



**KALINGA  
UNIVERSITY**

**SCHEME & SYLLABUS FOR**

# **Bachelor of Vocational Studies (B.Voc.) Digital Marketing**



Kalinga University, Naya Raipur, Chhattisgarh

# SCHEME FOR BACHELOR OF VOCATIONAL STUDIES (DIGITAL MARKETING)

Semester - 01								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVDM101	Communication Skills	3	3	0	0	30	70	100
BVDM102	Fundamentals of Information Technology	3	3	0	0	30	70	100
BVDM103	Introduction to Digital Marketing	3	3	0	0	30	70	100
BVDM104	Basics of Marketing Management	3	3	0	0	30	70	100
BVDM105P	Industrial Training/On Job Training/Workshop	18	0	0	36	50	150	200
<b>Total</b>		<b>30</b>	<b>12</b>	<b>0</b>	<b>36</b>	<b>170</b>	<b>430</b>	<b>600</b>

Semester - 02								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVDM201	Advertising Tools and its Optimization	3	3	0	0	30	70	100
BVDM202	Environmental Studies	3	3	0	0	30	70	100
BVDM203	Web Analytics	3	3	0	0	30	70	100
BVDM204	AI and VR in Digital Marketing	3	3	0	0	30	70	100
BVDM205P	Industrial Training/On Job Training/Workshop	18	0	0	36	50	150	200
<b>Total</b>		<b>30</b>	<b>12</b>	<b>0</b>	<b>36</b>	<b>170</b>	<b>430</b>	<b>600</b>

Semester - 03								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVDM301	Database Management System and SQL	3	3	0	0	30	70	100
BVDM302	Basics of Google AdWords and AdSense	3	3	0	0	30	70	100
BVDM303	Content Marketing and Copy Writing	3	3	0	0	30	70	100
BVDM304	Website Hosting using Word Press	3	3	0	0	30	70	100
BVDM305P	Industrial Training/On Job Training/Workshop	18	0	0	36	50	150	200
<b>Total</b>		<b>30</b>	<b>12</b>	<b>0</b>	<b>36</b>	<b>170</b>	<b>430</b>	<b>600</b>

Semester - 04								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVDM401	Search Engine Optimization	3	3	0	0	30	70	100
BVDM402	Integrated Marketing Communications	3	3	0	0	30	70	100
BVDM403	Social Media Marketing	3	3	0	0	30	70	100
BVDM404	Content Management System using Word Press	3	3	0	0	30	70	100
BVDM405P	Industrial Training/On Job Training/Workshop	18	0	0	36	50	150	200
<b>Total</b>		<b>30</b>	<b>12</b>	<b>0</b>	<b>36</b>	<b>170</b>	<b>430</b>	<b>600</b>

Semester - 05								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVDM501	Social Media Optimization	3	3	0	0	30	70	100
BVDM502	Digital Entrepreneurship Development	3	3	0	0	30	70	100
BVDM503	Consumer Buying Behaviour	3	3	0	0	30	70	100
BVDM504	Customer Relationship Management	3	3	0	0	30	70	100
BVDM505P	Industrial Training/On Job Training/Workshop	18	0	0	36	50	150	200
<b>Total</b>		<b>30</b>	<b>12</b>	<b>0</b>	<b>36</b>	<b>170</b>	<b>430</b>	<b>600</b>

Semester-06								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVDM601	Data Analysis and Visualization	3	3	0	0	30	70	100
BVDM602	Internet Marketing	3	3	0	0	30	70	100
BVDM603	Cyber Security	3	3	0	0	30	70	100
BVDM604	Advanced Google Adwords and Online Display Advertising	3	3	0	0	30	70	100
BVDM605P	Industrial Training/On Job Training/Workshop	18	0	0	36	50	150	200
<b>Total</b>		<b>30</b>	<b>12</b>	<b>0</b>	<b>36</b>	<b>170</b>	<b>430</b>	<b>600</b>

**Programme Objectives:**

- **PO1** Create a structured digital marketing plan and budget.
- **PO2** Identify the correct measures to set objectives and evaluate digital marketing.
- **PO3** Review and prioritize the strategic options for boosting customer acquisition, conversion, and retention using digital marketing.
- **PO4** Understand and follow the practical success factors to improve results from digital marketing.
- **PO5** Initiate the implementation process and conduct digital marketing campaigns for the organization.
- **PO6** Optimize the performance of campaigns and track the progress of digital marketing campaigns.
- **PO7** Prepare performance reports for key stakeholders.
- **PO8** Manage the team of marketing executives and monitor their performance.

**Programme Specific Outcomes:**

- **PSO1** Recognize key performance indicators tied to social media marketing programmes
- **PSO2** Identify the requirements to conduct the campaigns related to shopping, image creation online tools, landing pages, videos, advertising copies, google ads, AdWords, tracking, Social media and digital marketing, to optimize the performance of campaigns and manage budget allocation.
- **PSO3** Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media and Marketing Analytics.
- **PSO4** Develop entrepreneurial, managerial and communication skills to manage the ethical issues in the field of social media marketing.
- **PSO5** Develop a new, or evolve an existing, career path in Digital Marketing.

# SEMESTER - 01

# BVDM101

## COMMUNICATION SKILLS

### Course Objective:

- The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human beings and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

### Course outcomes:

- The purpose of this course is to introduce students to the theory, fundamentals and tools of communication
- To develop vital communication skills which should be integral to personal, social and professional interactions.
- One of the critical links between human beings.
- An important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal.
- In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

### Unit - 1

06

- **Introduction:** Theory of communication, types and modes of communication, mediums and channels of communication, barriers to communication, English as a global language, the lingua franca, social influences on English

### Unit - 2

06

- **Language of Communication:** Verbal and non-verbal (spoken and written) personal, social and business barriers and strategies intra-personal, inter-personal and group communication, varieties of English, language, accent, dialect, colloquialism, historical influences on English

### Unit - 3

06

- **Speaking Skills:** Monologue, dialogue, group discussion, effective communication/mis-communication, interview, public speech, regional influences on English, convergence and divergence, linguistic imperialism

### Unit - 4

06

- **Reading and Understanding** Close reading, reading analysis of a text - audience and purpose, content and theme, tone and mood, stylistic devices, structure comprehension- analysis and interpretation, translation (from Indian language to English and vice-versa) literary/knowledge texts

**Unit - 5**

**06**

- **Writing Skills:** Documenting report writing making notes letter writing, writing tabloids, diary entry, open letters, essays, newsletter and magazine articles, skits, short stories, impersonating characters it will enhance language of communication, various speaking skills such as personal communication, social interactions and communication in professional situations such as interviews, group discussions and office environments, important reading skills as well as writing skills such as report writing, note taking etc. while, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has also acquired some elements of science. it is hoped that after studying this course, students will find a difference in their personal and professional interactions.

**References:**

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas

# BVDM102

## FUNDAMENTALS OF INFORMATION TECHNOLOGY

### Course objective:

- This is a basic course for commerce students to familiarize with computer and its applications in the relevant fields and exposes them to other related courses of IT.

### Course Outcomes:

- Gain a foundational understanding of key IT concepts, including hardware, software, and networks.
- Develop proficiency in using common computer applications, such as word processing and spreadsheet software.
- Explore the ethical and security considerations in IT, emphasizing responsible digital behavior.
- Acquire problem-solving skills by applying IT knowledge to real world scenarios.
- Prepare for further studies in IT or related fields by establishing a strong IT knowledge base.

### Unit - 1

06

- **Computer characteristics:** Speed, storage, accuracy, diligence; digital signals, binary system, ASCII; historic evolution of computers;
- **Classification of computers:** microcomputer, minicomputer, mainframes, supercomputers;
- **Personal computers:** desktop, laptops, palmtop, tablet; hardware & software; von Neumann model.

### Unit - 2

06

- **Hardware:** CPU, memory, input devices, output devices.
- **Memory units:** RAM (SDRAM, DDR RAM, RDRAM etc. feature wise comparison only); ROM- different types: Flash memory;
- **Auxiliary storage:** Magnetic devices, optical devices; floppy, hard disk, memory stick, CD, DVD, CD/DVD-Writer;
- **Input devices** - keyboard, mouse, scanner, speech input devices, digital camera, touch screen voice input, joystick, optical readers, bar code reader;
- **Output devices:** Display device, size and resolution; CRT, LCD, LED;
- **Printers:** Dot-matrix, inkjet, laser; plotters, sound cards & speaker.

**Unit - 3** **06**

- **Software:** System software, application software; concepts of files and folders, introduction to operating systems, different types of operating systems: single user, multitasking, time-sharing multi-user; booting, POST;
- **Basic features of two GUI operating systems:** Windows & Linux (Basic desk top management); Programming Languages, Compiler, Interpreter, Databases;
- **Application software:** Generic features of word processors, spread sheets and presentation software; generic introduction to latex for scientific typesetting; utilities and their use; computer viruses & protection, free software, open source.

**Unit - 4** **06**

- **Computer Networks and Internet:** Connecting computers, requirements for a network: server, workstation, switch, router, network operating systems; internet: brief history, world wide web, websites, URL, browsers, search engines, search tips; internet connections: isp, dial-up, cable modem, well, dsl, leased line wireless and Wi-Fi connectivity ; email, email software features (send receive, filter, attach, forward, copy, blind copy); characteristics of web-based systems, web pages, web programming languages.

**Unit - 5** **06**

- **Information Technology and Society:** Indian IT Act, intellectual property rights, issues. application of information technology in railways, airlines, banking, insurance, inventory control, financial systems, hotel management, education, video games, telephone exchanges, mobile phones, information kiosks, special effects in movies.
- **Programming Concepts & Techniques:** Program concept, characteristics of programme, stages in program development, tips for program designing, programming aids, algorithms, pseudo code, notations, design, flowcharts, symbols, rules, compiler & interpreter. introduction to programming techniques, top-down & bottom-up approach, unstructured, & modular programming, cohesion, coupling, debugging, syntax & logical errors, linking and loading, testing and debugging, documentation.

**References:**

- Programming in C, R.S. Salaria, Khanna Publishing House
- Computer Concepts and Programming in C, R.S. Salaria, Khanna Publishing House
- Handbook of Computer Fundamentals, N.S. Gill, Khanna Publishing House

# BVDM103

## INTRODUCTION TO DIGITAL MARKETING

### Course Objective:

- To understand the basic Concepts of Digital marketing and the road map for successful Digital marketing strategies.

### Unit - 1

08

- Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing.

### Unit - 2

08

- The Digital users in India, Digital marketing Strategy- Consumer Decision journey, OEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.

### Unit - 3

07

- Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing

### Unit - 4

07

- Display adverting, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.
- Case Study-1-Airtel Fashion Shoot

### References:

- Digital Marketing –Kamat and Kamat-Himalaya
- Marketing Strategies for Engaging the Digital Generation, D. Ryan,
- Digital Marketing, V. Ahuja, Oxford University Press
- Digital Marketing, S.Gupta, McGraw-Hill
- Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

# BVDM104

## BASICS OF MARKETING MANAGEMENT

### Course Objectives:

The purpose of this course is to:

- Enrich the students with the concepts of Marketing Management.
- Develop the students to learn the tools used by marketing manager in decision-making situations.
- Acquaint students with the process of marketing and consumer Behavior.
- Equip students with the knowledge of Marketing Environment and recent trends in Marketing.

### Course Outcomes:

After successful completion of the course, students will be able to:

- Understand strong conceptual knowledge in the functional areas of Marketing Management.
- Interpret the relevant functional areas of Marketing Management and its application.
- Analyze and apply marketing concepts in case studies, discussions, problems in written assignments and exams.
- Create Solutions by using various Ps of marketing and Promotion Mix tools in day to day marketing problems.

### Unit - 1

08

- **Introduction to Marketing** -Meaning, Evolution, Importance and Concepts of Marketing; Approaches to Marketing; Concept of Marketing Myopia; Holistic Marketing. Role of Information technology in Marketing. Factors affecting Marketing Environment. Components of Marketing Mix.

### Unit - 2

08

- **STP (Segmenting, Targeting and Positioning)** – Need and Basis for Market Segmentation; Evaluating & Selecting Target Markets; Concept of Positioning – USP; Relationship between MIS and MR; Significance of studying Consumer Behaviour and its modus Operandi, Factors influencing Consumer Behaviour.

### Unit - 3

07

- **Product Decisions** – Concept, levels of Product; PLC and its Significance; New Product Development Process and Marketer Strategies at each Stage of NPD; Pricing Decisions – Meaning, Policies and Procedures, Factors affecting Pricing Decisions; Branding & Packaging Decisions.

### Unit - 4

07

- **Introduction to Market Logistics; Channels of Distribution** - Concept, Types and factors affection Channels of Distribution; Promotion Mix – Advertising, Sales Promotion, Personal Selling, Publicity & PR; Recent Developments in Marketing; Green Marketing; Ethics in Marketing.

**References:**

- Etzel J. Michael, Stanton J. William, Marketing Concepts and Cases, Tata McGraw Hill Publishing Co. Ltd.
- Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall.
- Ramaswamy, V.S. & Nama kumari, S., Marketing Management Indian Context with Global Perspective, Mc Graw Hill.
- Kotler, P., Keller, K.L., Koshy, A., & Jha, M., Marketing Management, A South Asian Perspective, Mc Graw Hill.
- Saxena Rajan, Marketing Management, Tata McGraw Hill Publishing Co. Ltd.

# **BVDM105P**

## **INDUSTRIAL TRAINING/ON JOB TRAINING/ WORKSHOP**

# SEMESTER - 02

# BVDM201

## ADVERTISING TOOLS AND ITS OPTIMIZATION

### Course Objective:

- How to create effective Ad Words campaign & Advertising Positioning with respect to the Digital marketing

### Unit - 1

08

- Advertising & its importance, Digital Advertising, Different Digital Advertisement, Performance of Digital Advertising:- Process & players, Display Advertising Media, Digital metrics

### Unit - 2

08

- **Buying Models-** CPC, CPM, CPL, CPA, fixed Cost/Sponsorship, Targeting:- Contextual targeting, remarking, Demographics , Geographic & Language Targeting.

### Unit - 3

07

- Display advertising, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, ROI measurement techniques, AdWords & AdSense.

### Unit - 4

07

- **YouTube Advertising:** YouTube Channels, YouTube Ads, Type of Videos, Buying Models, Targeting & optimization, Designing & monitoring Video Campaigns, Display campaigns
- **Case Study-1:** Display Plan

### References:

- Digital Marketing –Kamat and Kamat-Himalaya
- Marketing Strategies for Engaging the Digital Generation, D. Ryan,
- Digital Marketing, V. Ahuja, Oxford University Press
- Digital Marketing, S.Gupta, McGraw-Hill
- Quick win Digital Marketing, H. Anmarie, A. Joanna, Paperback edition

# BVDM202

## ENVIRONMENTAL STUDIES

### Course Outcomes:

- Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving.
- Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
- Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.
- Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.
- Master core concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.

### Unit - 1

06

#### Introduction to Environmental Studies:

- Multidisciplinary nature of environmental studies, Scope and importance; concept of sustainability and sustainable development.

#### Ecosystems:

- What is an ecosystem? Structure and function of the ecosystem;
- **Energy flow in an ecosystem:** food chains, food webs and ecological succession.
- **Case studies of the following ecosystems:** Forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

### Unit - 2

06

#### Natural Resources:

- **Renewable and Non--renewable Resources:** Land resources and land use change; Land degradation, soil erosion and desertification.
- **Deforestation:** Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- **Water:** Use and over--exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter--state).
- **Energy resources:** Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

**Unit - 3** **06**

**Biodiversity and Conservation:**

- **Levels of biological diversity:** genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots, India as a mega-biodiversity nation; Endangered and endemic species of India
- **Threats to biodiversity:** Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions;
- **Conservation of biodiversity:** In-situ and Ex-situ conservation of biodiversity.
- **Ecosystem and biodiversity services:** Ecological, economic, social, ethical, aesthetic and Informational value.

**Unit - 4** **06**

**Environmental Pollution:**

- Types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks
- **Solid waste management:** Control measures of urban and industrial waste. Pollution case studies.

**Environmental Policies & Practices:**

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- **Environment Laws:** Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

**Unit - 5** **06**

**Human Communities and the Environment:**

- **Human population growth:** Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons; case studies.
- **Disaster management:** floods, earthquake, cyclones and landslides.
- **Environmental movements:** Chipko, Silent valley, Bishnois of Rajasthan.
- **Environmental ethics:** Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

### References:

- Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
- Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
- Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
- Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
- Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
- Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36--37.
- McCully, P. 1996. *Rivers no more: the environmental effects of dams* (pp. 29--64). Zed Books.
- McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
- Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
- Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.
- Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt. Ltd.
- Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. *Environment*. 8th edition. John Wiley & Sons.
- Rosencranz, A., Divan, S., & Noble, M. L. 2001. *Environmental law and policy in India*. Tripathi 1992.
- Sengupta, R. 2003. *Ecology and economics: An approach to sustainable development*. OUP.
- Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
- Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. *Conservation Biology: Voices from the Tropics*. John Wiley & Sons.
- Thapar, V. 1998. *Land of the Tiger: A Natural History of the Indian Subcontinent*.
- Warren, C. E. 1971. *Biology and Water Pollution Control*. WB Saunders.
- Wilson, E. O. 2006. *The Creation: An appeal to save life on earth*. New York: Norton.
- World Commission on Environment and Development. 1987. *Our Common Future*. Oxford University Press.

# BVDM203

## WEB ANALYTICS

### Course Objective:

- Web analytics focuses on optimizing an organization's digital ecosystem by collecting, analyzing and enabling the making of data-informed decisions.

### Unit - 1

08

- **Introduction-** What's analysis?, Is analysis worth the effort?, Small businesses, Medium and Large scale businesses, Analysis vs intuition, Introduction to web analytic

### Unit - 2

08

- **Google Analytics** -Getting Started With Google Analytics, How Google Analytics works?, Accounts, profiles, and users navigating Google Analytics, Basic metrics, The main sections of Google Analytics reports Traffic Sources Direct, referring, and search traffic Campaigns AdWords, AdSense.

### Unit - 3

07

- **Content Performance Analysis-** Pages and Landing Pages, Event Tracking and AdSense, Site Search. Visitor Analysis- Unique visitors, Geographic and language information, Technical reports, Benchmarking.

### Unit - 4

07

- **Social Media Analytics-** Facebook insights, Twitter analytics, Youtube analytics, Social Ad analytics /ROI measurement. Goals and E-Commerce Tracking- Setting up goals Goal reports, Ecommerce tracking. Actionable Insights & The Big Picture- Recap of Google Analytics reports and tools, Finding actionable insights, Getting the organization involved, Creating a data-driven culture, Resources Common mistakes analysts make Additional Web analytics tools.

### References:

- Practical Web Analytics for User Experience, How Analytics Can Help You Understand your Users, By Michael Beasley · 2013
- Advanced Web Metrics with Google Analytics By Brian Clifton · 2010

# BVDM204

## AI AND VR IN DIGITAL MARKETING

### Course Objective:

- This course aims to equip students with a deep understanding of how Artificial Intelligence (AI) and Virtual Reality (VR) are transforming digital marketing strategies.

### Course Outcomes:

- Demonstrate Knowledge of AI & VR in Marketing.
- Utilize AI for Data-Driven Marketing
- Create Immersive VR Marketing Experiences
- Analyze the Effectiveness of AI & VR Strategies
- Address Ethical and Practical Challenges

### Unit - 1

08

- **Digital Marketing Landscape:** Basic of Digital Marketing, How Digital Marketing Works, Type of Digital Marketing Channels. World of Websites: Web Development, Web Hosting, Domain, SSL Certificate

### Unit - 2

08

- **Search Engine Optimization:** SEO Process, SEO Strategies, SEO Audit, Keyword Research, Search Engine Marketing, Google Ads, YouTube Ads, Ad Copywriting, Display Advertising, Remarketing And Retargeting, Ad Testing And Optimization, Social Media Marketing + Email Marketing: Facebook, Instagram, Twitter, Social Media Ad Campaigns, Email Marketing Strategy, Creating Effective Email Campaigns, A/B Testing And Optimization Of Email Campaigns, Drip Email Campaign

### Unit - 3

07

- **Performance Marketing + Content Marketing:** Pay-Per-Click Advertising (PPC), Influencer Marketing, Conversion Rate Optimization (CRO), Content Strategy, Content Creation, Content Distribution, Video Marketing, Blogs and LinkedIn Articles, Marketing Automation, Customer Relationship Management (CRM), Mobile Marketing & World of Apps: Mobile App Monetization, App Store Optimization (ASO), User Acquisition And Retention. Affiliate Marketing: Affiliate Networks, Affiliate Link Placement And Optimization, Affiliate Traffic Generation.

**Unit - 4**

**07**

- **Digital Analytics:** Web Analytics, E-Commerce Analytics, Predictive Analytics, Introduction to AI/ML, Blockchain, NFT technologies, Introduction To Artificial Intelligence, Introduction To Blockchain Technology, Introduction To NFTs, AI tools for Graphic Design, Videos, Music, and Podcast, Generative Design, Video Enhancement, Audio Mixing And Mastering, Automated Transcription.
- AI tools for Content writing, Caption, Website, and App Development, Importance Of Captions, Backend Development, Blog Writing, AI tools for Email Marketing, YouTube, Social Media, Analytics, YouTube Channel Optimization, Video Production, Monetization And Revenue Generation, Strategizing Digital Marketing, Target Audience Identification, Marketing Goals And Objectives, Analytics And Data Analysis

**References (Text Books):**

- “Artificial Intelligence in Digital Marketing” – Maria Johnsen
- “AI for Marketing and Product Innovation” – A. K. Pradeep, Andrew Appel, Stan Sthanunathan.
- Digital Marketing by Dave Chaffey and Fiona Ellis-Chadwick

**References:**

- “AI in Digital Marketing” By Ruchi Tandon
- “The Fourth Transformation: How Augmented Reality & Artificial Intelligence Will Change Everything” – Robert Scoble & Shel Israel
- “Digital Marketing and Artificial Intelligence” By Surbhi Chawla

**BVDM205P**  
**INDUSTRIAL TRAINING/ON JOB TRAINING/  
WORKSHOP**

# SEMESTER - 03

# BVDM301

## DATABASE MANAGEMENT SYSTEM AND SQL

- Unit - 1** **08**
- Basic Concepts of Database Management (Database, Database System, why database, Data independence) an architecture for a database system (levels of the architecture, mappings, DBA, client/server architecture) Introduction to Relational db systems. Characteristics of database approach, data models, DBMS architecture and data independence.
- Unit - 2** **08**
- **E-R Modeling:** Entity types, Entity set, attribute and key, relationships, relation types, roles and structural constraints, weak entities, enhanced E-R and object modeling, Sub classes; Super classes, inheritance, specialization and generalization.
- Unit - 3** **07**
- **Relational Data Model:** Relational model concepts, relational constraints
  - **ER and ER to relational mapping:** Data base design using EER to relational language.
- Unit - 4** **07**
- **Data Normalization:** Functional Dependencies, Normal form up to 3rd normal form.
  - **Concurrency & Recovery:** Transaction processing, locking techniques and associated, security and authorization. Recovery Techniques, Database Security
- References:**
- C.J. Date, "An Introduction of Database System", The Systems Programming Series, 6/Ed, Addison-Wesley Publishing Company, Inc., 1995.
  - Silberschatz, Korth and Sudarshan, "Database System Concepts", Third Ed. McGraw Hill International Editions, Computer Science Series-1997.

# BVDM302

## BASICS OF GOOGLE ADWORDS AND ADSENSE

### Course Objectives:

The purpose of this course is to:

- Make students explore and understand the kind of ads they can use with AdSense.
- To acquaint students with Ad groups, keywords, and their usage.
- Enhance knowledge and skills of the students to understand how AdWords bidding works, Google's ad placement formula, and plan AdWords spend by calculating a max cost-per-click (CPC) bid.
- Develop student's ability to write compelling search text ads, align your text ads with your target keywords, and optimize landing pages to boost your search engine marketing campaigns.

### Course Outcomes:

After successful completion of the course, students will be able to:

- Identify the key elements of a Google Ad Words paid search campaign.
- Know and understand the difference between text only and rich Image Media Ads.
- Review the performance of the Ads on a website.
- Evaluate which ads are shown on the website and where Ads are placed on the website.
- Design Google Ad Words campaign using keyword research.

### Unit - 1

08

- **Google Ad Words Overview:** Google Ad Words & PPC Advertising. Overview of Microsoft AdCenter (Bing & Yahoo). Online advertising, Pay-Per-Click (PPC) advertising. AdWords ad types, benefits. Google Ads advertising system - Networks, Targeting methods, Actions & Benefits.

### Unit - 2

08

- Creation of an AdWords Account, Ad Words Account Structure. Types of Advertising Campaigns – Overview, Search, Display, Shopping & Video. Organizing campaigns and ad groups. AdWords Algorithm- AdWords rank ads; Examples. Quality score, CTR. Understanding bids.

### Unit - 3

07

- **Researching Keywords, Keyword matching options in Google Ads** – Four different keyword match types: Broad Match, Broad Match Modifier, Phrase Match, and Exact Match with examples. Evaluating a keyword, Keyword Planner tool & its use. Tracking & optimizing Ad Performance - Defining conversions, AdWords Conversion Tracking, Linking Google Analytics to AdWords. Measuring return on investment (ROI); Importance of Conversion Optimizer. Balance between performance and volume.

### Unit - 4

07

- **Introduction to Google AdSense** – Interface; Guidelines; Benefits; Efficiency; Insight. Getting website approval for AdSense. Allowing & blocking ads. Managing & optimization of Google AdSense account. Interface for YouTube & Website through Google AdSense account. Create Performance Reports.

**References:**

- Rabazinsky, C., Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising, Create Space Independent Publishing Platform.
- Jacobson, H. and McDonald. K., Google AdWords for Dummies, For Dummies
- Fox Vanessa, F., Marketing in The Age of Google, Wiley
- Marshall, P., Rhodes, M. and Todd, Bryan, Ultimate Guide to Google AdWords, Entrepreneur Press.
- Noah, G., Mastering Google AdWords: Step-by-Step Instructions for Advertising Your Business (Including Google Analytics), CreateSpace Independent Publishing Platform.
- Zabaraz, J., Advanced Google AdWords Strategy: The Comprehensive & Data-Driven Practical Guide on Managing & Optimizing AdWords Accounts Profitably, CreateSpace Independent Publishing Platform.

# BVDM303

## CONTENT MARKETING AND COPY WRITING

### Course Outcomes:

- Explain the concept of content marketing
- Practice the methods to get the content to stick.
- Create the strategic types of contents
- Discuss the ethics and professionalism in managing the content
- Differentiate between content writing and copy writing

### Unit - 1

08

- **What is content Marketing-** Introduction content marketing- Content marketing is used by leading brands- Content marketing is good for your bottom line and your customers-Content is the present and future of marketing- Marketing is impossible without great content-Building Your Professional Brand

### Unit - 2

08

- **How to Get Your Content to Stick-** How to Keep it super simple- Snatch attention using the unexpected- Practice concreteness and reject abstraction- Use of emotions to connect story - Best fonts and presentation

### Unit - 3

07

- **The Strategic Types of Content-** Strategic Types of Content- Attraction Content- Affinity Content & Action Content-How to Write Magnetic Headlines-Keyword Research-How to Create compelling Content
- **Managing Your Content-** Ethics and Professionalism- Plagiarism and Copyright Law- introduction to Metrics- What Data Should Pay More Attention To- Multimedia Content

### Unit - 4

07

- **Copywriting-** Quick Overview- A Broader look into Copywriting- Content Writing Vs Copywriting- Copywriting techniques and styles-Proofing and checking your work- Core Pillars of Copywriting- Online copywriting- Offline copywriting- Setting up your copywriting business

### References:

- Busche, L. (2017). Powering content: building a nonstop content marketing machine. "O'Reilly Media, Inc."
- Gamble, S. (2016). Visual content marketing: leveraging infographics, video, and interactive media to attract and engage customers. John Wiley & Sons.
- Odden, L. (2012). Optimize: How to attract and engage more customers by integrating SEO, social media, and content marketing. John Wiley & Sons.
- Solomon, L. (2016). The librarian's nitty-gritty guide to content marketing. American Library Association.

# BVDM304

## WEBSITE HOSTING USING WORD PRESS

### Course Objective:

- How to create website using Word Press

### Unit - 1

08

- **Website Planning & Development:** Website, Types of Websites, Phases of website development, Keywords: Selection process

### Unit - 2

08

- **Domain & Web Hosting:** Domain, Types of Domain, Where to Buy Domain, Webhosting, How to buy Webhosting

### Unit - 3

07

- **Building Website using Word press:** What is Word press, CMS, Post and Page?

### Unit - 4

07

- **Word press Plug-ins:** Different Plug-ins, social media Plug-ins, page builder plug-ins: the elementor, how to insert a section, how to insert logo, Google Micro sites

# **BVDM305P**

## **INDUSTRIAL TRAINING/ON JOB TRAINING/ WORKSHOP**

# SEMESTER - 04

# BVDM401

## SEARCH ENGINE OPTIMIZATION

### Course Objective:

- To understand the technological importance of SEO

### Unit - 1

08

- Introduction to SEO, How Search engine works, SEO Phases, History Of SEO, How SEO Works, What is Googlebot (Google Crawler), Types Of SEO technique, Keywords, Keyword Planner tools

### Unit - 2

08

- On page Optimization, Technical Elements, HTML tags, Schema.org, RSS Feeds, Microsites, Yoast SEO Plug-in

### Unit - 3

07

- **Off page Optimization-** About Off page optimization, Authority & hubs, Backlink, Blog Posts, Press Release, Forums, Unnatural links.

### Unit - 4

07

- **Social media Reach-** Video Creation & Submission, Maintenance- SEO tactics, Google search Engine, Other Suggested tools
- **Case Study-1:** Barclays Business Banking SEO campaign

### References:

- Digital Marketing –Kamat and Kamat-Himalaya
- Marketing Strategies for Engaging the Digital Generation, D. Ryan,
- Digital Marketing, V. Ahuja, Oxford University Press
- Digital Marketing, S.Gupta, McGraw-Hill
- Quick win Digital Marketing, H. Anmarie , A. Joanna, Paperback edition

# BVDM402

## INTEGRATED MARKETING COMMUNICATIONS

### Course Objectives:

The purpose of this course is to:

- To impart to the students' knowledge of the tools of IMC and their utilization by the marketer to achieve market campaign.
- To provide learning to the students about the role of advertising and other promotional tools.
- To develop the students' knowledge regarding recent Ad Modes and role of Ad Agencies.
- To help the students understand the effectiveness of IMC in present scenario

### Course Outcomes:

After successful completion of the course, students will be able to:

- Demonstrate the skills and knowledge in the field of marketing as a core Subject.
- Analyze the tools of Marketing communication and their application.
- Know and create a comprehensive and integrated Marketing Communication plan to target the market.
- Develop an integrated cross-media strategy to deliver the brand promise to the target audience through an IMC campaign for a brand.
- Critically evaluate the effects of communication and the results of IMC Campaign to determine its success.

### Unit - 1

08

- **Communications Process** – Source, Message, Channel. Marketing Communications – Meaning and Process. Attention, Interest, Desire, and Action (AIDA) Model and its role in developing effective marketing communication strategies. Marketing Communication Tools and their significance.

### Unit - 2

08

- **Advertising** – Objectives; Social, Ethical and Legal aspects of Advertising; Recent Modes of Advertising – Digital Media, Social Media, Mobile Advertising. Sales Promotion – Types and Methods; Opportunities and Challenges in Sales Promotion. Publicity – Meaning, Objectives and tools. Public Relations – Importance and Strategies to build good Public Relations. Marketing Communications for Image Management and Reputation Management.

### Unit - 3

07

- **Media Planning and Strategy:** Overview. Print and support media; Mass media & print media. Newspaper- Classification, Strengths and Limitations. Outdoor media- Types, merits and demerits. Broadcast media- Television, Radio and Films, their strengths and weaknesses. Preparing the media plan. Steps involved and Problems encountered. Advertising Agencies- Types and their function; Role and Services offered.

**Unit - 4**

**07**

- **Integrated Approach to Marketing Communications** – Overview, Role in Marketing Success; Model, Tools. Budgets, Objectives and Evaluation- Setting communication objectives; The DAGMAR approach. Budgeting for Marketing Communications. Measuring the communication effectiveness. Planning and Implementation of a Creative Strategy for IMC. Examples of IMC. Recent Trends in IMC.

**References:**

- Belch and Belch, Advertising & Promotion, Tata McGraw Hill Publishing.
- Kotler, Philip, Marketing Management, Prentice – Hall of India.
- Blythe and Blythe, Marketing Communication, Pearson Education India, New Delhi.
- Shah, Kruti and D'Souza, Alan, Advertising & Promotions: An IMC perspective, Tata McGraw Hill.

# BVDM403

## SOCIAL MEDIA MARKETING

### Course Outcomes:

- Employ the important concepts of social media marketing
- Practice the various theoretical aspects in Facebook marketing
- Discuss the different ways of marketing using Twitter and LinkedIn
- Illustrate YouTube marketing and optimization
- Create Instagram business profile and promote business

### Unit - 1

08

- **Why is social media marketing important-** Introduction to social media advertising Developing Social Media strategy- Social Media Management Tools: How to Cut Posting Time in Half-Different types of Social Media Platforms?
- **Facebook Marketing-** Introduction to Facebook Marketing- Create Facebook Page and Cover Pages-Page Settings, Description and About Page- Post Formulas Guaranteed to Drive Engagement-Facebook Ads and Campaign- Types of Facebook Ads – In Depth AnalysisFacebook Engagement, Reporting and Insights- Facebook Analytics- How to Start a Facebook Ads Business/Agency

### Unit - 2

08

- **Twitter and LinkedIn** –Introduction to Twitter Marketing- How Twitter Works- What Not to Do on Twitter- Ways to Get More Re Tweet- Steps to Optimize Your Profile- Hashtags to Increase Discoverability- Twitter Advertisement- Introduction to LinkedIn Marketing- Optimize Your LinkedIn Profile-LinkedIn for Advertisement- Reach Your Target Audience with LinkedIn-How to Get 500+ Connections and Why you Should- How to Make Sales on LinkedIn Advanced LinkedIn Strategies for B2B Marketing

### Unit - 3

07

- **YouTube-** Introduction to YouTube Marketing- YouTube Marketing Strategy-The Subscriber Advantage- Account Set Up, Optimization, Keyword Research and Video Structure- YouTube SEO, Thumbnails, Annotations and Cards- YouTube Promotion and Analytics- YouTube Monetization

### Unit - 4

07

- **Instagram-** How to Create an Instagram Business Profile- Optimize your Instagram Bio & Profile Image- Instagram Captions & Hashtags -Reposting Instagram Content- How to Increase your Instagram Followers & Exposure- Ways to Convert Instagram Followers to Sales & Leads- Sponsored Posts -Instagram Ads via Facebook -Instagram Analytics -Instagram Profile + Instagram Post Captions- Instagram Ads-Engagement + Instagram Algorithm- Instagram Stories + Instagram Reels + IGTV-Shopping on Instagram

**References:**

- Crittenden, V., & Crittenden, W. (2015). Digital and social media marketing in business education: Implications for the marketing curriculum.
- Evans, L. (2010). Social media marketing: strategies for engaging in Facebook, Twitter & other social media. Pearson Education.
- Geho, P. R., & Dangelo, J. (2012). The evolution of social media as a marketing tool for entrepreneurs. *The Entrepreneurial Executive*, 17, 61.
- Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (Eds.). (2020). Digital and social media marketing: a results-driven approach. Routledge.
- Shen, C. W., Luong, T. H., Ho, J. T., & Djailani, I. (2019). Social media marketing of IT service companies: Analysis using a concept-linking mining approach. *Industrial Marketing Management*.
- Tuten, T. L., & Solomon, M. R. (2017). Social media marketing. Sage.

# BVDM404

## CONTENT MANAGEMENT SYSTEM

### USING WORD PRESS

#### Unit - 1

08

- **Installing WordPress:** Creating a Database, Installing WordPress, Installing Themes, Downloading a Theme from the, WordPress Dashboard, Manually Installing a Theme, Adding Custom Header with Theme Name, Author, etc.
- **Setting Up Your WordPress.com Account:** Creating an Account on WordPress or at your own website/local host, Logging Into Your Account, Writing Your First Post with little explanation, Customizing Your Account, Personal Settings, General Settings

#### Unit - 2

08

- **Changing Themes (How the Blog Looks):** Widgets, Editors, Writing Posts, Adding a Post, Using the Visual Editor, Adding Hyperlinks, Categories, Tags, & Reading/Writing Settings, Using Categories and Tags, Managing Categories and Tags, Controlling the Number of Posts That Are Displayed, Understanding Comments, Managing and Moderating Comments, Trackbacks and Pingbacks

#### Unit - 3

07

- **Making Pages:** Adding and Deleting a Page, Pasting from Text Files, Changing the Page Order, Adding and Managing Media, Adding a Photo, Adding a Video, Adding Other Content (.pdf, .doc, etc.), Managing Uploaded Content, Media Settings, Working with Links, Adding Links, Managing Links
- **Appearance Customization:** Changing the Header Image, Customizing the Sidebar with Widgets, Previewing Custom Fonts, Using the Dashboard, Managing Recent Comments, Tracking Statistics, Customizing the Dashboard's Appearance, Installing some important plugins,

#### Unit - 4

07

- **SEO Ultimate:** Fast Secure Contact Form, Efficient Related Posts, Wordpress Backup to dropbox, WP DB Backup, WP-Polls, WP Survey and Quiz Tool, Subscribe to comments, Share button by lockerz Statpress Visitors, Google XML sitemaps, Social Login, First Visit Message

#### References:

- Professional WordPress: Design and Development, Brad Williams, David Damstra, Hal Stern.
- WordPress 3 Complete, April Hodge Silver

**BVDM405P**  
**INDUSTRIAL TRAINING/ON JOB TRAINING/  
WORKSHOP**

# SEMESTER - 05

# BVDM501

## SOCIAL MEDIA OPTIMIZATION

### Course Objectives:

The purpose of this course is to:

- Enhance knowledge and skills of the students regarding social media and its usage.
- Make students understand the mechanism of how to spread the brand, service and product awareness among the intended audience.
- Develop students' ability to prepare blogs, create content and upload videos etc.
- Enable students to create a digital marketing plan incorporating social media optimization.

### Course Outcomes:

After successful completion of the course, students will be able to:

- Know and understand how to spread the brand, service and product awareness among the intended audience through use of social media tools.
- Use and apply various social media tools as part of the Digital Marketing plan.
- Demonstrate the skills required to integrate various social media tools for marketing success.
- Critically examine and evaluate alternative Social Media marketing plans.

### Unit - 1

08

- **Introduction to Social Media Marketing** - Significance; Various Social Media Platforms and their Usage for Marketing Communications. Impact of using Social Media – Benefits and Pitfalls. Social Media Optimization. Creating Social Media Strategy for a product, service or brand. Opportunities and Challenges in SMO in 21st Century.

### Unit - 2

08

- **Facebook Technicalities and Facebook Ad Tools** - Types of Various Ad Formats; Facebook Marketing. Instagram –basics and modus operandi; Marketing tools on Instagram. Analysis of an Ad- Campaign on Facebook. Analysis of an Ad- Campaign on Instagram. Facebook & Instagram Optimization.

### Unit - 3

07

- **Introduction to LinkedIn Marketing** – Significance. Targeting and Campaigning Strategies on LinkedIn. Twitter Marketing Basics – Significance; Building Twitter Content; Insight Reporting; Design of a Twitter Advertising Campaign. LinkedIn & Twitter Marketing Optimization.

### Unit - 4

07

- **Introduction to YouTube Marketing** - YouTube Channels; Uploading Videos; Preparation of ads for YouTube. Introduction to Mobile Marketing; Marketers' Use of the Mobile Space - IVR, SMS, Location Data, QR Code & Missed Call. Managing Mobile Sites. Role of Mobile Apps. YouTube & Mobile Marketing Optimization.

**References:**

- Bhatia, Puneet S., Fundamentals of Digital Marketing, Pearson Publication.
- Gupta, Seema, Digital Marketing, McGraw Hill Education.
- Kotler Philip, Kartajaya Hermawan, Marketing; Moving from Traditional to Digital.
- Dodson, I., The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley.
- Digital Marketing: Cases from India ed by Rajendra Nargundkar and Romi Sainy, Notion Press.
- Ryan, D. and Jones, C., Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Publishers
- Deiss, R. and Henneberry, R., Digital Marketing for Dummies.

# BVDM502

## DIGITAL ENTREPRENEURSHIP DEVELOPMENT

### Course Objectives:

The purpose of this course is to: -

- Acquaint students with key characteristics of online and digital entrepreneurship.
- Provide them with necessary knowledge and skills in order to ideate and create new products and innovation using the internet and digital technologies,
- Provide understanding why digital technologies are at the forefront of entrepreneurship and develop students' insight into impact of Internet on entrepreneurial competition including network effects, platform technologies and using the Internet to find resources and team members to build a business.

### Course Outcomes:

After completion of the course, students will be able to:

- Gain strategic understanding of the nature of digital entrepreneurship.
- Appreciate the parameters to assess opportunities and constraints for new business ideas.
- Explore entrepreneurial leadership and management style on digital platforms.
- Analyze the business environment in order to identify business opportunities on and through the Internet.
- Apply a systematic process to design and select strategies for successful implementation of ideas.

### Unit - 1

08

- **Digital Entrepreneurship Development**—Concept, Need and significance of Digital entrepreneurship. New Opportunities and Challenges. Developing a digital business idea. Options available for doing business on the Internet. Process of launching new digital business venture, Merits and limitations of digital business. Digital entrepreneurial Strategies & Technologies, Theories of entrepreneurship.

### Unit - 2

08

- Entrepreneurship and innovation, Difference between Traditional business & Digital business. Myths of entrepreneurship. Entrepreneur v/s Managers. Tech-Entrepreneurship. Role of Technology in Entrepreneurship. Digital skills of a successful entrepreneur, Demand for Digital entrepreneurship,

### Unit - 3

07

- Enterprise Launching and Resourcing. Enablers for Starting a Digital Enterprise. Process and Steps. Government Programmes, Policies, Incentive and Institutional Networking for Enterprise setting, Scanning Business Environment, Sensing Opportunities for Digital start-up. Growth of Digital Businesses in India. Future prospects. Preparing entrepreneurs for the digital world.

### Unit - 4

07

- Value Chains in e-Businesses. Porter's Value Chain Model, Industry value chains. Entrepreneurship Education. Market Survey and Demand Analysis. Significance of digitalisation in business planning, Modernization and rehabilitation of Brick and Mortar business into a digital business. Social Digital Entrepreneurship.

**References:**

- Jonathan P. Allen, Digital Entrepreneurship, Routledge.
- Mason H., What is Digital Entrepreneurship? Crabtree Publishing.
- Hosu I. & Lancu L., Digital Entrepreneurship and Global Innovation, IGI Global, USA.
- Herlache M., Digital Entrepreneurship, Createspace Independent Pub.
- Baiert R., Behrens J. & Brem A., Digital Entrepreneurship: Interfaces between digital technologies and Entrepreneurship, Springer
- Khanka S.S Entrepreneurship Development, S. Chand and Company Ltd., Ram Nagar, New Delhi.
- Gupta C.B and Srinivasan N.P., Entrepreneurship Development, Sultan Chand and Sons.
- Mishra D.N., Entrepreneur and Entrepreneurship development and Planning in India, Chugh Publication, Allahabad.

# BVDM503

## CONSUMER BUYING BEHAVIOUR

### Course Objectives:

The purpose of this course is to:

- Impart to students an understanding of the way individuals decide about their consumption.
- Provide the foundation for designing and evaluating marketing strategies based on fundamentals of consumer behaviour.
- Grasp the importance of consumer behaviour and the forces that drive change in it.
- Enable students to sense understanding of different Personality Traits and how they impinge upon consumer behaviour.
- Develop their ability to unlock the mind of the consumer which shapes his needs, motives, personality, attitude, perception and ultimately his/ her behaviour, especially buying behaviour.

### Course Outcomes:

After completion of the course, students will be able to:

- Recognize the importance of consumer behaviour and the forces that drive change in it.
- Decode how personality, perception and attitude shape buying behaviour.
- Apply and integrate their understanding of Consumer buying behaviour in the context of strategic marketing initiatives
- Construct answers to the numerous questions like why the consumer must buy, besides how, when, from where and how often he/she may buy.

### Unit - 1

08

- Introduction and Importance of Consumer Behaviour; Consumer Decision-making process; Consumer Learning and its Theories; Forces that shape Consumer Learning and drive Change in Consumer Behaviour; Consumer Behaviour and Strategic Planning; Consumer Scene in India.

### Unit - 2

08

- Nature of Consumer Attitudes and Change; Components of Attitude; Personality and Consumer Behaviour. Personality and self-concept; Theories of Personality (Freudian, Neo Freudian and Trait Theory), Personality and Understanding Consumer Diversity. AIO studies and their applications.

### Unit - 3

07

- **Environmental influences on Consumer buying Behaviour** – culture, sub-culture and cross culture. Marketing strategies and problems related to cross-culture. Social class, social class mobility, influence on buying behaviour and pattern. Managing Consumer Behaviour Dynamics.

**Unit - 4**

**07**

- Family and life cycle stages and their influence on CBB; Reference Groups and their Influence on CBB.
- **Consumer Post Purchase Behaviour** - Consumer Satisfaction and Dissatisfaction; Factors responsible for Consumer Dissonance; Meeting Consumer Expectations. Consumer Buying Behaviour in Service Marketing.

**References:**

- Schiffman, L.G. and Kanuk, L.L. Consumer Behaviour, Prentice Hall.
- Batra, S.K. and Kazmi, S.H.H. Consumer Behaviour, Text and Cases, Excel Books.
- Solomon, Michael R. Consumer Behaviour, Prentice Hall.
- Majumdar, Ramanuj, Consumer Behaviour, Prentice Hall, India.
- Henderson, S, Consumer Behaviour in Theory and Action, John Wiley & Sons.
- London and A Della, Consumer Behaviour, Tata McGraw Hill.

# BVDM504

## CUSTOMER RELATIONSHIP MANAGEMENT

### Course Outcomes:

After completion of this course, the student will be able to:

- Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.
- Implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.
- Implement various technological tools for data mining and also successful implementation of CRM in the Organizations design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations.

### Unit - 1

08

- **Emerging Concepts in Customer Relationship Management:** CRM evolution, CRM Definition, Need and Importance : Conceptual Framework of Customer
- **Relationship Management;** The Value Pyramid , Customer Interaction Cycle ,Customer Profiling and Total Customer Experience, Goals of a CRM Strategy and Obstacles, CRM Solutions Map, Discussing People, Processes and Technology, CRM myths.

### Unit - 2

08

- **CRM as a Business Strategy: CRM** - Issues and Strategies; Winning Markets through Effective CRM; CRM as a business strategy, CRM Process, Effective Customer Relation Management through Customer Knowledge Management; Customer Interaction Management, Call Centre management in CRM. Customer Centricity in CRM-Concept of Customer centricity, Customer touch points, Customer Service, Measuring Customer life time value-. Customer life cycle Management.

### Unit - 3

07

- **Technological Tools for CRM and Implementation:** Data Mining for CRM -Some Relevant Issues ; Changing Patterns of e-CRM Solutions in the Future; Structuring a Customer Focused IT Organization to Support CRM; Organizational Framework for Deploying Customer Relationship; measuring profitability CRM implementation –set by step process.

### Unit - 4

07

- **CRM in Services:** Status of Customer Relationship Management in service industry in India; Relevance of CRM for Hospital Services; Customer Relationship Management in Banking and Financial Services; CRM in Insurance Sector, Supply Demand Mismatches and their impact on CRM; The Past, Present and Future of CRM; CRM vs Digital Marketing, Future of CRM

**References:**

- Jagdish N Sheth, Parvatiyar Atul, G Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Applications, 1st Edition, Tata McGraw Hill, June 2008
- Judith W. Kincaid, Customer Relationship Management Getting it Right, Pearson Education
- H. Peeru Mohamed, A Sagadevan, Customer Relationship Management, A Step by Step Approach, Vikas Publishing House
- Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Wharton Digital Press, 2012

# **BVDM505P**

## **INDUSTRIAL TRAINING/ON JOB TRAINING/ WORKSHOP**

# SEMESTER - 06

# BVDM601

## DATA ANALYSIS AND VISUALIZATION

### Course Objectives:

The purpose of this course is to:

- Convey to students the importance of data analysis and visualization in all functions and domains of management.
- Familiarize them with the steps to organize, present, analyze and visualize data.
- Develop student's ability to use advanced functions of MS Excel for informing Financial Decisions.
- Demonstrate to them how to slice and dice data and conduct related analyses with Pivot tables
- Introduce students to specialized Data Visualization software.

### Course Outcomes:

After successful completion of this course, students will be able to:

- Identify and discern which type of data analysis method to apply when.
- Apply and use advanced functions of MS Excel for ease of calculation and informing management decisions.
- Use One-way and Two-way Data Tables in Excel to analyze data
- Demonstrate ability to perform What-If Analysis, Goal Seeking, Scenario and Sensitivity Analysis in Excel.
- Integrate various data analytic and visualization techniques to present a coherent data story.

### Unit - 1

08

- **Review of MS Excel content learnt in Computer Applications in Management in first semester** – recapitulation of Excel Functions and Formulae. LookUp functions; Index Function; Match Function; Text Functions; Date functions.

### Unit - 2

08

- **Data Analysis in Excel using classic tools:** pivot tables, pivot charts, and slicers.
- Pivot Tables and Charts- Creating a pivot table; Displaying with a pivot chart; Slicing and dicing of data and related analyses with Pivot tables, Using One-way and Two-way Data Tables to analyse data. Sensitivity Analysis; Goal Seek; Scenario Manager. Saving pivot tables and charts to web pages.

### Unit - 3

07

- **Excel Add-Ins. Excel's Data Analysis Toolpak** - Summarizing Data with Histograms and frequency distributions. Descriptive Statistics; Using Correlations to summarize Relationships.
- **Predictive Analysis with Excel** - Implementing multiple regression analyses in Excel; Forecasting with Moving Averages; Time Series Analysis.

#### Unit - 4

07

- **Data Visualization tools in Excel** – Line Graphs, Bar Graphs, Pie Charts, Heat Maps etc. Creating an Interactive Excel Dashboard. Introduction to Tableau. Understanding how Tableau works – Dimensions and Measures, Continuous and Discrete Pills in Tableau; Axis vs Label; Colour and Maps – Gradient vs Colour Palette, Symbol map vs. Filled map. Date types.
- **Filtering** – on a discrete pill and on a continuous measure pill. Aggregation in Tableau; Granularity in Tableau.
- **Creation of Calculated Fields in Tableau** – Calculating rates and ratios. Using the right Data Visualization tool in a given situation. Integration of Tools.
- **Creating a data story** – elements of a data story, steps for creation. Some best practices.

#### References:

- Ryan Sleeper, Practical Tableau: 100 Tips, Tutorials, and Strategies from a Tableau Zen Master.
- Ben Jones, Communicating Data with Tableau: Designing, Developing, and Delivering Data Visualizations.
- Sosulski, K.; Data Visualization Made Simple: Insights into Becoming Visual. New York: Routledge.
- Winston, W. L., Microsoft Excel - Data Analysis and Business Modeling, PHI Publications
- Lalwani, L., Excel 2019 All-in-One Paperback; BPB Publishers
- Walkenbach, John, Excel 2016 Bible, Wiley Publications
- <https://www.excel-easy.com/>

# BVDM602

## INTERNET MARKETING

### Course Objectives:

The purpose of this course is:

- To orient the students towards basic principles of Internet marketing.
- To enhance their knowledge of Internet use and application.
- To develop students' ability to illustrate the process of creating and managing a paid search advertising campaign.
- To make them familiar with data on internet usage, online advertising, mobile marketing, email marketing, social network marketing, search engine marketing, user testing web traffic analysis and other such methods.

### Course Outcomes:

After successful completion of this course, students will be able to:

- Acquire analytical skills to develop digital marketing strategy effectively.
- Align the firm's e-marketing operation with its overall strategic objective.
- Demonstrate the ability to recognize the ongoing trends in global e-markets and technology given the rapidly changing digital landscape.
- Orchestrate a firm's digital marketing efforts using new media such as mobile, online search, and social networking sites and apply measurement techniques to evaluate effectiveness.

### Unit - 1

08

- Introduction to Internet marketing, Impact of internet on consumer needs, Online marketing objectives, Online buying behaviour. Domain names, Website hosting, promoting website offline; Internet as a tool for market research; Measuring Internet Marketing Effectiveness: Metrics and Website Analytics.

### Unit - 2

08

- **B2C Online Presence:** Niche markets, Retail websites, Comparison shopping engines, integrated retailing. **B2B Online Presence:** B2B buying practices, Lead generation, e-market places, online auctions and tendering.

### Unit - 3

07

- **Search Engine Optimization:** Introduction, keyword selection, online optimisation, offline optimisation. **Online Advertising:** Search Introduction, search engine advertising, network advertising, e-mail as medium of direct marketing, and mobile marketing.

### Unit - 4

07

- **Social media marketing:** Consumer generated content, social networks and online communities, Social media listening. Blogging, Viral marketing, integrated online marketing, Trust in Internet Marketing. Ethical and Legal Issues. Internet of the future: "Customization".

**References:**

- Charles worth A., Internet Marketing: A Practical Approach, BH Publications.
- Chaffey Dave, Internet Marketing: Strategy, Implementation and Practice, Pearson Education.
- Trengove Alex, Malczyk Anna and Beneke Justin, Internet Marketing, Published by GetSmarter under the Creative Commons BY-NC 3.0.
- Parkin Godfrey, Digital Marketing: Strategies for Online Success, New Holland Publishers.

# BVDM603

## CYBER SECURITY

### Course Objectives:

The purpose of this course is to:

- Orient the students towards understanding computer/information security issues.
- Introduce the concepts of cryptography, digital money, cyber-crimes and their types, secure protocols, detection and other security techniques.
- Impart cyber security awareness and preliminary training to heighten the chances of catching a scam or attack before it is fully enacted, minimizing damage to the resources and ensuring the protection of information technology assets.
- Provide information about computer security breaches by learning and implementing the real-world scenarios in Cyber Investigations.

### Course Outcomes:

After completion of this course, students would be able to: -

- Understand key terms and concepts in cyber law, intellectual property and cybercrimes, trademarks and domain theft.
- Apply the principles of web security to protect their and others' identity and information technology assets.
- Analyze prevalent network and distributed system attacks, prepare defences against them and implement forensics to investigate the aftermath.
- Assess and decide appropriate computer security technologies and policies to protect computers and digital information.

### Unit - 1

08

- Concept of Information Society, Knowledge Society, Cyber Space, Digital Economy, Critical infrastructure. Critical Information Infrastructure, Internet as Global Information Infrastructure.

### Unit - 2

08

- Cyber Terrorism, Terrorist Atrocities, The Role of IT by Terrorist, The Power of Cyber terrorism, Characteristic of Cyber Terrorism, Factors Contributing to the Existence of Cyber terrorism, Real Examples of Cyber Terrorism, Political Orientation of Terrorism, Economic consequences.

### Unit 3

07

- **Cybercrime, Types of cybercrime:** Hacking, Virus, Worm, Trojan Horse, mail ware, Fraud and theft, cyber homicide, Current Cyber Attack methods, Criminal threats to IT infrastructure, Web security, Basic cyber forensics, Internal Penetration, External penetration, your Role on Cyber-attacks, Cybercrime and Law, Cyber Jurisdiction, Indian IT ACT.

### Unit - 4

07

- Fundamental Concepts of Information Security, Information warfare, Levels of Information war, Cost of Information Warfare, Cyber disaster, disaster planning, Why disaster planning, Company Wide disaster planning, Business Impact analysis.

**References:**

- Tripathi S.P, Goyal R., Introduction to Information Security and Cyber Law-Willey Dreamtech Press.
- Bhusan M., Rathore R.K., Jamshed A., Fundamentals of Cyber Security, BPB Publications.
- Alexander Y., Michael S.S., Cyber Terrorism and information warfare: Threats and responses.
- Godbole Nina & Belapure Sunit, Cyber Security, Wiley India.
- Rattan J. & Rattan V., CYBER LAWS & Information Technology, Bharat Law House, New Delhi.
- Gupta G. & Gupta S., Information Security and Cyber Laws, Khanna Publishing.

# BVDM604

## ADVANCED GOOGLE ADWORDS AND ONLINE DISPLAY ADVERTISING

### Course Objectives:

- To make students understand functions of search engine marketing, strategy, performance analysis and real-life execution.
- To make them understand different types of display ads that advertisers can create and the steps required to make them in line with best practices.
- To develop student's ability to formulate best strategies using best practices used under Google Ads.
- To develop students' ability to set up a search engine marketing campaign along with a few nuances of the tool.

### Course Outcomes:

After successful completion of the course, students would be able to:

- Identify the key elements of a Google AdWords paid search campaign.
- Develop a basic display campaign and allocate ad money for success.
- Analyze the ways to use data to make SEM decisions.
- Examine strategies to track and optimize performance of display campaigns.
- Review and apply best practices for designing display ads.

### Unit - 1

08

- Recapitulation of Google AdWords and PPC. Online Advertising - Introduction; Types of Online Advertising; Display Advertising - Banner Ads, Rich Media Ads, Pop – ups and Pop – Under Ads. Contextual Advertising - In text Ads, In image Ads, In Video Ads, In Page Ads. Companies providing online advertising solution; Tracking and Measuring ROI of online advertisement.

### Unit - 2

08

- Types of Search campaigns; Dynamic search & product listing. Google Merchant Center. Creating 1st Search Campaign. Understanding location targeting -Different types of location targeting. Bidding strategy – CPC Understanding different types of bid strategy; Advanced level bid strategies, Flexible bid strategy. Understanding Ad extensions -Types of ad extensions. Creating ad groups -Creating Ads; Understanding Ad Metrics. Display and Destination URL - Write a compelling Ad copy. Examples of Ads.

### Unit - 3

07

- **Creating Display Campaigns:** Types, All features; Mobile App; Remarketing; Engagement. Differentiate between in Search and Display Campaign settings; Campaign level settings; Understanding CPM bid strategy. Ad-scheduling & Ad-delivery; Understanding ads placement - Using Display banner tool and finding relevant websites for ads placement.

**Unit - 4**

**07**

- Optimizing Search & Display Campaign. Optimization at the time of campaign creation; Optimizing campaign via ad groups. Importance of CTR and Quality Score in optimization; Ways to Increase CTR, Improve Quality Score. Evaluating Campaign stats - Optimizing with conversion report; Optimizing with keywords. Analyzing competitor's performance. Detecting fraud clicks. Remarketing– Overview; Setting up remarketing campaign.

**References:**

- Rabazinsky Cory, Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising.
- Jacobson Howie, Google AdWords for Dummies.
- Fox Vanessa, Marketing In The Age Of Google.
- Geddes Brad, Advanced Google AdWords.
- Marshall Perry, Mike Rhodes. Bryan Todd; Ultimate Guide to Google AdWords.
- Jason McDonald Ph.D.; Google Ads (AdWords) Workbook.
- Gray Noah; Mastering Google AdWords: Step-by-Step Instructions for Advertising Your Business (Including Google Analytics).
- Sulerud Kyle; Essential AdWords: The Quick and Dirty Guide (Including Tricks Google WON'T Tell you.
- Zabaras John; Advanced Google AdWords Strategy: The Comprehensive & Data Driven Practical Guide on Managing & Optimizing AdWords Accounts Profitably.

# **BVDM605P**

## **INDUSTRIAL TRAINING/ON JOB TRAINING/ WORKSHOP**



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