UNIT-V:** Page Creation:Creating Page-Settings -Domain-Choosing the right domain name Registering your domain-Choosing your hosting services-  
Comparing various service providers  
-Choosing your hosting provider-Pointing your domain to hosting provider-  
Setting up your Web server-Installing your WordPress to your Web server-  
Transferring Content to Web server

**References:**

1. WordPress-All-in-One for Dummies by Lisa Sabin-Wilson, a John Wiley & Sons Inc. Brand in 2013 New Jersey
2. Wordpress for Writers-  
Create an Awesome Author Website that Helps You Sell Books By Rachel McCollin • 2019  
published by Catawampus Press

**Activities:**

- Written Assignments
- Oral Presentations; Case Study

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Subject: **BBA – Digital Marketing**

**GROUPB: Course-6B: AdvancedSEO**

(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objective:** With millions of people performing millions of searches each day to find content on the Internet, it makes sense that marketers want their products to be found by potential consumers. Search engines use closely guarded algorithms to determine the results that are displayed. However, determining what factors these algorithms take into account has led to a growing practice known as search engine optimization.

**Learning Outcomes:**

1. Learn what search engine optimization (SEO) is and how a Website needs to be structured.
2. Appreciate the constructs of search engine-friendly Web sites.

**UNIT-I: SEO Introduction-** Concepts of search engine optimization (SEO)- Dynamic pages-Importance, Relevance, Popularity, Trust, Authority, What is Website? What is Domain Name, Types of Domains, Domain suggestions, Premium Domains, Register a Domain Name, Web Hosting Concepts, Domain/Hosting Business Types of Websites, HTML, CSS and JavaScript, Website architecture, Static pages

**UNIT-II:** How Search Engines Work, Major Search Engines, Components of Search Engines, Major Search Engines: Google, Yahoo, Bing, Google Results, Search Engine Mechanism, Search Engine Crawling, Robots.txt, Sitemaps, Storing, Processing and Indexing, Ranking,

**UNIT-III:** On-page SEO, importance, influence factors, Optimizing Web Page, Website Optimization, title, description and keyword tags, header tags, Anchor Text, Navigation Links, Contextual links, Canonical URLs, Page Nations, keyword research, meta tag optimization, SEO content optimization.

**UNIT-IV:** Off-page SEO, importance, influence factors, Right and wrong way to link, Reciprocal links, Three-way links, Purchased links, Link networks, Redirected links, Linkbait, Trust rank and worthless links

**UNIT-V:** SEM Strategy: What is SEM Strategy-Meaning and Definition of SEM-Importance of SEM-Advantages and Dis-advantages of SEM Setting up SEM strategy-Analyzing the Efficiency of SEM Strategy-Digital promotion-Tools and techniques

**References:** 1. Search Engine Optimization: Your Visual Blueprint for Effective 2. Internet Marketing, 3rd Edition (MISL-Wiley)-Kristopher B Jones

3. Search Engine Optimization: An Hour a Day-Jenni Pezgrappone, Gradiva Cousin-Wiley.

**Activities**

- Written Assignments
- Oral Presentation
- Quiz Programme

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**GROUPB: Course-7B: WEBANALYTICS**

(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:** Web analytics course covers the basic concepts of digital Analytics and drives students into learning digital analytics from both a managerial and technical perspective.

**Learning Outcomes:**

- Read and understand in a proper way the main key metrics of digital analytics
- Manage web and social analytics principles to drive marketing campaign or strategies

**UNIT-I: Getting started with Web Analytics - The digital media: owned, earned and paid media**  
- Web Analytics platforms overview - Getting started with digital analytics - Main KPIs about digital analytics - Sessions - Number of visitors - Time on Site - Time on Page - Bounce Rate - Understanding and using Google Analytics data - Collecting actionable data with Google Analytics - Navigating Google Analytics reports - Navigating Conversions reports

**UNIT-II: Introduction to Ecommerce Analysis & App Analytics** - Understanding Customers - Understanding Shopping Behavior - Introduction to Mobile App Analytics - Attracting New Users - Measuring behavior

**UNIT-III: Google Tag Manager Fundamentals & Social Analytics** - Starting out with Google Tag Manager - Setting up Google Tag Manager - Collecting data using the Data Layer, variables, and events - Using additional tags for marketing and remarketing - Facebook Analytics - Twitter Insights

**UNIT-IV: Traffic sources** - Direct, referring, and search traffic - Campaigns - AdWords, AdSense - Content - Pages and Landing Pages - Event Tracking and AdSense - Site Search - Visitors - Unique visitors - Geographic and language information - Technical reports - Benchmarking, **Actionable insights and the big picture** Recap of Google Analytics reports and tools - Finding actionable insights - Getting the organization involved - Creating a data-driven culture - Resources

**UNIT-V: Social Analytics & User Generated Contents** - Definition of User Generated Contents - Getting started with Web Listening - Main KPIs about web listening - Main web listening platforms - Free tools for web listening analysis

**Software to be used**

Google Analytics, Talkwalker Platform, Facebook Analytics, Twitter Insights, YouTube Analytics

**Reference books:**

2. Web Analytics Strategies for Information Professionals (English, Paperback, Farney Tabatha)
3. Web Analytics Action Hero: Using Analysis to Gain Insight and Optimize Your Business: Brent Dykes
4. Complete Web Monitoring: Alistair Croll and Sean Power

**Activities:**

- Written Assignment; Oral Presentation; Case Study

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**GROUP B: Course-6C: SEMRush**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:**

SEMrush is an SEO tool that does

keyword research, tracks the keyword strategy used by competitors, runs an SEO audit of a blog and looks for back-linking opportunities.

**Learning Outcomes:**

Save time & budget. Stay creative with your content while *Semrush* takes care of the data. Over 7 million users have registered for *Semrush*.

**UNIT-I:** Keyword Research: Analyze Search Intent Instantly with Semrush-Keyword Research-The Ultimate Keyword Research Checklist-Semrush Keyword Difficulty: Now More Accurate Than Any Other Tool-How to Use Semrush for Keyword Research

**UNIT-II:** Keyword Ranking: How to Track Your Keywords on Google (with Semrush)-Search Engine Ranking: How to Use Semrush to Track Keywords and Positions-How To Measure SEO Share of Voice on Semrush-How To Use Semrush Sensor To Get SERP Volatility Insights-How to Track SERP Rankings with the Semrush Position

**UNIT-III:** LINK Building: How to Use Outreach for Link Building- Ways to Make the Best of SEO Link Building with Semrush-Semrush Backlinks Update 2021: How We Built a New Backlinks-Fastest Backlink Discovery Tool as a Semrush

**UNIT-IV:** Social Media and Local SEO: How to Use the Free Semrush Social Media Tool for Every Platform-Effective Online Reputation Management: Reasons To Monitor Mentions-How to Track SEO in Multiple Cities with Semrush-How To Improve Your Local SEO

**UNIT-V:**

SEO Traffic Analysis and Competitor Research: How to Target and Win SERP Features-How to Find Marketing Insights Using Audience Overlap-Progress Report in Just 4 Steps: How to Analyze Competitor Website Traffic with Trends-Competitor Insights

**References:**

1. SEMrush for Advanced Digital Marketing Strategy by Justin Womack 2017, Publisher- Packt
2. SEMRush: A Guide to Complete SEO and PPC Dominance by Matthew Powell 2017 Publisher: Matthew Powell

**Activities: Written Assignments; Oral Presentation; Quiz Programme**

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**GROUPB: Course-7C: GOOGLESEARCHCONSOLE**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objective:** To make reports and help you measure your site's search traffic and performance, fix issues, and make your site shine in Google Search results

**Learning Outcomes:**

1. Submits sitemaps and individual URLs for crawling.
2. Reviews index coverage to make sure that Google has the freshest view of website..

**UNIT-I:** Overview: Performance: total clicks, total impression, avg. CTR, avg position- URL Inspection: URL on is Google-view crawled page- views source, learn more option

**UNIT-II:** Index: Coverage: valid, excluded, valid with warnings, submitted and indexed, discovery, referring page, pages with errors, valid pages - Sitemaps-add new sitemap, submitted sitemaps, type, submitted, last read, status, discovered URLs.

**UNIT-III:** Enhancements:--Core web vitals -Mobile usability-AMP- bread crumbs-FAQ-Howto-Logos-Review snippets-SiteLinks Searchbox

**UNIT-IV:** Security & Manual Actions: Manual actions-How do I remove Manual Actions in Google Search Console-security issues and its report-

**UNIT-V:** Legacy Tools and Reports: Links-settings-submit feedback- about new version-International targeting-messages-URL parameters-web Tools

**References:**

1. The Ultimate Guide to Google Search Console 2021 by Aja From @ajavuu, <https://blog.hubspot.com/marketing/google-search-console>
2. Google search console: Knowledge panel by Sajith Thomas and Evin Jaison 2016
3. Google Search Console: A Complete Guide by Gerardus Blokdyk 2018, Bookshout publishers

**Activities**

- Written Assignments
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**GROUPC: Course-6A: MOBILEMARKETING**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objective:** To equip the student with basic understanding about mobile marketing and how to promote products by using mobile applications.

**Learning Outcomes:**

1. Make use of mobile devices to promote products and services.
2. Integrate your mobile marketing strategy with your social media strategy.

**UNIT-I:** Introduction- Introduction to Mobile Marketing- Understanding Mobile Devices What Mobile Device is Right for You?- Core Product and Service Offerings Campaign Delivery Options - SMS & MMS Messaging Campaign Delivery Options: Mobile Applications Campaign Delivery Options: Mobile Websites App Marketing

**UNIT-II:** Supplemental Mobile Products and Service Options Campaign Delivery Options: QR Codes Campaign Delivery Options: Augmented Reality Campaign Delivery Options: Interactive Voice Response (IVR) Mobile and Traditional Marketing

**UNIT-III:** Mobile Advertising and Search Mobile Advertising Mobile Marketing and Search Programmatic Ad Buying-- Incentives and Loyalty Program Mobile Incentive Opportunities Mobile Loyalty Programs- Mobile Rules and Regulations Mobile Marketing Rules and Regulations Mobile Campaign Compliance

**UNIT-IV:** Mobile Marketing and Social Media Mobile and Social Media Content Marketing for Mobile Facebook Advertising for Mobile- - Location and Mobile Mobile Marketing Location -Based Services Beacons, Opportunities and Challenges Beacons, Employing Beacons-Mobile Website Responsive Design Converting Non-Mobile Websites-Mobile Marketing Analytics Mobile Measurement -Careers in Mobile Marketing Mobile Marketing Opportunities

**UNIT-V:** Practical of Mobile Marketing in Buffer Mobile Software- a complete LAB for students to know the Mobile Marketing Buffer software practices practically. Page Creation:

**References:**

1. Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising by Daniel Rowles
2. Tap: Unlocking the Mobile Economy by Anindya Ghose
3. Socialnomics: How Social Media Transforms the Way We Live and Do Business – Erik Qualman

**Activities:**

- Written Assignments; Oral Presentation; Quiz Program

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**GROUPC: Course-7A: E-MAILMARKETING**

(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:** Email Marketing Course covers marketing strategies and guides increasing effective advertisements to promote a product or service, request business, solicit sales/donations, and build loyalty, trust, and brand awareness.

**Learning Outcomes:**

1. Recognize the current landscape of the digital business environment and identify strategies to define, attract, and engage your audience online.
2. Develop a digital marketing plan designed to meet your goals and objectives for any existing or new business, product, or service.

**UNIT-I:** Introduction to Email Marketing-Importance of Email Marketing - Popular Email Marketing Tools-Email Marketing Goals-History of Email Marketing-Advantages and Disadvantages of Email Marketing

**UNIT-II:** E-Mail Marketing Understanding: Benefits of Email Marketing- How to write Effective content and subject line-Why Email automation is required- Designing an effective Email campaign-Tracking Email Marketing Reports-Email Guidelines

**UNIT-III:** Introduction to Mail-Chimp-Mail-Chimp Structure-Account Setup and Settings-Email Marketing Strategy-Creating a Subscriber List-Integration of Forms in Site-Import Subscribers in a List

**UNIT-IV:** Mail-Chimp: Types of Email Marketing:-Campaigns Creating an Email-What is the Newsletter-Design a Newsletter Reports -Marketing Automation

**UNIT-V:** Best Email Marketing Alternatives: Introduction: Mailer Lite-Send In Blue-Active Campaign-HubSpot etc..

**References**

1. Author: Tom Corson-Knowless, Email Marketing Mastery. TCK Publishing
2. Author: Susan Gunelius, Publisher: Entrepreneur Press, 31 May 2018,

**Activities**

- Written Assignments
- Oral Presentation
- Quiz Programme

Semester-wise Revised Syllabus under CBCS, 2020-21  
Four Year BBA. (Hons) - Semester – V (from 2022-23)

Subject: **BBA – Digital Marketing**

**GROUPC: Course-6B: VIDEOEDITING**

(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:** The Course covers the technical concerns such as camera, lens, format, and lighting instruments just to name a few, as well as various methods related to composition and subject modeling in order to tell the story.

**Learning Outcomes:**

- Understand history for cinematography and identify various facilities required to shoot and edit the film
- Learn different techniques of capturing the film and techniques of editing and develop the script and shooting techniques

**Unit-I:** Writing with motion, The frame, The lens, Point-of-view, Shooting methods, Overlapping or Triple-Take method, Visual language, Miscellaneous rules of composition, Language of the lens, The lens and the Frame, Image control at the lens

**Unit-II:** Visual storytelling, Lighting as storytelling, Cinematic continuity, Shooting for editing, The Six types of cuts, Lighting basics, Motivated Light, Lighting for high def video, Lighting sources, Xenons, soft lights, Color-Correction Fluorescents, Day Exteriors

**Unit-III:** HD Cinematography, Types of video sensors, Digital video, Controlling the HD image, Exposure, Camera movement, Camera Mounting, The crab dolly, Cranes, Color in visual storytelling, Image control, Optics & focus, Set operations, Technical issues, film formats

**Unit-IV:** Digital Video editing, Timeframe, Analog and digital video, Video standard formats, Video broadcast, Streaming video, Video capturing, Digital media, Clips with device control, Using the Tools,

**Unit-V:** Start the magic (editing), Effects and integration, Working with Audio, Applying Audio Effects, Superimposing and compositing, Creating Titles, Render and Exporting video, Export formats

**References:**

1. Digital Video Editing, Chandrabhanu Pattanayak
2. Digital Video for dummies, Keith Underdahl
3. Filmmaker's Handbook by Steven Ascher & Edward Pincus
4. Cinematography: Theory & Practice by Blain Brown
5. Basics of Video Lighting by Des Lyver, Graham Swainson

**Activities:**

- Seminar/Workshop on related topics
- RVJ (Reflective Visual Journal) on the theory and practice
- Production/ Live related 2D project



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**GROUPC: Course-7B: PHOTOGRAPHY AND IMAGE EDITING**  
(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objectives:** At the end of this course, the student will possess image editing skills using the imaging-editing software

**Learning Outcomes:**

- Understand the techniques and tips of the photography and identify various facilities required to shoot and edit the image
- Learn different techniques of capturing the images and modifying in software and develop a method of basic image editing techniques

**Unit-I:** Making of photography, Digital cameras and images, Taking photos, Image sensors, image cleaning, Digital workflow, Image formats, Storing images, Color Management, Color Models and spaces, Controlling Exposure

**Unit-II:** Controlling Sharpness, Image stabilization, Focusing, Depth of Field, Capturing light & Color, White Balance, Color Balance and time of day, Understanding Lenses, Macro and macro lenses, On-camera flash photography

**Unit-III:** Studio Photography, Using stands, Using diffusers, The main light, The fill light, The rim light, Displaying & Sharing photos on Screen, Slide Shows, File formats, Publishing your photos

**Unit-IV:** Scanning and Image Editing, Digital retouching, Image enhancement, Image size, Retouching tools, Layers, Applying selective effects to images, Filters with masks, Digital dark room effects

**Unit-V:** Digital output, Placing photos, Document creation, Posting photos on the web page, Printers, Output devices, Proofing, Printing Quality, Printing sizes

**References:**

1. The textbook of Digital Photography second edition, Dennis P. Curtin
2. Resources suggested by the Teacher concerned and the college Librarian including reading material

**Activities:**

- Seminar/Workshop on related topics
- RVJ (Reflective Visual Journal) on the theory and practice
- Event Photography of any function

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**GROUPC: Course-6C: HTML& CSS**

(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objective:** HTML and CSS go hand in hand for developing flexible, attractive, and user-friendly websites. HTML (Hyper Text Markup Language) is used to show content on the page whereas CSS is used for presenting the page. HTML describes the structure of a Website semantically along with presentation cues, making it a markup language, rather than a programming language.

**Learning Outcomes:**

- Student is able to design basic website through HTML
- Learner is able to present content more effectively

**UNIT- I:** HTML Introduction-History of HTML-What you need to do to get going and make your first HTML page-What are HTML Tags and Attributes- HTML Tag vs. Element-HTML Attributes:How to differentiate HTML Document Version-HTML- Basic Formatting Tags:HTML Basic Tags-HTML Formatting Tags-HTML Color Coding.

**UNIT-II:**HTML-Grouping Using Div Span:Div and Span Tags for Grouping-HTML- Lists:Unordered Lists-Ordered Lists-Definition list-HTML-Images:Image and Image Mapping-HTML-Hyperlink:URL-Uniform Resource Locator-URL Encoding.

**UNIT-III:**HTML-Table:<table>-<th>-<tr>-<td>-<caption>-<thead>-<tbody>-<tfoot>- <colgroup>-<col>-HTML-Iframe:Attributes Using- Iframe as the Target-HTML-Form: <input>-<textarea>-<button>-<select>-<label>-:HTML-Headers::Title-Base-Link-Styles-Script- Meta-: HTML-Miscellaneous:HTML Meta Tag-XHTML-HTML Deprecated Tags & Attributes

**UNIT-IV:** CSS Introduction:Benefits of CSS-CSS Versions History-CSS Syntax- External Style Sheet using <link>-Multiple Style Sheets-Value Lengths and Percentages-:CSS2-Syntax:CSS Syntax- single Style Sheets-Multiple Style Sheets-Value Lengths and Percentages.

**UNIT-V:** CSS Selectors:ID Selectors-Class Selectors-Grouping Selectors-Universal Selector-Descendant/Child Selectors-Attribute Selectors-CSS-PseudoClasses-- Color Background Cursor:background-image-background-repeat-background-position-CSS Cursor.

**References**

1. Thomas A. Powell-HTML&CSS:The Complete Reference,Fifth Edition-Tata McGraw Hill
2. Jon Duckett-HTML&CSS Design and Build Websites- Published by John Wiley & Sons, Inc. 10475 Crosspoint Boulevard Indianapolis, IN 46256

www.wiley.com.

### Activities

- Written Assignments
- Oral Presentation
- Quiz Programme

### Semester-wise Revised Syllabus under CBCS, 2020-21 Four Year BBA. (Hons) - Semester – V (from 2022-23)

Subject: BBA – Digital Marketing

#### GROUPE: Course-7C: WEBDESIGN&PLANNING

(Skill Enhancement Course (Elective), 4 credits, Max Marks: 100)

**Course Objective:** Participant is able to learn how to start blogging regularly and Drive more traffic from audience to website and Decrease your site's bounce rate and Raise your conversion rate.

#### Learning Outcomes:

1. Certainty and Efficiency in website designing
2. Enhanced end user experiences that achieve maximum returns.

**UNIT-I: Website:** What is the Website-What is www-What are the different types of websites?-Web page Vs. website-Difference between blog Vs. website-Components of the website-Purpose of creating websites-

**UNIT-II: Building a Web Page:** How to build a web page-Web design Vs. web development-What makes a website user-friendly-Dynamic Vs. Static website-What are responsive websites-Build your own portfolio website

**UNIT-III: Domain Registration:** What is domain & subdomain name-Parts of domain name-How to choose a domain name-What is the Protocol-What is IP address

**UNIT-IV: Hosting:** What is web hosting-What is Uptime-Types of Web Hosting-How to buy domain and hosting-Costs of a domain name-Buying and managing domains-Importance of server security-What is SSL certification-When your site goes down what will happen-What is the page authority and domain authority

**UNIT-V:** What is Internet- Understanding domain names & domain extensions-Different types of websites -Based on functionality -Based on purpose -Planning & Conceptualising a Website -Booking a domain name & web hosting -Adding domain name to web Server - Adding web pages & content -Adding Plugins -Building website using CMS in Class - Identifying objective of website -Deciding on number of pages required -Planning for engagement options -Landing Pages & Optimization -Creating blueprint of every webpage - Best & Worst Examples

**References:**

1. The principles of beautiful web design: by Jason Beaird and James George, 8 July 2014, Publisher: SitePoint
2. Learning web design: A beginner's guide, 5th edition, by Jennifer Niederst Robbins

**Activities**

- Written Assignments
- Oral Presentation
- Quiz Programme