B. VOC IN E-COMMERCE & DIGITAL MARKETING

FRAMEWORK OF COURSE STRUCTURE AND SYLLABUS

THIRD YEAR

Semester-V		Semester-VI	
Subject Code	Name of the Subject	Subject Code	Name of the Subject
General Components			
ECDM501	Entrepreneurship Development & Project Management	ECDM601	Digital Media and the Law
ECDM502	Marketing Research	ECDM602	Integrated Marketing Communication
ECDM503	Human Resources Management	ECDM603	Advance Digital Marketing-I
Skill Component			
ECDM504	Social Media Marketing- II	ECDM604	Advance Digital Marketing-II
ECDM505	Graphics designs for Digital Marketing	ECDM605	Project- II Project report on Web Development
ECDM506	Project- I Project report on Social Media Marketing	ECDM606	Project- III Project report on Advance Digital Marketing

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

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

Course Objectives:

1. Understand the fundamental legal concepts and principles relevant to digital media.
2. Analyze and evaluate the impact of laws and regulations on digital media practices.
3. Identify and discuss the legal issues and challenges faced by digital media professionals.
4. Develop an understanding of copyright and intellectual property laws in the context of digital media.
5. Examine the legal considerations related to privacy and data protection in digital media.
6. Explore the ethical and legal implications of emerging technologies in digital media.
7. Apply legal principles and regulations to real-world scenarios in the digital media industry.

Course Outcomes:

CO1. Students will be able to identify and describe the legal principles and regulations that govern digital media practices.

CO2. Students will be able to evaluate the impact of laws and regulations on digital media industry practices and strategies.

CO3. Students will be able to analyze and assess the legal issues and challenges faced by digital media professionals.

CO4. Students will be able to apply copyright and intellectual property laws to digital media content creation and distribution.

CO5. Students will be able to understand and apply the legal considerations related to privacy and data protection in digital media.
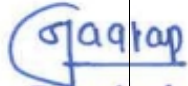
CO6. Students will be able to discuss and assess the ethical and legal implications of emerging technologies in digital media.

CO7. Students will be able to apply legal principles and regulations to real-world scenarios in the digital media industry.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Media & Freedom :** 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; *IT Act an overview.*	12
2	**Right to Information:** 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.	12

	Limitation of Right to Information		
3	**Media and Ethics:** 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	**Cyber Laws:** 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. ***Role of Information and broadcasting ministry.***		12
			48

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.

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2		2					
CO3			3	2			
CO4				1			
CO5					2		
CO6						1	
CO7							2

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Students will be able to identify and describe the legal principles and regulations that govern digital media practices.

PO 2 Critical Thinking and Problem solving

CO2. Students will be able to evaluate the impact of laws and regulations on digital media industry practices and strategies.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO3. Students will be able to analyze and assess the legal issues and challenges faced by digital media professionals.

PO 4 Research-Related Skills

CO3. Students will be able to analyze and assess the legal issues and challenges faced by digital media professionals.

CO4. Students will be able to apply copyright and intellectual property laws to digital media content creation and distribution.

PO 5 Personal and Professional competence

CO5. Students will be able to understand and apply the legal considerations related to privacy and data protection in digital media.

PO 6 Effective Citizenship and Ethics

CO6. Students will be able to discuss and assess the ethical and legal implications of emerging technologies in digital media.

PO 7 Environment and Sustainability

CO7. Students will be able to apply legal principles and regulations to real-world scenarios in the digital media industry.

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

Course Objectives:

1. To understand and apply the fundamental concepts and principles of integrated marketing communication.
2. To analyze and evaluate various forms of communication and their effectiveness in achieving marketing objectives.
3. Analyze and evaluate the impact of laws and regulations on digital media practices.
4. Identify and discuss the legal issues and challenges faced by digital media professionals.
5. To develop skills in developing and implementing integrated marketing communication plans.
6. To explore and apply various communication channels and tools in integrated marketing communication strategies.
7. To understand ethical and legal considerations in integrated marketing communication.

Course Outcomes:

CO1. Students will develop a deep understanding of the concepts and principles of integrated marketing communication and their application in real-world scenarios.

CO2. Students will be able to analyze and evaluate different communication strategies and tactics and their effectiveness in achieving marketing goals.

CO3. Students will develop the skills to develop and implement integrated marketing communication plans that align with overall marketing objectives.

CO4. Students will gain knowledge of various communication channels and tools and their usage in integrated marketing communication strategies.

CO5. Students will understand and be able to identify ethical and legal issues in integrated marketing communication practices and propose appropriate solutions.

CO6. Students will be able to discuss and assess the emerging technologies in marketing.

CO7. Students will be able to apply marketing skills in the digital media industry.

CONTENTS OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Introduction of IMC:** IMC components – advertising tools, promotional tools, integrated tools, refining the IMC program; The role of IMC in Digital Marketing. *Current trends in Digital Marketing.*	12
2	**Advertising:** Overview of advertising management; Advertising and IMC process; Choosing an advertising agency; Advertising planning and research; Advertising goals – building brand images,	12

	providing information, persuasion, supporting marketing efforts, encouraging action; Advertising budget; Media Selection; *Case study.*		
3	**Sales Promotion:** The scope & role of sales promotion; Consumer oriented sales promotion; Trade oriented sales promotion; Coordinating sales promotion and advertising; Sales promotion abuse; Personal selling , *Case study.*	12	
4	**Emerging media platforms and other IMC options:** 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. *Case study.* **Evaluation Monitoring and Control:** Measuring the effectiveness of promotional program; Measuring the effectiveness of other program elements.	12	
		48	

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 Leaning
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

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Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	2				
CO2		3	1	2			
CO3	2		1	2			
CO4		1	2	1			
CO5					2		
CO6						2	
CO7							3

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Students will develop a deep understanding of the concepts and principles of integrated marketing communication and their application in real-world scenarios.

CO3. Students will develop the skills to develop and implement integrated marketing communication plans that align with overall marketing objectives.

PO 2 Critical Thinking and Problem solving

CO1. Students will develop a deep understanding of the concepts and principles of integrated marketing communication and their application in real-world scenarios.

CO2. Students will be able to analyze and evaluate different communication strategies and tactics and their effectiveness in achieving marketing goals.

CO4. Students will gain knowledge of various communication channels and tools and their usage in integrated marketing communication strategies.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO1. Students will develop a deep understanding of the concepts and principles of integrated marketing communication and their application in real-world scenarios.

CO2. Students will be able to analyze and evaluate different communication strategies and tactics and their effectiveness in achieving marketing goals.

CO3. Students will develop the skills to develop and implement integrated marketing communication plans that align with overall marketing objectives.

CO4. Students will gain knowledge of various communication channels and tools and their usage in integrated marketing communication strategies.

PO 4 Research-Related Skills

CO2. Students will be able to analyze and evaluate different communication strategies and tactics and their effectiveness in achieving marketing goals.

CO3. Students will develop the skills to develop and implement integrated marketing communication plans that align with overall marketing objectives.

CO4. Students will gain knowledge of various communication channels and tools and their usage in integrated marketing communication strategies.

PO 5 Personal and Professional competence

CO5. Students will understand and be able to identify ethical and legal issues in integrated marketing communication practices and propose appropriate solutions.

PO 6 Effective Citizenship and Ethics

CO6. Students will be able to discuss and assess the ethical and legal implications of emerging technologies in digital media.

PO 7 Environment and Sustainability

CO7. Students will be able to apply legal principles and regulations to real-world scenarios in the digital media industry.

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

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

Course Objectives:

1. To provide students with a comprehensive understanding of the principles and strategies of digital marketing. Analyze and evaluate the impact of laws and regulations on digital media practices.
2. Identify and discuss the legal issues and challenges faced by digital media professionals.
3. To equip students with practical skills in executing digital marketing campaigns.
4. To develop students' critical thinking and analytical abilities.
5. To develop students' evaluating digital marketing trends and strategies.
6. To enhance students' ability to use digital marketing tools and technologies effectively.
7. To foster creativity and innovation in developing digital marketing campaigns.

Course Outcomes:

CO1. Identify the key principles and concepts of digital marketing.

CO2. Evaluate and select appropriate digital marketing strategies for different target audiences.

CO3. Design and execute digital marketing campaigns using various digital platforms.

CO4. Implement search engine optimization (SEO) techniques to improve website rankings.

CO5. Develop effective social media marketing strategies.

CO6. Analyze and interpret key performance indicators (KPIs) to measure the success of digital marketing campaigns.

CO7. Utilize digital marketing tools and technologies to optimize campaign performance.

CONTENT OF SYLLABUS

UNIT	TOPIC	No. of Lectures
1	**Content marketing (Developing content Marketing strategy)** 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 *Case studies*	12
2	**E-Mail Marketing** Getting Started Elements of Marketing Emails	12

		Email Content	
		Email Marketing Plan	
		Build your Email List	
		Choosing your Email Platform	
		Measuring your Email Campaign's Success	
		Case studies	
3	**Affiliated Marketing & Freelancing**		12
	Introduction to affiliate marketing		
	Partnership with affiliate networks, adsense & ad networks		
	Setting up an affiliate website		
	Strategy / planning & case studies		
	Freelancing		
	An Introduction to Freelance		
	Determining What to Write		
	Finding Markets		
	The Query or Proposal		
	Making the Sale		
	Building Your Portfolio		
	Freelance Tools and Resources		
	Case studies		
4	**Video Marketing**		12
	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,		
	Different applications to develop video marketing.		
			48

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, Cengage DigiMarketing: 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 Avinash Kaushik

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2		2				3	
CO3			1				3
CO4				2			
CO5					1		
CO6							
CO7							

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Identify the key principles and concepts of digital marketing.

PO 2 Critical Thinking and Problem solving

CO2. Evaluate and select appropriate digital marketing strategies for different target audiences.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO3. Design and execute digital marketing campaigns using various digital platforms.

PO 4 Research-Related Skills

CO4. Implement search engine optimization (SEO) techniques to improve website rankings.

PO 5 Personal and Professional competence

CO5. Develop effective social media marketing strategies.

PO 6 Effective Citizenship and Ethics

CO2. Evaluate and select appropriate digital marketing strategies for different target audiences.

PO 7 Environment and Sustainability

CO3. Design and execute digital marketing campaigns using various digital platforms.

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

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

Course Objectives:

1. To provide students with an in-depth knowledge of advanced digital marketing strategies and techniques.
2. To develop students' evaluating digital marketing trends and strategies.
3. To enhance students' ability to use digital marketing tools and technologies effectively.
4. To develop students' skills in implementing and managing digital marketing campaigns.
5. To enhance students' understanding of the latest trends and technologies in the field of digital marketing.
6. To equip students with the tools and skills necessary to measure and analyze the effectiveness of digital marketing campaigns.
7. To provide hands-on experience in using various digital marketing tools and platforms.

Course Outcomes:

CO1. Students will be able to apply advanced digital marketing strategies to effectively reach target audiences.

CO2. Students will be able to create and manage comprehensive digital marketing campaigns.

CO3. Students will be able to identify and utilize the most appropriate digital marketing platforms for specific business objectives.

CO4. Students will be able to measure and analyze key performance indicators to assess the success of digital marketing campaigns.

CO5. Students will be able to adapt to new trends and technologies in digital marketing and implement them effectively.

CO6. Students will be able to demonstrate proficiency in using various digital marketing tools and platforms.
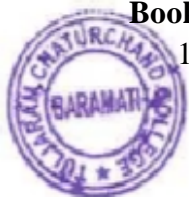
CO7. Students will be able to provide hands-on experience in using various digital marketing tools and platforms.

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
		48

Books recommended

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Calvin Jone. Kogan Page.

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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, Cengage DigiMarketing: 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 Avinash Kaushik

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2	1						
CO3		2					
CO4			1	3			
CO5				2	1		
CO6				1		1	3
CO7							

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Students will be able to apply advanced digital marketing strategies to effectively reach target audiences.

CO2. Students will be able to create and manage comprehensive digital marketing campaigns.

PO 2 Critical Thinking and Problem solving

CO3. Students will be able to identify and utilize the most appropriate digital marketing platforms for specific business objectives.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO4. Students will be able to measure and analyze key performance indicators to assess the success of digital marketing campaigns.

PO 4 Research-Related Skills

CO4. Students will be able to measure and analyze key performance indicators to assess the success of digital marketing campaigns.

CO5. Students will be able to adapt to new trends and technologies in digital marketing and implement them effectively.

CO6. Students will be able to demonstrate proficiency in using various digital marketing tools and platforms.

PO 5 Personal and Professional competence

CO5. Students will be able to adapt to new trends and technologies in digital marketing and implement them effectively.

PO 6 Effective Citizenship and Ethics

CO6. Students will be able to demonstrate proficiency in using various digital marketing tools and platforms.

PO 7 Environment and Sustainability

CO6. Students will be able to demonstrate proficiency in using various digital marketing tools and platforms.

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

Duration: 03 hrs.   **Marks: 150**   **Credits: Practical 16**

Course Objectives:

1. To understand the basics of web development, including HTML, CSS, and JavaScript.
2. To learn how to design and develop dynamic web pages using various web development frameworks and tools.
3. To develop students' evaluating digital marketing trends and strategies.
4. To enhance students' ability to use digital marketing tools and technologies effectively.
5. To gain hands-on experience in developing a complete web application from scratch.
6. To understand the principles and best practices of web design and user experience.
7. To learn how to effectively manage and organize web development projects.

Course Outcomes:

CO1. Students will be able to design and develop static and dynamic web pages using HTML, CSS, and JavaScript.

CO2. Students will be able to utilize web development frameworks and tools to create a fully functional web application.

CO3. Students will be able to implement best practices in web design and user experience to create visually appealing and user-friendly websites.

CO4. Students will be able to effectively manage and organize web development projects, including project planning, task delegation, and time management.

CO5. Students will be able to write a comprehensive project report detailing the entire process of web development, including requirements gathering, design, development, testing, and deployment.

CO6. Students will be able to demonstrate proficiency in using various digital marketing tools and platforms.

CO7. Students will be able to provide hands-on experience in using various digital marketing tools and platforms.

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

Sr.No	Task
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

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2					
CO2		3					
CO3			2				
CO4				1			
CO5					2		
CO6						3	2
CO7							

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

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Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Students will be able to design and develop static and dynamic web pages using HTML, CSS, and JavaScript.

PO 2 Critical Thinking and Problem solving

CO1. Students will be able to design and develop static and dynamic web pages using HTML, CSS, and JavaScript.

CO2. Students will be able to utilize web development frameworks and tools to create a fully functional web application.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO3. Students will be able to implement best practices in web design and user experience to create visually appealing and user-friendly websites.

PO 4 Research-Related Skills

CO4. Students will be able to effectively manage and organize web development projects, including project planning, task delegation, and time management.

PO 5 Personal and Professional competence

CO5. Students will be able to write a comprehensive project report detailing the entire process of web development, including requirements gathering, design, development, testing, and deployment.

PO 6 Effective Citizenship and Ethics

CO6. Students will be able to demonstrate proficiency in using various digital marketing tools and platforms.

PO 7 Environment and Sustainability

CO6. Students will be able to demonstrate proficiency in using various digital marketing tools and platforms.

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)

Course Objectives:
1. To understand the fundamentals of digital marketing and how it can be used effectively in various business contexts.
2. To explore different digital marketing tools and techniques and understand their applications.
3. To develop students' evaluating digital marketing trends and strategies.
4. To enhance students' ability to use digital marketing tools and technologies effectively.
5. To learn how to develop a digital marketing strategy and implement it for a specific project or organization.
6. To understand the importance of data analytics in digital marketing and how to use it to measure and improve marketing performance.
7. To gain practical experience in planning, executing, and evaluating digital marketing campaigns.

Course Outcomes:

CO1. Students will be able to understand the key concepts and principles of digital marketing and apply them to real-world scenarios.

CO2. Students will be able to utilize various digital marketing tools and techniques effectively to achieve marketing objectives.

CO3. Students will be able to develop a comprehensive digital marketing strategy for a specific project or organization.

CO4. Students will be able to analyze and interpret data to evaluate the effectiveness of digital marketing campaigns and make data-driven decisions.

CO5. Students will be able to communicate effectively and present their findings, strategies, and recommendations in a professional and convincing manner.

CO6. Students will be able to utilize various media & marketing tools and techniques effectively to achieve marketing objectives.

CO7. Students will be able to develop a comprehensive digital marketing plans for a specific project or organization.

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.)

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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, Cengage DigiMarketing: 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 Avinash Kaushik

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

Mapping of Program Outcomes with Course Outcomes

Course Outcomes	Programme Outcomes (POs)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3					3	
CO2		3					3
CO3			2				
CO4				2			
CO5					1		
CO6						3	3
CO7							

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Justification for the mapping

PO 1 Disciplinary Knowledge

CO1. Students will be able to understand the key concepts and principles of digital marketing and apply them to real-world scenarios.

PO 2 Critical Thinking and Problem solving

CO2. Students will be able to utilize various digital marketing tools and techniques effectively to achieve marketing objectives.

PO 3 Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO3. Students will be able to develop a comprehensive digital marketing strategy for a specific project or organization.

PO 4 Research-Related Skills

CO4. Students will be able to analyze and interpret data to evaluate the effectiveness of digital marketing campaigns and make data-driven decisions.

PO 5 Personal and Professional competence

CO5. Students will be able to communicate effectively and present their findings, strategies, and recommendations in a professional and convincing manner.

PO 6 Effective Citizenship and Ethics

CO1. Students will be able to understand the key concepts and principles of digital marketing and apply them to real-world scenarios.

CO6. Students will be able to demonstrate proficiency in using various digital marketing tools and platforms.

PO 7 Environment and Sustainability

CO2. Students will be able to utilize various digital marketing tools and techniques effectively to achieve marketing objectives.

CO6. Students will be able to demonstrate proficiency in using various digital marketing tools and platforms.