

# PAPER 1: ENTREPRENEURSHIP DEVELOPMENT & PROJECT MANAGEMENT

[Course Code -: ECDM501]

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

## Objectives:

- 1 To install a spirit of entrepreneurship among the student participants.
- 2 To provide an overview of the competences needed to become an entrepreneur
- 3 To give insights into the Management of Small Family Business

## CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	<b>Concept and Definitions: Entrepreneur &amp; Entrepreneurship,</b> Entrepreneurship and Economic Development; Factor Affecting Entrepreneurial Growth: Economic, Non-Economic Factors; EDP Programmes; Entrepreneurial Training; Traits/Qualities of an Entrepreneurs: Entrepreneur; Manager Vs. Entrepreneur, Entrepreneurial Process. Steps of entrepreneurial process: Deciding – Developing – Moving – Managing – Recognizing. <i>Women Entrepreneurs</i>	12
2	<b>Small Enterprises and Enterprise Launching Formalities:</b> Definition of Small Scale; Objective; Scope; Role of SME in Economic Development of India; SME; Registration; NOC from Pollution Board; Machinery and Equipment Selection. Project Report Preparation: Methods of Project Appraisal - requirements of financial institutions, projected financial statement preparation. Government strategies for SME.	12
3	<b>Role of Support Institutions and Management of Small Business:</b> Director of Industries; DIC; SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISBUED; State Financial Corporation SFC; Information : assistance from different organizations in setting up a new venture, technology parks, industrial corporations, directorate of industries / cottage and small scale industries, SISI, Khadi & Village Industries Corporation / Board. DGS & DNSIC, export & import, how to apply for assistance – procedure, forms, procedures for obtaining contract from Railways, Defence, P & T etc., SIDBI.	12
4	<b>Case Studies:</b> Diagnostic case studies of successful / unsuccessful entrepreneurs, key variables explaining success / failures, industrial sickness, industrial reconstruction, technology obsolescence, technology, transfer.	12
		<b>48</b>

**Practical based on:**

- *SME Project report preparation / Assignments on SME Project report preparation*
- *SME Project report preparation consultation through Banks/ Business Enterprises/ organizations.*
- *Case studies to be prepared on successful Entrepreneurs.*

**Books recommended****Text Books**

1. The Dynamics of Entrepreneurial Development & Management by Desai, Vasant , Himalaya Publishing House, Delhi
2. Managing Small Business by Longenecker, Moore, Petty and Palich, Cengage Learning, India Edition.
3. Cases in Entrepreneurship by Morse and Mitchell, Sage South Asia Edition.
4. Entrepreneurship – Indian Cases on Change Agents by K Ramchandran, TMGH.
5. Entrepreneurship – The engine of growth, edited by Mark Rice and Timothy Habbershon, Published by Praeger Perspectives.

**Reference Books**

1. Entrepreneurship: New Venture Creation by David H. Holt
2. Entrepreneurship Development New Venture Creation by SatishTaneja, S.L.Gupta
3. Project management by K. Nagarajan.
4. Entrepreneurship: Strategies and Resources by Marc J. Dollinger
5. The Culture of Entrepreneurship by Brigitte Berger.
6. Entrepreneurship by Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd
7. Entrepreneurship As Strategy by G. Dale Meyer, Kurt A. Heppard
8. New Vistas of Entrepreneurship: Challenges & Opportunities by A. Sahay,M.S.Chhikara
9. Entrepreneurship and Small Business Management by Siropolis

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

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

### Objectives:

1. To give the students an understanding of marketing research from both user's (management) and doer's (the researchers) perspective.
2. To design and produce, evaluate a research proposal & understand the quality of research studies.
3. To learn the basic skills to conduct professional marketing research.
4. To understand the applications of business research tools in Marketing decision making.

### CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	<b>Marketing Research –</b> Definition, Scope, Significance, Limitations, Obstacles in acceptance. Ethics in marketing research. Research process – Management dilemma (problem) – decision problem – research problem – hypothesis statement.	12
2	<b>Various sources of market Information –</b> Methods of collecting Market Information - Secondary data – sources –Primary data – Questionnaire design, Observation method of primary data collection, Web based primary data collection <b>Research techniques –</b> a) Based on questioning: Focus groups, Depth interviews, Projective techniques. b) Based on observations: ethnography, grounded theory, participant observation	12
3	<b>Sampling –</b> sampling methods – sampling and non sampling errors – sample size calculation– population and sample size - large and small samples - Data analysis and interpretation.	12
4	<b>Report writing –</b> forms of report – fundamentals of a good report.	12
		<b>48</b>

### Books Recommended:-

1. Marketing Research, Concept & Cases – Cooper Schindler.
2. Research for Marketing Decisions – Paul Green, Donald Tull, Gerald Albaum
3. Marketing Research – Nargundkar.
4. Marketing Research – Beri
5. Marketing Research – Measurement & Methods – Donald S.Tull, Del I.Hawkins
6. Marketing Research –Aakar, Kumar, Day

### PAPER 3: HUMAN RESOURCES MANAGEMENT [COURSE CODE -: ECDM503]

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

**Objectives:**

1. To develop and straighten the role of HRM in an organization
2. To acquire competitive advantage through HRM.
3. To acquire, to study and design HRM system

#### CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	<b>Introduction to HRM &amp; Framework -</b> Nature of HRM, Scope of HRM, HRM: Functions and Objectives, HRM: Policies and practices, Concept of Personnel Management & Difference between in HRM & Personnel Management	8
2	<b>HR Procurement:</b> <i>Job description, Job Evaluation, Job design,</i> Human Resource Planning Recruitment & Selection Career Planning: Succession Planning.	12
3	<b>Training and Development -</b> Employee Training and Development Nature of training, Training process, Training needs assessment, Training evaluation, Training design, Implementing Training programs(Training methods), Implementing management development programs. <b>HRM Strategies</b> <i>SHRM, Nature of SHRM, Global competitiveness and Strategic HR, Linkage of organizational and HR strategies, SHRM Model</i>	16
4	<b>Performance Appraisal &amp; Compensation -</b> Performance- Definition, Why to measure performance, Use of performance data, measurement process, Performance feedback, Performance Appraisal Methods, Compensation concept.	12
		<b>48</b>

**Books recommended**

1. Human Resource Management by Narayanappa ,Scitech Publication
2. Personnel/ Human Resource Management by David DeCenzo, Stephen Robbins, Prentice Hall of India,2008, 3 rd Edition Human Resource Management by J. John Bernardin, Tata McGraw Hill Publishing, 4 thEdition
3. Human Resources Management by L.M.Prasad
4. Human Resources Management by Ashwathappa
5. Managing Human Resources by ArunMonappa

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

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

**Objectives:**

1. To give practical exposure to students
2. To understand the social media landscape
3. To be able to develop social media strategy in a given context
4. To measure the effectiveness of social media strategy

**CONTENT OF SYLLABUS**

<b>UNIT</b>	<b>TOPIC</b>	<b>No. of Lectures</b>
<b>1</b>	<p><i>DECIPHERING THE TARGET AUDIENCE</i>  <i>IDENTIFYING A TARGET AUDIENCE</i>  <b>SMM - FACEBOOK MARKETING</b>                      How to Create a Fan Page?                      Grow Your Business with Facebook                      Latest Facebook Trends                      How to Create a Campaign?                      Instagram Marketing &amp; linking with face book account  <i>Limitations of Facebook marketing</i>  <b>SMM - TWITTER MARKETING</b>                      Create a Twitter Account for Your Business                      How to Increase Followers on Twitter?                      What is Hash Tag?                      Twitter Account Promotion  <i>Twitter Automation Tools</i></p>	12
<b>2</b>	<p><b>SMM - LINKEDIN MARKETING</b>                      LinkedIn Marketing                      Premium Account                      Connect with Your Customers                      Promote Your Business on LinkedIn                      Create an Ad Campaign  <b>SMM - GOOGLE+ MARKETING</b>                      Creating a Business Page on Google+                      Page Customization                      +1 &amp; Sharing                      Integrate Google+ Business Page on Your Blog or Website                      Promote Your Business on Google+                      Google+ Tools</p>	12
<b>3</b>	<p><b>SMM - PINTEREST</b>                      What is Pinterest?                      Pinterest – Interesting Facts                      How it Works?                      Pinterest as a Marketing Tool                      Pinterest as a Perfect Media Strategy                      Promoting Business through Pinterest  <i>Pinterest vs. Other Social Platforms</i></p>	12

	<p><b>SMM - VIDEO MARKETING</b></p> <p>Video Marketing</p> <p><b>YouTube</b></p> <p>Create an Account on YouTube</p> <p>Upload Video on YouTube</p> <p><b>Vimeo</b></p> <p>Create an Account on Vimeo</p> <p>Upload Video on Vimeo</p> <p><b>Dailymotion</b></p> <p>Create an Account on Dailymotion</p> <p>Upload Video on Dailymotion</p> <p>Ranking Factors of a Video</p> <p>Increase Subscribers and Views</p> <p>Increase Video Views</p> <p>Advantages of Video Ads</p> <p>Promote Your Video Ads</p> <p><b>Application:</b></p> <p><i>Kinemaster, Camptacia, Wondershare, Canva, Openshot...</i></p>	
4	<p><b>SMM - BLOGGING</b></p> <p>Blogging</p> <p>Advantages of Blogging</p> <p>Setting a Blog using WordPress</p> <p>Setting a Blog using Blogger</p> <p>Blog Promotion</p> <p>Blog Commenting</p> <p><i>Monitoring and analysis of blog.</i></p> <p><b>SMM - SOCIAL MEDIA ANALYSIS &amp; MONITORING ACCOUNTS</b></p> <p>Social Bookmarking</p> <p>Benefits of Being a Registered User on a Bookmaking Site</p> <p>Advantages of Social Bookmaking</p> <p>Image Optimization</p> <p>Image Marketing</p> <p>Choose Relevant Image</p> <p>Creative Images</p> <p>Buy Image</p>	12
		<b>48</b>

**Books recommended**

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

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

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

### Objectives:

1. To create visual content to communicate information/ messages to the masses.
2. To Communicate Design, Graphic Design is used to create visual content using elements such as photographs, colours, typography, illustrations, and icons.

### CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	<b>Introduction to Graphics design / Fundamentals of Image making</b> Introduction to Image Editing Design and Visualization	12
2	<b>Process of Image Editing / Fundamentals of Shape and Color</b> Color Theory and Color Modes Advance Retouching and Restoration	12
3	<b>Image Compositing and Manipulation / Fundamentals of Composition</b> Automation / GIF Animation Filters and Advance Plugins	12
4	<b>Latest trends in graphics design (introduction)</b> Corel Draw InDesign Adobe Dreamweaver Illustrator Vector Graphics for Designers Online image editing software	12
		<b>48</b>

### Books recommended:

1. Looking Beyond: Graphics Of Satyajit Ray (2012)
2. Designing Brand Identity, Publisher: Wiley , Author: Alina Wheeler
3. Branding: In Five and a Half Steps, Publisher: Thames and Hudson
4. The Elements of Typographic Style , Publisher: Hartley & Marks

## **PAPER 6: Project work- I [Course Code -: ECDM506]**

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

### **Objectives:**

- 1 To confront students with discussions about the implications of an increasingly technological society.
- 2 To provide insights on how to implement marketing in a digital world.
- 3 To make students understand the traditional and new communication/marketing approaches to create competitive advantage in the Digital world.

### **PROJECT ON SOCIAL MEDIA MARKETING:**

Each student shall undertake a project on web marketing and submit it as a document (Word or PDF) or PowerPoint or other interactive presentation. Student shall apply basic principles learned in this course. Student is expected to develop a web marketing plan for any organization – real or imaginary (proposed).

#### **The project shall include the following:**

1. Company Overview
2. Product and/or Service Description
3. Web Sales and Marketing Goals (traffic, sales, leads, brand awareness, etc.)
4. Website Purpose
5. Target Customer
6. Market Description/Competitive Analysis
7. SWOT Analysis
8. Unique Selling Proposition or Value Proposition
9. Revenue Generation
10. Web Marketing Medium Suggestion(s) (How will you get there?)
11. New Website/Web Redesign
12. Search Engine Marketing
13. E-mail
14. Online Advertising
15. Social Media
16. Affiliate Marketing
17. Website optimization/analytics
18. Viral Marketing
19. Traditional Media
20. Online Networking
21. Marketing Execution Plan
22. Budget
23. Tracking and Analysis (how can you tell when you're there, or what's working?)



## **Recommended Books:**

### **1 Text Books**

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Calvin Jone. Kogan Page.
2. Marketing 2012 by William M. Pride, O. C. Ferrell, Cengage Learning.
3. Integrated Marketing Communications: Asia Pacific Edition by William Chitty, Nigel Barker, Michael Valos, Terence A. Shim, CengageDigiMarketing: The Essential Guide to New Media and Digital Marketing by Kent Wertime, Ian Fenwick
4. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity by AvinashKaushik

### **2 Reference Books**

5. Wiki Brands – Reinventing Your Company In A Customer Driven Market Place, Sean Moffitt and Mike Dover, TMGH.
6. Advanced Web Metrics with Google Analytics by Brian Clifton.
7. Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know Mark Jeffery

## PAPER 1: DIGITAL MEDIA& THE LAW [COURSE CODE -: ECDM601]

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

### Objectives:

1. To acquaint the learners with the legal framework pertaining to Media
2. To sensitize the learners to ethical issues in Media

### CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	<b>Media &amp; Freedom:</b> Constitution of India: fundamental rights- Freedom of speech and expression and their limits in context of different countries, Concept of media freedom, Theories of media liberty and democracy; Rights and obligation of the media; <i>IT Act an overview.</i>	12
2	<b>Right to Information:</b> Evolution of articles of 19; Universal declaration of human rights: Right to Information Act 2005 and its implication: Right to reply; Right to knowledge; Role of the media. Limitation of Right to Information	12
3	<b>Media and Ethics:</b> Media's ethical problems including privacy, right to reply, sting operations. Ethical issues related with ownership of media and national, transnational monopoly. Private treaties between media and corporate houses. Scourge of paid news. Code of ethics;	12
4	<b>Cyber Laws:</b> Laws regulating FDI in media; Cyber laws in India; Cyber security concerns preventive measure, penalties, adjudication and offences;; Network service provider's protection; Criminal procedure; IPC. <i>Role of Information and broadcasting ministry.</i>	12
		<b>48</b>

### Books recommended

1. Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi.
2. Media Credibility by Aggarwal, S.K.
3. Mass Media: Laws and Regulations by Rayudu, C.S.
4. Media Ethics and Laws by Jan R. Hakeculdar History of Press, Press Laws and Communication by Ahuja, B.N.

**PAPER 2: INTEGRATED MARKETING COMMUNICATION[Course Code -: ECDM602]**

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

**Objectives:**

1. To provide an overview of the range of tools available for Marketing Communications
2. To provide an understanding of the basic principles of planning and execution in Marketing Communications
3. To acquaint the students with concepts and techniques in the application for developing and designing an effective advertising and sales promotion program.
4. To sensitize students to the various facets of advertising, public relation and promotion management.
5. To develop a managerial perspective and an informed decision-making ability for effective and efficient tackling of promotional situations.

**CONTENTS OF SYLLABUS**

<b>UNIT</b>	<b>TOPIC</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction of IMC:</b> IMC components – advertising tools, promotional tools, integrated tools, refining the IMC program; The role of IMC in Digital Marketing. <i>Current trends in Digital Marketing.</i>	12
<b>2</b>	<b>Advertising:</b> Overview of advertising management; Advertising and IMC process; Choosing an advertising agency; Advertising planning and research; Advertising goals – building brand images, providing information, persuasion, supporting marketing efforts, encouraging action; Advertising budget; Media Selection; <i>Case study.</i>	12
<b>3</b>	<b>Sales Promotion:</b> The scope & role of sales promotion; Consumer oriented sales promotion; Trade oriented sales promotion; Coordinating sales promotion and advertising; Sales promotion abuse; Personal selling , <i>Case study.</i>	12
<b>4</b>	<b>Emerging media platforms and other IMC options:</b> Public Relations Publicity and Corporate adverting; Creating positive image building activities; Role of internet in PR. Emerging media platforms, Internet, Mobile marketing, Sponsorships and event marketing, Trade shows and fairs, Buzz marketing. Difference between direct marketing and traditional advertising. <i>Case study.</i> <b>Evaluation Monitoring and Control:</b> Measuring the effectiveness of promotional program; Measuring the effectiveness of other program elements.	12
		<b>48</b>

## **Books recommended**

### **Text Books**

1. Integrated Advertising, Promotion and Marketing Communication by Clow, Kenneth & Black, Donald, Pearson Education, New Delhi.
2. Advertising and Promotion by Belch, George and Belch, Michael, Tata McGraw Hill, New Delhi.

### **Reference Books**

1. Advertising Management by Jethwaney, Jaishree and Jain, Shruti, Oxford University Press, New Delhi.
2. Advertising and Promotions, Semenik Allen, Cengage Learning
3. Advertising and Promotion, SHH Kazmi, SatishBatra, Excel Books
4. Advertising and Promotions, Shah, D'Souza, Tata McGraw Hill
5. Integrated Marketing Communication perspectives- Tata McGraw Hill, Publication

**PAPER 3: ADVANCED DIGITAL MARKETING-I [COURSE CODE -: ECDM603]**

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

**Objectives:**

1. To confront students with discussions about the implications of an increasingly technological society.
2. To provide insights on how to implement marketing in a digital world.
3. To make students understand the traditional and new communication/marketing approaches to create competitive advantage in the Digital world.

**CONTENT OF SYLLABUS**

UNIT	TOPIC	No. of Lectures
1	<b>Content marketing (Developing content Marketing strategy)</b> Ideal content Marketing Content Marketing Overview and Strategy Content Marketing Channels Writing Messages and Creating Content Getting Your Message Into the Media Content Strategy & Challenges Blog Marketing Social Media Marketing Channels Image Marketing Video Marketing Article and Press Release Marketing <i>Case studies</i>	12
2	<b>E-Mail Marketing</b> Getting Started Elements of Marketing Emails Email Content Email Marketing Plan Build your Email List Choosing your Email Platform Measuring your Email Campaign's Success <i>Case studies</i>	12
3	<b>Affiliated Marketing &amp;Freelancing</b> Introduction to affiliate marketing Partnership with affiliate networks, adsense& ad networks Setting up an affiliate website <i>Strategy / planning &amp; case studies</i> <b>Freelancing</b> An Introduction to Freelance Determining What to Write Finding Markets The Query or Proposal Making the Sale	12

	Building Your Portfolio Freelance Tools and Resources <i>Case studies</i>	
<b>4</b>	<b>Video Marketing</b> How to Create a Successful Video Marketing Strategy The Best Types of Online Video Content Video Production Video Metrics to Track and How to Analyze Them Animated video creation, <i>Different applications to develop video marketing.</i>	12
		<b>48</b>

### **Books recommended**

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Calvin Jone. Kogan Page.
2. Marketing 2012 by William M. Pride, O. C. Ferrell, Cengage Learning.
3. Integrated Marketing Communications: Asia Pacific Edition by William Chitty, Nigel Barker, Michael Valos, Terence A. Shim, CengageDigiMarketing: The Essential Guide to New Media and Digital Marketing by Kent Wertime, Ian Fenwick
4. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity by AvinashKaushik

## PAPER 4: ADVANCED DIGITAL MARKETING-II [COURSE CODE -: ECDM604]

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

### Objectives:

1. To confront students with discussions about the implications of an increasingly technological society.
2. To provide insights on how to implement marketing in a digital world.
3. To make students understand the traditional and new communication/marketing approaches to create competitive advantage in the Digital world.

### CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	Content marketing (Developing content Marketing strategy)	12
2	E-Mail Marketing	12
3	Affiliated Marketing & Freelancing	12
4	Video Marketing	12
		<b>48</b>

### Books recommended

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Calvin Jone. Kogan Page.
2. Marketing 2012 by William M. Pride, O. C. Ferrell, Cengage Learning.
3. Integrated Marketing Communications: Asia Pacific Edition by William Chitty, Nigel Barker, Michael Valos, Terence A. Shim, CengageDigiMarketing: The Essential Guide to New Media and Digital Marketing by Kent Wertime, Ian Fenwick
4. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity by AvinashKaushik

## PAPER 5: PROJECT REPORT ON WEB DEVELOPMENT[COURSE CODE -: ECDM605]

Duration: 03 hrs.

Marks: 150

Credits: Practical 16

### Objectives:

1. To understand the technical challenges of designing and developing a website development.
2. Come up with an innovative proposal that aims to fill the identified gaps of the market.
3. To learn to study project development.

### Project Work Completion Sheet

#### The project will be done in following environment:

Operating System

:Windows, Linux, Macintosh

Programming Language used

:PHP-CSS/Worpress framework

Database

:PostgreSQL, MySQL, SQL Server

#### Marks will be given as follows: Internal Evaluation

Sr.No	Task
1	Gathering Data Requirements and Functional Requirement
2.	Designing the normalized Database
3.	UML Diagrams
4	I/O screens
5	Coding
6	Viva
7	Final Demo
	Contents of Projects

#### Marks will be given as follows: External Evaluation

Sr.No	Task
1	Viva
2.	Presentation
3.	Communication Skills
4	Project Documentation
5	Project Demo



## **PAPER 6: PROJECT REPORT ON ADVANCE DIGITAL MARKETING[Course Code -: ECDM606]**

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

### **Objectives:**

- 1 To confront students with discussions about the implications of an increasingly technological society.
- 2 To provide insights on how to implement marketing in a digital world.
- 3 To make students understand the traditional and new communication/marketing approaches to create competitive advantage in the Digital world.

### **PROJECT ON AVANCED DIGITAL MARKETING:**

Each student shall undertake a project on web marketing and submit it as a document (Word or PDF) or PowerPoint or other interactive presentation. Student shall apply basic principles learned in this course. Student is expected to develop a web marketing plan for any organization – real or imaginary (proposed).

#### **The project shall include the following:**

1. Company Overview
2. Product and/or Service Description
3. Web Sales and Marketing Goals (traffic, sales, leads, brand awareness, etc.)
4. Website Purpose
5. Target Customer
6. Market Description/Competitive Analysis
7. SWOT Analysis
8. Unique Selling Proposition or Value Proposition
9. Revenue Generation
10. Web Marketing Medium Suggestion(s) (How will you get there?)
11. New Website/Web Redesign
12. Search Engine Marketing
13. E-mail
14. Online Advertising
15. Social Media
16. Affiliate Marketing
17. Website optimization/analytics
18. Viral Marketing
19. Traditional Media
20. Online Networking
21. Marketing Execution Plan
22. Budget
23. Tracking and Analysis (how can you tell when you're there, or what's working?)

## **Recommended Books:**

### **1 Text Books**

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Calvin Jone. Kogan Page.
2. Marketing 2012 by William M. Pride, O. C. Ferrell, Cengage Learning.
3. Integrated Marketing Communications: Asia Pacific Edition by William Chitty, Nigel Barker, Michael Valos, Terence A. Shim, CengageDigiMarketing: The Essential Guide to New Media and Digital Marketing by Kent Wertime, Ian Fenwick
4. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity by AvinashKaushik

### **2 Reference Books**

5. Wiki Brands – Reinventing Your Company In A Customer Driven Market Place, Sean Moffitt and Mike Dover, TMGH.
6. Advanced Web Metrics with Google Analytics by Brian Clifton.
7. Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know Mark Jeffery