

## B. Voc in E-Commerce & Digital Marketing

Course Structure and Syllabus (Pattern- 2022)

(With effects from 2023-24)

### SECOND YEAR

Semester-III			Semester-IV		
Subject Code	Name Of The Subject	Credits	Subject Code	Name Of The Subject	Credits
<b>General Component</b>					
UBECDM- 231	Fundamentals of Management	4	UBECDM- 241	Social Media Marketing	4
UBECDM- 232	Marketing Management	4	UBECDM- 242	Integrated Marketing Communication	4
UBECDM- 233	Hardware Networking & System Administration	4	UBECDM- 243	Software Engineering	4
<b>Skill Component</b>					
UBECDM- 234	Digital marketing	6	UBECDM- 244	CMS platforms for E-Commerce Websites	6
UBECDM- 235	Programming Lab on C & OOP through C++	6	UBECDM- 245	Programming Lab on PHP	6
UBECDM- 236	Internship- I	6	UBECDM- 246	Internship-II	6

## Program Outcomes (POs) for B.Voc. Programme

PO1	<b>Disciplinary Knowledge:</b> Demonstrate comprehensive knowledge of one or more disciplines that form a part of an undergraduate B.Voc programme Execute strong theoretical and practical understanding generated from the chosen B.Voc programme.
PO2	<b>Critical Thinking and Problem solving:</b> Exhibit the skill of critical design thinking and use them to predict a range of creative solutions towards a design problem, evaluate them and choose the most appropriate options.
PO3	<b>Social Competence Exhibit thoughts and ideas effectively in writing and orally;</b> communicate with others using appropriate media, build effective interactive and presenting skills to meet global competencies and connect to people individually or in group settings.
PO4	<b>Research-Related Skills:</b> Demonstrate a sense of inquiry and capability for asking relevant/appropriate questions; ability to plan, execute and report the results of an experiment Employ knowledge of the avenues for research and higher academic achievements in the chosen field and allied subjects and aware about research ethics, intellectual property rights and issues of plagiarism.
PO5	<b>Personal and Professional competence:</b> Perform independently and participates in team activities and demonstrates cooperation. Integrate enthusiasm and commitment to improve personal and team performance levels and build skills to achieve the goals.
PO6	<b>Effective Citizenship and Ethics :</b> Demonstrate empathetic social concern and equity centred national development; ability to act with an informed awareness of moral and ethical issues and commit to professional ethics and responsibility.
PO7	<b>Environment and Sustainability:</b> Understand the impact of the scientific solutions in societal and environmental contexts and demonstrate the knowledge of, and need for sustainable development.
PO8	<b>Self-directed and Life-long learning:</b> Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes
PO9	<b>Trans-disciplinary Research competence:</b> Create new conceptual, theoretical, methodological innovations that integrate and transcend beyond discipline-specific approaches to address a common problem.

## Semester IV

**Paper Code:** UBECDM-241

**Total Credits** : 04

**Paper Title:** SOCIAL MEDIA MARKETING

**No. of lectures** : 60

### A) Learning Objectives:

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

### B) Learning Outcomes:

1. Describe and explain the meaning and nature of social marketing.
2. Analyze social marketing problems and suggest ways of solving these.
3. Recognize the range of stakeholders involved in social marketing programmes and their role as target markets.
4. Assess the role of branding, social advertising and other communications in achieving behavioral change.

**UBECDM-241: SOCIAL MEDIA MARKETING**

**(60 Hours)**

### CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	<b>Social Media Landscape:</b> Introduction to Social Media, What is Social Media? The basics of the new digital landscape, How Social Media developed, Managing Information, Aggregators, Google Alerts, Word of Mouth and Viral Marketing, Consumer-generated content - Encouraged and Organic, Friends, Fans, Followers ,	08
2	<b>Content creation:</b> Blogs (compare to websites) - Personal , Corporate. Top tier platforms, such as Facebook, Twitter, LinkedIn, YouTube, etc., Social search, Social media's implications for marketers, Social media integration into the business strategy, Key ways that brand informs social media. The Legal side of Social Media : In-house guidelines, Copyright and Trademark Implications.	12
3	<b>Setting Up Tools :</b> Facebook Creating groups and pages ,Tips and Guidelines, Posts, Paid Promotion Ads, Contests, Google+ : Set-up and usage, Company profile, Hangouts, Authorship, YouTube Long-form video platforms , Setting up a channel, Managing content , YouTube, Twitter Set-up and usage Tips, LinkedIn : Tips and Guides, Review of profiles, Pinterest, target audience, Visual social media and bookmarking, Set-up and management, Collaborative Marketing & Crowd sourcing, Promoting social media pages in other media, Social commerce implementation, International social media channels, Best social media listening	16

	and management tools, Creating positive chatter in social media,	
<b>4</b>	<b>Linking social media accounts</b> , Utilizing discussion boards and social groups. Blogs, Blogger, Tumblr, Wordpress , Set-up, Services Influencers - Who are they? How to find them? How to use them to benefit your brand. <b>Social Media Case Studies:</b> Major brand case study, Small company case study, Small B2B case study, Big brand digital media site side optimization, Using social media for brand awareness, Using social media for direct response, Successful use of Pinterest, World Business.	12
		<b>48</b>

**Practical (Based on the above Units):** Laboratory Practical based on the above units.

**Books recommended**

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

**Paper Code:** UBECDM-242

**Total Credits** : 04

**Paper Title:** INTEGRATED MARKETING COMMUNICATION

**No. of lectures** : 60

**A) Learning 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.

**B) Learning Outcomes:**

1. Apply the key terms, definitions, and concepts used in integrated marketing communications.
2. Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies and to select the target audience(s) for the IMC campaign plan.
3. Examine how integrated marketing communications help to build brand identity and brand relationship and create brand equity through brand synergy.
4. Choose a marketing communication mix to achieve the communications and behavioral objectives of the IMC campaign plan.

**UBECDM-242: INTEGRATED MARKETING COMMUNICATION**

**(60 Hours)**

**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>	<p><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></p> <p><b>Evaluation Monitoring and Control:</b> Measuring the effectiveness of promotional program; Measuring the effectiveness of other program elements.</p>	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, Satish Batra, Excel Books.
4. Advertising and Promotions, Shah, D'Souza, Tata McGraw Hill.
5. Integrated Marketing Communication perspectives- Tata McGraw Hill, Publication.

**Paper Code:** UBECDM-243

**Total Credits** : 04

**Paper Title:** SOFTWARE ENGINEERING

**No. of lectures** : 60

**A) Learning Objectives:**

1. List and describe the fundamental phases of the Software Development Lifecycle (SDLC).
2. Define and describe fundamental software engineering terminology and coding practices.
3. Information Systems (IS) enables new approaches to improve efficiency and efficacy of business models.

**B) Learning Outcomes:**

1. How to apply the software engineering lifecycle by demonstrating competence in communication, planning, analysis, design, construction, and deployment.
2. An ability to work in one or more significant application domains.
3. Work as an individual and as part of a multidisciplinary team to develop and deliver quality software.
4. Demonstrate an understanding of and apply current theories, models, and techniques that provide a basis for the software lifecycle.
5. Demonstrate an ability to use the techniques and tools necessary for engineering practice.

**UBECDM-243: SOFTWARE ENGINEERING**

**(60 Hours)**

**CONTENT OF SYLLABUS**

<b>UNIT</b>	<b>TOPIC</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introductory concepts:</b> Introduction, definition, objectives, Life cycle – Requirements analysis and specification. <b>Design and Analysis:</b> Cohesion and coupling, <b>Data flow oriented Design:</b> Transform centered design, Transaction centered design. Analysis of specific systems like Inventory control, Reservation system. <b>Object-oriented Design:</b> Object modeling using UML, use case diagram, class diagram, interaction diagrams: activity diagram, unified development process.	12
<b>2</b>	<b>Basic Concepts of Information System:</b> Role of data and information, Organization structures, Business Process, Systems Approach and introduction to Information Systems. <b>Types of IS:</b> Resources and components of Information System, integration and automation of business functions and developing business models. Role and advantages of Transaction Processing System, Management Information System, Expert Systems and Artificial Intelligence, Executive Support Systems and Strategic Information Systems.	12
<b>3</b>	<b>Architecture &amp; Design of IS:</b> Architecture, development and maintenance of Information Systems, Centralized and Decentralized Information	12

	Systems, Factors of success and failure, value and risk of IS. <b>Decision Making Process:</b> Programmed and Non- Programmed decisions, Decision Support Systems, Models and approaches to DSS.	
<b>4</b>	<b>Introduction to Enterprise Management technologies:</b> Business Process Reengineering, Total Quality Management and Enterprise Management System viz. ERP, SCM, CRM and Ecommerce. <b>Introduction to SAD:</b> System Analysis and Design. Models and Approaches of Systems Development.	12
		<b>48</b>

**Case Studies (Based on the above Units):**

**Books recommended:**

**Text Books**

1. Management Information Systems, Effy OZ, Thomson Learning/Vikas Publications.
2. Management Information Systems, James A. O'Brein, Tata McGraw-Hill.

**Reference Books:**

1. Clean Code by a legend of the software engineering world Robert C. Martin.
2. Software Engineering (Two Colour Edition) by Prof. K.K. Aggarwal, Prof. Yogesh Singh, New Age International (P) Ltd., Publishers.
3. Management Information System, W.S Jawadekar, Tata Mc Graw Hill Publication.
4. Management Information System, David Kroenke, Tata Mc Graw Hill Publication.
5. MIS: Management Perspective, D.P. Goyal, Macmillan Business Books.
6. MIS and Corporate Communications, Raj K. Wadwha, Jimmy Dawar, P. Bhaskara Rao, Kanishka Publishers.
7. MIS: Managing the digital firm, Kenneth C. Landon, Jane P. Landon, Pearson Education.



**Paper Code:** UBECDM-244

**Total Credits** : 06

**Paper Title:** CMS PLATFORMS FOR E-COMMERCE WEBSITES

**No. of lectures** : 90

**A) Learning Objectives:**

1. Page to point to various useful resources and guidelines.
2. Encouraging Matt to launch accessibility statement in blog etc.
3. A CMS provides a graphical user interface with tools to create, edit and publish web content without the need to write code from scratch.

**B) Learning Outcomes:**

1. Be fully knowledgeable Popular CMS.
2. Update Your Skills in Web Development without Coding.
3. Create Website Step by Step.
4. Create Websites Dynamic Interface.
5. Ability to create website using WordPress.
6. Have knowledge of the Wordpress Interface, Settings, Configurations and Controls.

**UBECDM-244: CMS PLATFORMS FOR E-COMMERCE WEBSITES (90 Hours)**

**CONTENT OF SYLLABUS**

<b>UNIT</b>	<b>TOPIC</b>	<b>No. of Lectures</b>
<b>1</b>	<b>BASICS WORDPRESS – OVERVIEW</b> : What Is Content Management System (CMS), Features, Advantages, Disadvantages , <b>WORDPRESS – INSTALLATION</b> , System Requirements For Wordpress , Download Wordpress, Create Store Database , Set Up Wizard, <b>WORDPRESS – DASHBOARD</b> , Dashboard Menu, Screen Options , Welcome , Quick Draft , Wordpress News, Activity , At A Glance , <b>SETTINGS: WORDPRESS – GENERAL SETTINGS</b> , <b>WORDPRESS – WRITING SETTINGS</b> , <b>WORDPRESS – READING SETTINGS</b> , <b>WORDPRESS – DISCUSSION SETTINGS</b> , <b>WORDPRESS – MEDIA SETTINGS</b> , <b>WORDPRESS – PERMALINK SETTINGS</b> , <b>WORDPRESS – PLUGIN SETTINGS</b> ,	12
<b>2</b>	<b>Categories:</b> , Wordpress – Add Category , Wordpress – Edit Category , Wordpress – Delete Category , Wordpress – Arrange Categories , <b>Posts:</b> , Wordpress – Add Posts , Wordpress – Edit Posts , Wordpress – Delete Posts , Wordpress – Preview Posts , Wordpress – Publish Posts , <b>Media :</b> Wordpress – Media Library , Wordpress – Add Media , Wordpress – Insert Media , Wordpress – Edit Media , <b>Pages:</b> Wordpress – Add Pages, Title Wysiwyg Editor, Text Insertion , Publish, Page Attribute , Featured Images, Wordpress – Publish Pages , Wordpress – Edit Pages , Wordpress – Delete Pages .	12
<b>3</b>	<b>Tags :</b> Wordpress – Add Tags, Wordpress – Edit Tags ,	12

	Wordpress – Delete Tags , <b>Links:</b> , Wordpress – Add Links , Wordpress – Edit Links , Wordpress – Delete Links , <b>Comments</b> : Wordpress – Add Comments , Wordpress – Edit Comments , Wordpress – Moderate Comments <b>Plugins</b> : Wordpress – View Plugins , Wordpress – Install Plugins , Wordpress – Customize Plugins . <b>Users</b> : Wordpress – User Roles , Wordpress – Add Users , Wordpress – User Photo , Wordpress – Edit Users , Wordpress – Delete Users , Wordpress – Personal Profile .	
<b>4</b>	<b>Appearance</b> : Wordpress – Theme Management , Wordpress – Customize Theme, Wordpress – Widget Management, Wordpress – Background . <b>Advanced</b> : Wordpress – Host Transfer , Wordpress – Version Update , Wordpress – Spam Protection , Wordpress – Backup & Restore , Wordpress Files Backup, Wordpress Database Backup , Restoring Wordpress Files , Restoring Wordpress Database, Wordpress – Optimization , Wordpress – Reset Password	12
		<b>48</b>

**Practical (Based on the above Units):**

Laboratory Practical based on the above units.

**Books recommended:**

1. WordPress for Beginners 2019: A Visual Step-by-Step Guide to Mastering WordPress, **Dr. Andy Williams**
2. WordPress All-In-One For Dummies, Lisa Sabin-Wilson
3. <https://www.tutorialspoint.com>

**Paper Code:** UBECDM-245

**Total Credits** : 06

**Paper Title:** PROGRAMMING LAB ON PHP

**No. of lectures** : 90

**A) Learning Objectives:**

1. How to use PHP's built-in server to serve static resources.
2. How to use PHP to add some dynamic aspects to our pages.
3. How to use HTML forms.

**B) Learning Outcomes:**

1. The difference between GET and POST requests.
2. How to use cookies to store some data in the browser and pass it to the next request.
3. How to use a session cookie to store data on the server instead of in the browser.
4. How to build an authentication system.
5. How to restructure the project.
6. How to build a full CRUD interface for creating, reading, updating, and deleting tours that we will show on our website.
7. How to upload files to the website.
8. How to build a custom solution that catches PHP errors and exceptions and shows a proper error page for them.

**UBECDM-245: PROGRAMMING LAB ON PHP**

**(90 Hours)**

**CONTENT OF SYLLABUS**

<b>UNIT</b>	<b>TOPIC</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to web:</b> HTTP basics, Introduction to Web server and Web browser: Introduction to PHP, What does PHP do?, Lexical structure , Language basics, Function and String: Defining and calling a function , Default parameters , Variable parameters, Missing parameters , Variable function, Anonymous function , Types of strings in PHP , Printing functions , Encoding and escaping , Comparing strings , Manipulating and searching strings, Regular expressions, Arrays: Indexed Vs Associative arrays, Identifying elements of an array, Storing data in arrays, Multidimensional arrays, Extracting multiple values, Converting between arrays and variables, Traversing arrays, Sorting , Action on entire arrays, Using arrays.	12
<b>2</b>	<b>Introduction to Object Oriented Programming:</b> Classes, Objects, Introspection, Serialization, Inheritance, Interfaces, Encapsulation, Files and directories: Working with files and directories, Opening and Closing, Getting information about file, Read/write to file, Splitting name and path from file, Rename and delete files, Reading and writing characters in file, Reading entire file, Random access to file data, Getting information on file, Ownership and permissions , Databases (PHP-PostgreSQL): Using PHP to access a database, Relational databases and SQL, PEAR DB basics, Advanced database techniques.	12
<b>3</b>	<b>Web Techniques:</b> Variables ,Server information ,Processing forms, Setting response headers, Maintaining state, SSL , Handling email with	12

	PHP: Email background, Internet mail protocol, Structure of an email message, Sending email with PHP, Email attachments, Email id validation and verification, PHP error handling. XML: What is XML?, XML document Structure, PHP and XML, XML parser, The document object model, The simple XML extension, Changing a value with simple XML.	
<b>4</b>	<b>WEB DESIGNING TECHNOLOGIES(JavaScript-DHTML):</b> 4.1) Overview of JavaScript, DHTML, Object Orientation and JavaScript, Basic Syntax (JS datatypes, JS variables ), Primitives, Operations and Expressions, Screen Output and keyboard input(Verification and Validation), JS Control statements, JS Functions, JavaScript HTML DOM Events(onmouseup, onmousedown, onclick, onload, onmouseover, onmouseout). JS Strings: JS String methods ,JS popup boxes(alert, confirm, prompt), Changing property value of different tags using DHTML (ex. adding innerhtml for DIV tag, changing source of image etc.). AJAX: Introduction of AJAX, AJAX web application model, AJAX –PHP framework, Performing AJAX validation, Handling XML data using php and AJAX, Connecting database using php and AJAX . PHP framework : Introduction to PHP framework, Features, Applications, One example like WORDPRESS.	12
		<b>48</b>

**Practical (Based on the above Units):**

Laboratory Practical based on the above units.

**Books recommended**

4. Programming PHP By RasmusLerdorf and Kevin Tatroe, O'Reilly publication
5. Beginning PHP 5 , Wrox publication
6. PHP web services, Wrox publication
7. AJAX Black Book, Kogent solution
8. Mastering PHP , BPB Publication
9. PHP cookbook, O'Reilly publication
10. PHP for Beginners, SPD publication
11. Programming the World Wide Web , Robert W Sebesta(3rd Edition)
12. [www.php.net.in](http://www.php.net.in)
13. [www.W3schools.com](http://www.W3schools.com)
14. [www.wrox.com](http://www.wrox.com)
15. <https://api.drupal.org>

**Paper Code:** UBECDM-246

**Total Credits** : 06

**Paper Title:** INTERNSHIP-II (Digital Business Management)

**No. of lectures** : 90

**A) Learning Objectives:**

1. To provide insights on how to implement marketing in a digital world.
2. To make students understand the traditional and new marketing approaches to create competitive advantage in the Digital world.
3. To gain insight into the main components of digital marketing strategy and its impact on business objectives.

**B) Learning Outcomes:**

1. This project will give students a complete idea about digital marketing practices.
2. Through this Internship, students get knowledge about how to use the digital business applications.
3. Understanding the fundamentals of Digital Marketing.

**UBECDM- 246: Internship- II (Digital Business Management)**

**(90 Hours)**

**CONTENT OF SYLLABUS**

<b>UNIT</b>	<b>TOPIC</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Business Environment:</b> Overview of business management Economics- Introduction to Economics , Basic Economic Problem, Demand Analysis and Forecasting: Marketing overview- market competitions, Risk Analysis and Decision Making. Technology Management-	12
<b>2</b>	<b>Human Resource Management &amp; Financial Management:</b> Introduction to HRM & Framework - Business Finance:	12
<b>3</b>	<b>Operation &amp; Supply Chain Management:</b> Introduction to Operations Management (OM) Production Planning & Control (PPC) Supply Chain Management Supply chain integrated framework	12
<b>4</b>	<b>Other Branches of Business Management:</b> Business Analytics (BA) Rural & Agribusiness Management (RABM) Pharma & Healthcare Management (PHM) Tourism & Hospitality Management (THM)	12
		<b>48</b>

## **PROJECT BASED ON DIGITAL MARKETING:**

The Internship may or may not have a Functional Focus, i.e. the student may take up a Internship in his/her intended area of specialization or in any other functional area of management. Ideally the Internship should exhibit a cross-functional orientation. Internship can be carried out in a Corporate Entity / NGO / SME / Government Undertaking / Cooperative Sector. Internship may be a research project – based on primary / secondary data or may be an operational assignment involving working by the student on a given task/assignment/project/ etc. in an organization / industry. It is expected that the Internship shall sensitize the students to the demands of the workplace.

Each student shall maintain a Internship Progress Diary detailing the work carried out and the progress achieved on a daily basis. The student shall submit a written structured Internship report based on work done during this period. The student shall submit the Internship Progress Diary along with the Internship Report.

The Internship report must reflect **8-9 weeks (90 Hours)** of work and justify the same. The Internship report should be well documented and supported by –

1. Institute's Certificate
2. Certificate by the Company OR Certain Authority
3. Formal feedback from the company guide
4. Executive Summary
5. Organization profile
6. Outline of the problem/task undertaken
7. Methodology & analysis (in case of research projects only)
8. Relevant activity charts, tables, graphs, diagrams, AV material, etc.
9. Learning of the student through the project
10. Contribution to the host organization
11. References

## **THE INTERNAL & EXTERNAL VIVA-VOCE SHALL EVALUATE THE INTERNSHIP BASED ON:**

1. Adequacy of work undertaken by the student

2. Application of concepts learned
3. Understanding of the organization and business environment
4. Analytical capabilities
5. Technical Writing & Documentation Skills
6. Outcome of the project – sense of purpose
7. Utility of the project to the organization
8. Variety and relevance of learning experience

**NOTE:**

**Copies of Internship report and records of evaluation shall be maintained by the Institute for a period of 3 academic years.**

**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?)