



Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

Centre for Distance and Online Education (VTU-CDOE)

Centre for Distance and Online Education

(VTU-CDOE)



Master of Business Administration in Digital Marketing

Scheme and Syllabus

(All Four Semesters)



PROGRAM OUTCOMES (POs)

MBA in Digital Marketing Graduate will be able to:

- ❖ Apply knowledge of analysis, design, implement, and maintain business administration systems to meet the needs of industry.
- ❖ Able to identify, formulate problem definition for real world problems, analyse the literature and develop solutions.
- ❖ Able to assimilate and use state of the art of business administration, tools and techniques necessary for administration and management practices.
- ❖ Able to apply standards to manage projects and develop soft skills, and practice professional ethics in all environments.
- ❖ Able to communicate effectively in both verbal and written form.
- ❖ Able to function effectively as an individual, and as a member or leader in diverse teams, and in a multidisciplinary environment.
- ❖ Able to engage in self-learning for continual development as a administrating and management professional and analyse the impact of administration and management on individuals, organizations, research community and the society at large.

❖ PROGRAM SPECIFIC OUTCOMES (PSOs):

MBA in Digital Marketing Graduate will be able to:

PSO 1: Strategic Digital Marketing Proficiency

PSO 2: Data-Driven Decision-Making

PSO 3: Technological Proficiency

PSO 4: Ethical and Socially Responsible Marketing

PSO 5: Innovation and Entrepreneurship in Digital Marketing

PSO 6: Cross-Channel Marketing Integration

PSO 7: Customer-Centric Marketing

PSO 8: Global Digital Marketing Competence

PSO 9: Leadership and Team Management in Digital Marketing



❖ PROGRAM EDUCATIONAL OBJECTIVES (PEOs):

MBA in Digital Marketing Graduate will be able

1. To provide conceptual and practical knowledge that may be applied in actual business.
2. To pursue lifelong education to reach goals and be a responsible citizen.
3. To enhance critical thinking and decision-making skills.
4. To foster a sense of unity within a group and to focus on team building.

MBA in Digital Marketing - PROGRAM OVERVIEW:

MBA in Digital Marketing program is structured - covering a comprehensive range of topics. The progression from introductory subjects to more specialized areas provides students with a strong foundation and the opportunity to delve deeper into specific aspects of digital marketing.

Here's a brief overview and some thoughts on each semester:

Program Outcome for MBA in Digital Marketing:

Upon successful completion of the MBA in Digital Marketing program, students should be able to:

Semester-I:

Principles of Management (OMBD101):

- Understand fundamental principles of management.
- Develop leadership and decision-making skills.

Marketing Management (OMBD102):

- Gain a comprehensive understanding of marketing concepts.
- Apply marketing strategies to real-world scenarios.



Fundamentals of Digital Marketing (OMBD103):

- Acquire a solid foundation in digital marketing principles.
- Demonstrate proficiency in using digital marketing tools and platforms.

Google Marketing Platform and Web Analytics (OMBD104):

- Master the use of Google Marketing Platform and analytics tools.
- Analyze data to make informed marketing decisions.

Digital Entrepreneurship (OMBD105):

- Develop entrepreneurial skills in the digital space.
- Formulate and execute digital business plans.

Semester-II:

Human Resources Management (OMBD201):

- Understand human resource management principles.
- Apply HR strategies in a digital marketing context.

Search Engine Optimization & Marketing (OMBD202):

- Implement effective SEO and SEM strategies.
- Optimize digital content for search engines.

Financial Management (OMBD203):

- Apply financial management principles in digital marketing projects.
- Understand the financial aspects of online campaigns.

Business Research Methods (OMBD204):

- Conduct and analyze business research in the digital marketing domain.
- Use research findings to inform marketing strategies.

Digital Brand Strategy (OMBD205):

- Develop and implement effective digital brand strategies.
- Evaluate and enhance the online brand presence.



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Semester-III:

Employability & Professional Skills (OMBD301):

- Enhance employability skills in the digital marketing field.
- Develop professionalism and communication skills.

Consumer Neuroscience (OMBD302):

- Understand consumer behavior using neuroscience principles.
- Apply insights to design effective digital marketing campaigns.

Universal Human Values (OMBD303):

- Appreciate and apply universal human values in professional settings.

Elective Courses (OMBD304X, OMBD305X, OMBD306X):

- Gain in-depth knowledge in chosen elective areas (Sales Management, Affiliate Marketing, Franchise Marketing, Influencer Marketing, Content Marketing Strategy, Customer Relationship Management, LinkedIn Marketing, Twitter Marketing, Facebook Marketing).

Semester-IV:

E-Commerce Marketing (OMBD401):

- Understand the principles of e-commerce marketing.
- Develop and execute e-commerce marketing strategies.

Artificial Intelligence in Digital Marketing (OMBD402):

- Apply artificial intelligence in optimizing digital marketing efforts.
- Understand the impact of AI on marketing analytics.

Elective Course (OMBD403X):

- Choose an elective course to specialize further (Data Visualization, Website Development and Design, Email Marketing).



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Project Work (OMBD405):

- Apply knowledge and skills acquired throughout the program in a practical project setting.
- Demonstrate the ability to plan, execute, and analyze a digital marketing project.

Overall Program Outcomes:

Upon completion of the MBA in Digital Marketing program, graduates should be able to:

- Analyze, plan, and implement effective digital marketing strategies.
- Apply managerial and leadership skills in the context of digital business environments.
- Utilize emerging technologies, including AI and data analytics, for marketing optimization.
- Demonstrate expertise in various areas of digital marketing, including SEO, SEM, social media, and e-commerce.
- Adapt to evolving trends and technologies in the dynamic field of digital marketing.



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Detailed Scheme

SEMESTER-I

Sl. No	Code	Course Name	Credit
1	OMBD101	Principles of Management	4
2	OMBD102	Marketing Management	4
3	OMBD103	Fundamentals of Digital Marketing	4
4	OMBD104	Google Marketing Platform and Web Analytics	4
5	OMBD105	Digital Entrepreneurship	4
TOTAL CREDITS			20

SEMESTER-II

Sl. No	Code	Course Name	Credit
1	OMBD201	Human Resources Management	4
2	OMBD202	Search Engine Optimization & Marketing	4
3	OMBD203	Financial Management	4
4	OMBD204	Business Research Methods	4
5	OMBD205	Digital Brand Strategy	4
TOTAL CREDITS			20

SEMESTER-III

Sl. No	Code	Course Name	Credit
1	OMBD301	Employability & Professional Skills	4
2	OMBD302	Consumer Neuroscience	4
3	OMBD303	Universal Human values	No Credits
3	OMBD304X	Elective - I	4
4	OMBD305X	Elective - II	4
5	OMBD306X	Elective - III	4
TOTAL CREDITS			20



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Elective - I		
Sl. No.	Course Code	Course Name
1	OMBD304A	Sales Management
2	OMBD304B	Affiliate Marketing
3	OMBD304C	Franchise Marketing

Elective - II		
Sl. No.	Course Code	Course Name
1	OMBD305A	Influencer Marketing
2	OMBD305B	Content Marketing Strategy
3	OMBD305C	Customer Relationship Management

Elective - III		
Sl. No.	Course Code	Course Name
1	OMBD306A	LinkedIn Marketing
2	OMBD306B	Twitter Marketing
3	OMBD306C	Facebook Marketing

SEMESTER-IV

Sl. No.	Code	Course Name	Credit
1	OMBD401	E-Commerce Marketing	4
2	OMBD402	Artificial Intelligence in Digital Marketing	4
3	OMBD403X	Elective - IV	4
4	OMBD404	Project Work	8
TOTAL CREDITS			20

Elective - IV		
Sl. No.	Course Code	Course Name
1	OMBD403A	Data Visualization
2	OMBD403B	Website Development and Design
3	OMBD403C	Email Marketing



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Principles of Management	Semester	I	
Course Code	OMBD101	CIE Marks	30
Teaching Hours/Week (L: P: SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03

Course Objectives

❖ **Understanding the Foundations of Management:**

Define the concept of management and its significance in organizational success. Trace the historical development of management thought and identify key contributors.

❖ **Exposure to Management Functions:**

Explore the four primary functions of management: planning, organizing, leading, and controlling (POLC). Analyze how each function contributes to organizational effectiveness.

❖ **Development of Managerial Skills:**

Identify and develop essential managerial skills, including decision-making, communication, leadership, and problem-solving. Evaluate the role of emotional intelligence in effective management.

❖ **Application of Strategic Planning:**

Understand the importance of strategic planning in achieving organizational goals. Develop skills in conducting SWOT analysis and formulating strategic plans.

❖ **Organizational Structure and Design:**

Examine various types of organizational structures and their impact on organizational behavior. Understand the factors influencing organizational design decisions.

❖ **Delegation and Empowerment:**

Recognize the significance of delegation and decentralization in organizational effectiveness. Explore strategies for empowering employees and enhancing accountability.

❖ **Human Resource Management:**

Comprehend the role of human resource management in staffing, training, and developing an organization's workforce. Analyze contemporary issues in human resource management.

❖ **Leadership Theories and Styles:**

Explore different leadership theories and their application in various



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organizational contexts.

Develop an understanding of different leadership styles and their impact on employee motivation and performance.

❖ **Motivation and Employee Engagement:**

Understand major motivational theories and their relevance to employee performance.

Identify strategies to enhance employee engagement and team collaboration.

❖ **Effective Communication:**

Recognize the importance of effective communication in managerial roles.

Develop communication skills for conveying information, resolving conflicts, and fostering a positive organizational culture.

❖ **Controlling and Performance Measurement:**

Understand the role of control mechanisms in managing organizational performance.

Develop skills in using key performance indicators (KPIs) and other metrics for performance evaluation.

❖ **Ethics and Social Responsibility:**

Analyze ethical dilemmas in management and explore strategies for ethical decision-making.

Understand the concept of corporate social responsibility and its impact on organizational sustainability.

❖ **Critical Thinking and Problem-Solving:**

Develop critical thinking skills for analyzing complex management issues.

Apply problem-solving techniques to real-world managerial challenges.

❖ **Integration of Technology in Management:**

Explore the role of technology in modern management practices.

Understand how digital tools and data analytics contribute to decision-making and organizational efficiency.

❖ **Preparation for Leadership Roles:**

Equip students with the knowledge and skills required for leadership roles in diverse organizational settings.

Module-1

8 hours

Introduction to Management

Overview of Management, Definition and Significance of Management, Evolution of Management Thought, Functions of Management: POLC (Planning, Organizing, Leading, and Controlling)



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Module -2	8 hours
Management Functions Planning in Management, Importance of Planning, Types of Plans: Strategic, Tactical, Operational, SWOT Analysis and Goal Setting, Organizing and Organizational Structure, Organizational Structure Types, Factors Influencing Organizational Design, Organizational Culture and its Impact	
Module -3	8 hours
Managerial Skills and Decision-Making Managerial Roles and Skills, Mintzberg's Managerial Roles, Essential Managerial Skills, Emotional Intelligence in Management, Decision-Making Process, Rational Decision-Making Models, Bounded Rationality and Decision-Making in Uncertain Environments, Group Decision-Making and Consensus Building	
Module-4	8 hours
Leading and Motivating Leadership Theories and Styles, Trait, Behavioral and Situational Leadership Theories, Transformational and Transactional Leadership, Leadership Challenges in the 21st Century, Motivation and Employee Engagement, Motivational Theories, Employee Engagement Strategies, Team Dynamics and Collaboration	
Module-5	8 hours
Staffing and Human Resource Management Staffing and Recruitment, Recruitment and Selection Processes, Training and Development, Performance Appraisal and Feedback, Delegation and Empowerment, Importance of Delegation, Decentralization vs. Centralization, Empowerment and Accountability	
Semester End Examination: 100 percent theory: 0 percent problems	
Books: Online Textbooks: 1. "Principles of Management" by Harold Koontz and Cyril O'Donnell: 2. "Management: A Practical Introduction" by Angelo Kinicki and Brian Williams: 3. "Management: Tasks, Responsibilities, Practices" by Peter F. Drucker: 4. "Introduction to Management" by David Duffield: 5. "Principles of Management" by M. S. Gosul, Dr. V.C. Sinha, Dr. Amol Singh:	



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Teaching Learning Process:

This course will be taught using a mix of the following tools :

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy + Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

Course outcome:

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Outcome 1: Foundational Understanding of Management Principles, Description: Students will develop a solid foundation in the fundamental principles of management, including planning, organizing, leading, and controlling (POLC). They will be able to articulate the core concepts and historical evolution of management thought.	L1
CO2	Outcome 2: Application of Management Functions Description: Students will demonstrate the ability to apply management functions in practical scenarios. They will analyze and evaluate real-world examples to understand how planning, organizing, leading, and controlling contribute to effective organizational management.	L3
CO3	Outcome 3: Development of Managerial Skills Description: Students will identify and cultivate essential managerial skills, including decision-making, communication, leadership, and problem-solving. They will understand the role of emotional intelligence in effective management and apply these skills in various organizational contexts.	L2



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CO4	<p>Outcome 4: Integration of Ethical and Social Responsibility Considerations</p> <p>Description: Students will explore the ethical dimensions of management and understand the importance of social responsibility. They will be able to analyze ethical dilemmas in managerial decision-making and apply ethical principles to promote sustainable and socially responsible business practices.</p>	L4
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Mapping of COs and Pos

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



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Marketing Management			
Course Code	OMBD102	CIE Marks	30
Teaching Hours/Week (L: P: SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives:			
❖ Understanding Marketing Fundamentals: Define the core concepts and principles of marketing. Explore the role of marketing in creating customer value and satisfaction.			
❖ Market Analysis and Consumer Behavior: Analyze market trends, segments, and competitive dynamics. Understand consumer behavior and its implications for marketing strategies.			
❖ Product and Brand Management: Examine the product development process and lifecycle. Develop skills in brand positioning, differentiation, and management.			
❖ Pricing Strategies: Explore various pricing strategies and their impact on market positioning. Understand the factors influencing pricing decisions.			
❖ Distribution Channel Management: Evaluate different distribution channels and their role in reaching target markets. Understand logistics and supply chain management for effective distribution.			
❖ Integrated Marketing Communications: Explore the elements of promotional mix: advertising, sales promotion, public relations, and personal selling. Develop integrated marketing communication plans.			
❖ Digital Marketing and Social Media: Understand the role of digital marketing in the contemporary business landscape. Develop strategies for utilizing social media platforms in marketing.			
❖ Market Research and Analytics: Learn the importance of market research in decision-making. Develop skills in using data analytics for marketing insights.			
❖ International Marketing: Understand the challenges and opportunities of marketing in a global context. Explore strategies for entering and succeeding in international markets.			



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❖ **Marketing Ethics and Social Responsibility:**

Discuss ethical considerations in marketing practices.

Explore the role of marketing in promoting social responsibility.

❖ **Innovations in Marketing:**

Stay updated on emerging trends and innovations in marketing.

Understand the impact of technology on marketing strategies.

❖ **Strategic Marketing Planning:**

Develop skills in creating comprehensive marketing plans.

Understand the role of marketing in overall business strategy.

❖ **Entrepreneurial Marketing:**

Explore marketing strategies tailored for entrepreneurial ventures.

Understand the marketing challenges and opportunities in startups.

❖ **Customer Relationship Management (CRM):**

Learn the importance of building and maintaining strong customer relationships.

Explore CRM tools and strategies for customer retention.

❖ **Sales and Sales Management:**

Understand the sales process and effective sales management.

Develop skills in sales forecasting and territory management.

❖ **Marketing Metrics and Performance Measurement:**

Learn to measure marketing effectiveness through key performance indicators.

Understand the importance of ROI in marketing campaigns.

❖ **Application of Marketing Concepts in Real-world Scenarios:**

Apply marketing concepts to real-world case studies and projects.

Develop practical skills for solving marketing challenges.

Module 1:	8 Hours
Introduction to Marketing Management	
Overview of Marketing, Definition and scope of marketing, Evolution of marketing concepts, Role of marketing in business strategy	
Market Analysis and Consumer Behavior Market Segmentation and Targeting, Market segmentation strategies, Target market selection, Positioning in the market	
Module 2	8 Hours
Product and Brand Management	
Product Development and Lifecycle, New product development process, Product lifecycle strategies, Product portfolio management, Branding Strategies , Brand development and positioning, Brand equity and management	
Pricing: Pricing Approaches, Pricing strategies and tactics, Psychological pricing, Value-based pricing	



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Module 3	8 Hours
Distribution Channel Management Distribution Channels, Types of distribution channels, Channel intermediaries and their roles, Managing logistics and supply chain.	
Integrated Marketing Communications Advertising and Promotion, Advertising strategies and media selection, Sales promotion and public relations, Personal selling and direct marketing	
Module 4	8 Hours
Digital Marketing and Social Media Digital Marketing Strategies, Importance of digital marketing, Social media marketing	
Marketing Research and Analytics Market Research, Research methodologies, Data collection and analysis	
Module 5	8 Hours
Marketing Ethics and Social Responsibility Ethical Considerations in Marketing, Ethical issues in advertising and promotion, Corporate social responsibility in marketing	
Strategic Marketing Planning Developing Marketing Plans, Components of a marketing plan, Strategic marketing planning process	
Semester End Examination: 100 percent theory: 0 percent problems	
Suggested Learning Resources: Books: Online Textbooks: <ol style="list-style-type: none">1. "Principles of Marketing" by Philip Kotler and Gary Armstrong:2. "Marketing Management" by Philip Kotler and Kevin Lane Keller:3. "Marketing: An Introduction" by Gary Armstrong and Philip Kotler:4. "Contemporary Marketing" by Louis E. Boone and David L. Kurtz:5. "Essentials of Marketing" by Jim Blythe:	
Teaching Learning Process: This course will be taught using a mix of the following tools: <ol style="list-style-type: none">1. Case studies2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others4. Classroom discussions based on points 1-3 and other parts of the course contents.5. Classroom presentations by the students on teacher assigned topics	
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Course outcome

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Outcome 1: Strategic Marketing Proficiency Description: Students will demonstrate a comprehensive understanding of strategic marketing principles, including market segmentation, targeting, and positioning. They will be able to develop effective marketing strategies aligned with organizational goals and market dynamics.	L1
CO2	Outcome 2: Integrated Marketing Communication Skills Description: Students will acquire skills in designing and implementing integrated marketing communication plans. They will demonstrate the ability to utilize various promotional tools, such as advertising, sales promotion, public relations, and digital marketing, to effectively communicate with target audiences.	L2
CO3	Outcome 3: Analytical and Data-Driven Decision-Making Description: Students will develop proficiency in marketing analytics, utilizing data to make informed decisions. They will be able to analyze market trends, consumer behavior, and key performance indicators, translating data insights into actionable marketing strategies for improved business performance.	L3
CO4	Outcome 4: Ethical and Socially Responsible Marketing Practices Description: Students will cultivate an awareness of ethical considerations in marketing and demonstrate the ability to make socially responsible marketing decisions. They will understand the impact of marketing practices on diverse stakeholders and engage in critical discussions about the ethical dimensions of marketing strategies.	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



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Fundamentals of Digital Marketing			
Course Code:	OMBD103	CIE Marks	30
Teaching Hours/Week (L:P: SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives <ul style="list-style-type: none"> This course aims to familiarize students with the concept of digital marketing and its current and future evolutions. It further aims to be able to equip students with the ability to understand and subsequently create strategic and targeted campaigns using digital media tools. <p>Digital Marketing: Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing, Reasons for Growth. Need for a comprehensive Digital Marketing Strategy. Concepts: Search Engine Optimization (SEO); Concept of Pay Per Click</p>			
Module-1			8 hours
Evolution of Digital Marketing, Key Concepts of Digital Marketing, The Opportunity of Digital Marketing, Key Advantages of Digital Marketing			
Module -2			8 hours
Understanding Digital Marketing Strategies, Laws and Guidelines Basics, Strategy and Planning Overview			
Module -3			8 hours
Search Engine Marketing Basics, Email Marketing Overview, Mobile Marketing Overview			
Module -4			8 hours
Social Media Overview, Analytics Overview, Digital Marketing tools - An Overview, Marketing & Analytics essentials with Rank Watch.			
Module-5			8 Hours
Basics of Google Marketing Platform, Introduction to Pay Per Click Advertising, Introduction to Display Advertising			
Semester End Examination:			
100 percent theory: 0 percent problems			



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Suggested Learning Resources:

Books

MBA in Digital Marketing reference books help students understand digital marketing concepts and theories in a systematic way. Listed below are the popular MBA in Digital Marketing books:

Books	Topics Covered	Authors
Digital Marketing: Strategy, Implementation and Practice	Digital Marketing Techniques, Website Design Principles, Display Advertising, etc.	Dave Chaffey and Fiona Ellis-Chadwick
Web Analytics 2.0	Role of Web Analytics in Business, A/B Testing, E-Commerce Metrics and Key Indicators, etc.	Avinash Kaushik
Social Media Marketing and Branding	Social Media Advertising and Promotion, Social Media ROI Metrics, Influencer Marketing Strategies, etc.	Ankit Srivastava
This is Marketing	Value Creation for Customers, Brand Positioning, The Future of Marketing, etc.	Seth Godin
Digital Marketing: Opportunities and Challenges	Different Digital Marketing Channels, Regulatory and Ethical laws in Digital Marketing, etc.	Dr. RC Jain and Dr. Monika Rathi

Teaching Learning Process: 00000

This course will be taught using a mix of the following tools:

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

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Course outcome

At the end of the course the student will be able to:

Sl.No.	Description	Blooms Level
CO1	1. Understand the concept of digital marketing and its real-world iterations	L1
CO2	2. Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	3. Understand how to create and run digital media based campaigns	L2
CO4	4. Identify and utilize various tools such as social media etc	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



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Google Marketing Platform and Web Analytics			
Course Code:	OMBD104	CIE Marks	30
Teaching Hours/Week (L:P: SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives			
<ul style="list-style-type: none">❖ Understanding Google Marketing Platform (GMP): Define the components and functionalities of the Google Marketing Platform. Explore how GMP integrates various tools such as Google Analytics, Google Ads, and Google Tag Manager.❖ Proficiency in Google Analytics: Develop a deep understanding of Google Analytics features and capabilities. Learn to set up and configure Google Analytics accounts, properties, and views.❖ Data Collection and Interpretation: Explore the process of data collection, tracking, and measurement within Google Analytics. Understand how to interpret key metrics and reports to derive actionable insights for marketing strategies.❖ Google Ads Integration and Campaign Management: Integrate Google Analytics with Google Ads for comprehensive campaign tracking. Learn to set up, optimize, and measure the effectiveness of Google Ads campaigns using Google Analytics data.❖ Advanced Google Analytics Features: Explore advanced features of Google Analytics, including custom dimensions, custom metrics, and event tracking. Understand the implementation of enhanced e-Commerce tracking for online businesses.❖ Google Tag Manager Implementation: Learn the fundamentals of Google Tag Manager (GTM) and its role in streamlining tag deployment. Gain practical skills in setting up tags, triggers, and variables for effective data tracking.❖ Conversion Tracking and Attribution Modeling: Understand the importance of conversion tracking and how it contributes to marketing success. Explore different attribution models and their impact on evaluating marketing channels.❖ Data Visualization and Reporting: Develop skills in creating meaningful and visually appealing reports using Google Analytics. Understand the art of storytelling through data visualization for effective communication.			



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❖ User Behavior Analysis:

Analyze user behavior on websites using Google Analytics data.
Interpret user journey data to optimize website usability and enhance the overall user experience.

❖ Performance Measurement and Optimization:

Learn strategies for measuring marketing campaign performance and return on investment (ROI).
Explore techniques for optimizing marketing efforts based on analytics insights.

❖ Integration with Other Platforms:

Understand how to integrate Google Analytics with other marketing platforms and tools for a holistic view of marketing performance.
Explore integration possibilities with Customer Relationship Management (CRM) systems and email marketing platforms.

❖ Privacy and Compliance:

Gain awareness of privacy considerations and compliance requirements related to web analytics.
Understand the impact of regulations such as GDPR on data collection and user privacy.

Google Marketing Platform (GMP)

40 hours

Module 1:

8 Hours

Introduction to Google Marketing Platform (GMP) and Web Analytics Basics

Overview of Google Marketing Platform (GMP)

Introduction to GMP components: Google Analytics, Google Ads, Google Tag Manager, Understanding the role and integration of each component

Introduction to Web Analytics

Basics of web analytics and its importance, Historical evolution and significance of data-driven decision-making

Module 2:

8 Hours

Setting Up Google Analytics

Creating Google Analytics accounts, properties, and views, Implementation of tracking code on websites, Configuration of basic settings and goals

Proficiency in Google Analytics

Navigating Google Analytics Interface

Overview of Google Analytics dashboard and navigation, Understanding the main reporting sections



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Module 3:	8 Hours
Data Collection and Reporting In-depth exploration of data collection, tracking, and measurement, Interpretation of key metrics and reports	
Advanced Features of Google Analytics Custom dimensions, custom metrics, and event tracking, Implementation of enhanced eCommerce tracking	
Conversion Tracking and Attribution Modeling Importance of conversion tracking in marketing, Overview of attribution models and their impact on campaign evaluation	
Module 4:	8 Hours
Google Ads Integration and Campaign Management Integrating Google Analytics with Google Ads, Setting up Google Ads campaigns for effective tracking, Analyzing Google Ads performance using Google Analytics data, Campaign Optimization Strategies, Techniques for optimizing Google Ads campaigns based on analytics insights, A/B testing and continuous improvement practices, Performance Measurement and Reporting, Strategies for measuring and reporting campaign performance, Key performance indicators (KPIs) for advertising campaigns	
Module 5:	8 Hours
Google Tag Manager Implementation and Advanced Topics Introduction to Google Tag Manager (GTM), Fundamentals of GTM and its role in tag deployment, Setting up tags, triggers, and variables, Data Visualization and Reporting, Creating meaningful and visually appealing reports in Google Analytics, Storytelling through data visualization	
User Behavior Analysis Analyzing user behavior on websites using Google Analytics, Interpreting user journey data for website optimization, Integration, Privacy, and Compliance	
Integration with Other Platforms Integrating Google Analytics with CRM systems and email marketing platforms, Holistic view of marketing performance	

Semester End Examination:

100 percent theory: 0 percent problems

Suggested Learning Resources:

1. Books "Google Analytics Breakthrough: From Zero to Business Impact" by Feras Alhlou, Shiraz Asif, and Eric Fettman
2. "Learning Google Analytics" by Jesse Gordon



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3. "Google Analytics Integrations" by Daniel Waisberg
4. "Google Analytics for Beginners" - Google Analytics Academy
5. "Google Tag Manager Fundamentals" - Google Tag Manager Help Center
6. "Google Ads Help Center" - Google Ads

Teaching Learning Process:

This course will be taught using a mix of the following tools:

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

Course outcome

At the end of the course the student will be able to:

Sl.No.	Description	Blooms Level
CO1	Outcome 1: Proficient Utilization of Google Marketing Platform (GMP) Tools Description: Students will demonstrate proficiency in using the various components of Google Marketing Platform, including Google Analytics, Google Ads, and Google Tag Manager. They will be able to navigate these tools, set up accounts, and integrate them for comprehensive marketing insights.	L1
CO2	Outcome 2: Advanced Web Analytics Competence Description: Students will develop advanced skills in web analytics, including data collection, interpretation, and reporting using Google Analytics. They will be able to analyze website performance, user behavior, and key performance indicators to inform strategic decision-making.	L3



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CO3	<p>Outcome 3: Strategic Marketing Decision-Making</p> <p>Description: Students will apply web analytics data to make informed and strategic marketing decisions. They will understand how to optimize marketing campaigns, allocate resources effectively, and measure the impact of marketing efforts on organizational goals.</p>	L2
CO4	<p>Outcome 4: Implementation of Data-Driven Marketing Strategies</p> <p>Description: Students will be capable of designing and implementing data-driven marketing strategies. They will utilize insights gained from Google Marketing Platform and web analytics to develop targeted campaigns, optimize user experiences, and enhance overall digital marketing performance.</p>	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



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VTU Centre for Online Education (VTU-COE)

Digital Entrepreneurship			
Course Code:	OMBD105	CIE Marks	30
Teaching Hours/Week (L:P: SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives This course aims to provide students with a solid foundation in digital entrepreneurship, equipping them with the knowledge and skills needed to navigate the dynamic and competitive digital business landscape.			
Module-1		8 hours	
Understanding Digital Entrepreneurship Ecosystem: Develop a comprehensive understanding of the digital entrepreneurship landscape, including key players, trends, and opportunities.			
Digital Transformation and Innovation: Explore how digital technologies drive innovation and transformation in entrepreneurial ventures, fostering creativity and adaptability.			
Evaluating Digital Business Models: Analyze various digital business models, including e-commerce, SaaS, and digital platforms, to identify their strengths, weaknesses, and suitability for different contexts.			
Module -2		8 hours	
Entrepreneurial Mindset and Skills: Cultivate an entrepreneurial mindset, emphasizing skills such as risk-taking, problem-solving, and agility in the digital context.			
Identifying and Evaluating Opportunities: Learn methods for identifying and assessing digital business opportunities, considering market trends, customer needs, and competitive landscapes.			
Digital Marketing for Startups: Understand the role of digital marketing in the growth and success of startups, including effective strategies for brand building, customer acquisition, and retention.			



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Module -3	8 hours
Lean Startup Methodology: Introduce the principles of the lean startup methodology, emphasizing iterative development, customer feedback, and rapid prototyping in digital ventures.	
Digital Entrepreneurship Funding and Finance: Explore funding options and financial strategies specific to digital entrepreneurship, including crowdfunding, venture capital, and bootstrapping.	
Legal and Ethical Considerations: Address legal and ethical considerations in digital entrepreneurship, covering topics such as intellectual property, data privacy, and ethical business practices.	
Module -4	8 hours
Developing a Digital Business Plan: Guide students in the development of a comprehensive digital business plan, incorporating market analysis, financial projections, and digital marketing strategies.	
Building and Scaling Digital Ventures: Examine the challenges and strategies involved in scaling digital ventures, considering factors like team dynamics, operational scalability, and market expansion.	
Case Studies and Industry Insights: Analyze real-world case studies of successful digital entrepreneurs and gain insights from guest lectures by industry experts in the field of digital entrepreneurship.	
Module-5	8 Hours
Pitching and Presenting Digital Business Ideas: Enhance communication skills by preparing and presenting digital business ideas, focusing on effective pitching to potential investors and stakeholders.	
Continuous Learning and Adaptation: Foster a mindset of continuous learning, encouraging students to stay updated on emerging technologies, market trends, and best practices in digital entrepreneurship.	
Semester End Examination: 100 percent theory: 0 percent problems	



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Suggested Learning Resources:

MBA in Digital Marketing reference books help students understand digital marketing concepts and theories in a systematic way. Listed below are the popular MBA in Digital Marketing books:

Recommended reference materials for the subject "Fundamentals of Digital Entrepreneurship" in an MBA in Digital Marketing program:

1. Book: "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries
This book introduces the lean startup methodology, emphasizing the importance of validated learning, iterative development, and rapid experimentation.
2. Book: "Zero to One: Notes on Startups, or How to Build the Future" by Peter Thiel and Blake Masters Peter Thiel, co-founder of PayPal, provides insights on innovation and building successful startups, challenging conventional thinking in entrepreneurship.
3. Book: "Platform Revolution: How Networked Markets Are Transforming the Economy – And How to Make Them Work for You" by Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary Explores the dynamics of platform-based businesses and how they drive innovation and value creation in the digital era.
5. Book: "The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen
Christensen's classic work explores the challenges established companies face in adapting to disruptive innovations and the opportunities for startups.
6. Book: "Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant" by W. Chan Kim and Renée Mauborgne
Discusses strategies for creating new market spaces and emphasizes the importance of innovation in entrepreneurship.
7. Online Course: "How to Start a Startup" (Stanford University, Y Combinator)
A comprehensive series of lectures featuring insights from successful entrepreneurs and industry experts, covering various aspects of starting and scaling a startup.
8. Online Resource: Harvard Business Review - Entrepreneurship Section
Access articles and case studies on entrepreneurship from Harvard Business Review, offering in-depth analysis and practical insights.
9. Website: Entrepreneur.com
An online platform offering a wealth of articles, guides, and resources on entrepreneurship, including digital entrepreneurship topics.



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10. Podcast: "How I Built This" by NPR

Features interviews with entrepreneurs and innovators, providing valuable insights into the challenges and successes of building and scaling businesses.

11. Case Studies: Harvard Business School - Entrepreneurship Cases

Explore case studies from Harvard Business School that focus on digital entrepreneurship, offering real-world scenarios and strategic decision-making challenges.

12. Book: "Platform Scale: How an emerging business model helps startups build large empires with minimum investment" by Sangeet Paul Choudary

Focuses on the concept of platform businesses and how startups can leverage this model for rapid growth and scalability.

13. Book: "The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know" by Alejandro Cremades

Offers practical advice on the fundraising process for startups, including strategies for approaching investors and negotiating deals.

These reference materials cover a range of topics related to digital entrepreneurship, providing both theoretical foundations and practical insights from experienced entrepreneurs and industry experts.

Teaching Learning Process:

This course will be taught using a mix of the following tools:

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.



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Course outcome

At the end of the course the student will be able to:

Sl.No.	Description	Blooms Level
CO1	1. Understand the concept of digital marketing and its real-world iterations	L1
CO2	2. Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	3. Understand how to create and run digital media based campaigns	L2
CO4	4. Identify and utilize various tools such as social media etc	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



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Human Resources Management			
Course Code	OMBD201	CIE Marks	30
Teaching Hours/Week (L:P: SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives			
<ol style="list-style-type: none">1. To impart the fundamental concepts of Human Resource management and provide the significance of HRM.2. To prepare the students to apply the knowledge of HRM to solve organizational problems.3. To enable the students analyze the organizational situation and prepare the HRM strategies for organizational development.4. To demonstrate the knowledge in analyzing the organization's real time problems.			
Module-1		8 Hours	
Human Resource Management: Introduction, Meaning, Nature, Importance, Scope of HRM, Evolution of HRM Systems approach to HRM, Traditional HR Vs Strategic HRM, Functions of HRM, principals of HRM. Role of HR manager, Latest Trends in HRM			
Module -2		8 Hours	
HR planning: Introduction, Importance, Process of Human Resource planning, Tools for demand forecasting, Factors affecting HRP, Job Analysis: Uses, Process of job analysis.			
Recruitment and Selection: Nature, Sources of recruitment, methods of recruitment, Factors affecting recruitment, Selection: Definition, Process, Induction.			



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Module -3	8 Hours
<p>Training and Development: Introduction, Training Vs Development, methods of training, methods of management development.</p> <p>Performance Management: Introduction, objectives and benefits of Performance management, Performance counseling. Performance appraisal: meaning, objectives, methods of appraisal, Barriers to performance.</p>	
Module -4	8 Hours
<p>Compensation Administration: Introduction, components of pay structure in India, Factors influencing compensation level, Compensation determination process.</p> <p>Incentives and benefits: Pay for performance, Incentives plan, Group incentive plans, Organization wide incentive plan, Fringe benefits, types of fringe benefits.</p>	
Module-5	8 Hours
<p>Employee Grievance and Discipline: Introduction, Grievance procedure, Discipline, Approaches to discipline, Misconduct or Indiscipline, Disciplinary action.</p> <p>Collective Bargaining: Concepts, Features, objectives, Bargainable issue, Types of Bargaining, the process of collective bargaining, Suggestion for effective implementation of collective Bargaining.</p>	
Semester End Examination: 100 percent theory: 0 percent problems	
Suggested Learning Resources:	
Books:	
<ol style="list-style-type: none">1. Human Resource Management , VSP Rao, 3/e, Excel Books, 20102. Human Resource Management, K. Aswathappa , 6/e, McGraw Hill Education, 20103. Personnel and Human Resource Management, P Subba Rao, 5/e, HimalayaPublishing House, 20154. Human Resources Management authored by T.P Renuka Murthy by HPH, 2015 edition.	



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Web links and Video Lectures (e-Resources):

- <https://www.youtube.com/watch?v=zAy6xT8Rvag>
- https://www.youtube.com/watch?v=w_wIMveGlrI&list=PLPjSqITyvDeXSqZIGYD2XKKLGZtjrhDtl
- https://www.youtube.com/watch?v=wOCqMEVrW3Y&list=PL_a1TI5CC9RHmoV-nhwnqaoFA0b0mHURU
- https://www.youtube.com/watch?v=VU_7AaOZCLI

Course Outcomes:

Sl. No.	Description	Blooms Level
CO1	Understand the concepts and principles of Human Resource Management and apply in preparing the strategies for the organization.	L1
CO2	Apply the appropriate techniques and methods in the process of employment, performance management and grievance handling in the organization.	L3
CO3	Analyse the various employee related issues and offer appropriate suggestions	L4
CO4	Acquire the knowledge on the essential functions of human resource management.	L2

Mapping of COS and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	3		2		2	3	2		2
CO2	3		3		3	2	2		2
CO3	3		3		3	2	3	1	
CO4	3		1		1		2	3	2



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VTU Centre for Online Education (VTU-COE)

Search Engine Optimization (SEO) and Search Engine Marketing (SEM)			
Course Code :	OMBD202	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives <ul style="list-style-type: none">This course aims to familiarize students with the concept of digital marketing and Search Engine Optimization (SEO) and Search Engine Marketing (SEM)It further aims to be able to equip students with the ability to understand and subsequently create strategic and targeted campaigns using digital media tools.			
Digital Marketing: Need for a comprehensive Digital Marketing Strategy. Concepts: Search Engine Optimization (SEO); Concept of Pay Per Click			
Module-1			8 hours
SEO Basics, Search Results and Positioning, Content Updates and Layout, Benefits of Search Position, Meta Tags, Stakeholders in Search, Site Maps, Mechanics of Search			
Module -2			8 hours
SEO Webmaster Tools, On-page/Off-page Optimization, Ranking, Customer Insights, Inbound Links and Link Building, Keyword Research, Laws & Guidelines			
Module -3			8 hours
Introduction to Search Engine Marketing, Difference between SEM & SEO, Audience Targeting, In-Market and Remarketing Audiences			
Module -4			8 hours
Targeting in the Consumer funnel, Text Ads and Ad Extensions, Drafting an Effective Ad Copy, Customizing your Ads, Impression share			
Module-5			8 Hours
Ad Ranks, Daily Budgeting, The Bidding Process, Types of Bidding, Attribution Model			
Semester End Examination: 100 percent theory: 0 percent problems			



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Suggested Learning Resources:

Books

MBA in Digital Marketing reference books help students understand digital marketing concepts and theories in a systematic way. Listed below are the popular MBA in Digital Marketing books:

Books	Topics Covered	Authors
Digital Marketing: Strategy, Implementation and Practice	Digital Marketing Techniques, Website Design Principles, Display Advertising, etc.	Dave Chaffey and Fiona Ellis-Chadwick
Web Analytics 2.0	Role of Web Analytics in Business, A/B Testing, E-Commerce Metrics and Key Indicators, etc.	Avinash Kaushik
Social Media Marketing and Branding	Social Media Advertising and Promotion, Social Media ROI Metrics, Influencer Marketing Strategies, etc.	Ankit Srivastava
This is Marketing	Value Creation for Customers, Brand Positioning, The Future of Marketing, etc.	Seth Godin
Digital Marketing: Opportunities and Challenges	Different Digital Marketing Channels, Regulatory and Ethical laws in Digital Marketing, etc.	Dr. RC Jain and Dr. Monika Rathi

Teaching Learning Process:

This course will be taught using a mix of the following tools :

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

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Course outcome

At the end of the course the student will be able to:

Sl.No.	Description	Blooms Level
CO1	1. Understand the concept of digital marketing and Search Engine Optimization (SEO) and Search Engine Marketing (SEM)	L1
CO2	2. Articulate innovative insights of digital marketing enabling a competitive edge and apply Digital marketing strategies	L2
CO3	3. Understand how to create and run digital media based campaigns	L3
CO4	4. Identify and utilize various tools such as social media etc and Search Engine Marketing (SEM)	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	



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Financial Management			
Course Code :	OMBD203	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives: <ol style="list-style-type: none">1. To familiarize the students with basic concepts of financial management and financial system.2. To understand concept of time value of money and its implication.3. To evaluate the investment proposals.4. To understand the management of working capital in an organization.5. To analyze capital structure and dividend decision.			
Module-1 Introduction			08 Hours
Meaning and objectives of Financial Management, changing role of finance managers. Interface of Financial Management with other functional areas. Indian Financial System: Financial markets, Financial Instruments, Financial institutions and financial services. (Theory)			
Module -2 Time Value of Money			08 Hours
Meaning of Time value of money -Future value of single cash flow & annuity, present value of single cash flow, annuity & perpetuity. Simple interest & Compound interest, Capital recovery & loan amortization. (Theory & Problems)			
Module -3 Sources of Financing and Cost of Capital			08 Hours
Sources of Financing: Shares, Debentures, Term loans, Lease financing, Hybrid financing, Venture Capital, Angel investing and private equity, Warrants and convertibles (Theory Only). Cost of Capital: Basic concepts. Cost of debenture capital, cost of preferential capital, cost of term loans, cost of equity capital (Dividend discounting and CAPM model) - Cost of retained earnings - Determination of Weighted average cost of capital (WACC). (Theory & Problem).			
Module -4 Capital Budgeting			08 Hours
Capital budgeting process, Investment evaluation techniques - Net present value, Internal rate of return, Modified internal rate of return, Profitability index, Payback period, discounted payback period, accounting rate of return.(Theory & Problem).			



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Module-5 Capital structure and Dividend Decisions

08 Hours

Capital structure policy, Leverages, EBIT and EPS analysis. ROI & ROE analysis. Dividend policy – Factors affecting the dividend policy - Dividend Policies- Stable Dividend, Stable Payout.

Working Capital - Factors influencing working capital requirements - Current asset policy and current asset finance policy, Determination of operating cycle and cash,cycle on Excel- Estimation of working capital requirements of a firm.

Semester End Examination:

40%Theory: 60%Problems

Course outcome

At the end of the course the student will be able to

1. Understand the basic financial concepts
2. Apply time value of money
3. Estimate the Cost of Capital and Analyze the capital structure and dividend decisions
4. Evaluate the investment decisions and Estimate working capital requirements

Suggested Learning Resources:

Books:

1. Financial Management, Khan M. Y.& Jain P. K, TMH, 7th Edition
2. Financial Management, Prasanna Chandra, TMH, 9th Edition
3. Financial Management, I M Pandey, Vikas Publishing House, 11th Edition

Web links and Video Lectures (e-Resources):

1. <https://www.mastermindsindia.com/>
2. <https://www.mygreatlearning.com/>
3. <https://www.youtube.com/watch?v=qrs3taWpuD8>
4. https://www.youtube.com/watch?v=TgF2XvjquUU&list=PLLy_2iUCG87CX_Y2B6fPex1SOIqxzzD5Wj

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Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		1
CO3				3		3		2	3
CO4	2			2		1		2	



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VTU Centre for Online Education (VTU-COE)

Business Research Methods			
Course Code	OMBD204	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives <ol style="list-style-type: none">1. To understand the basic components of research design2. To Gain an insight into the applications of research methods3. To equip students with various research analytical tools used in businessresearch4. To develop analytical skills of business research and to prepare scientific business reports			
Module-1 Introduction to Research, Research Problem and Research Hypothesis 8 Hours			
Research: Meaning of Research; Types of Research - Exploratory Research, Conclusive Research; The Process of Research; Research Applications in Social and Business Sciences; Features of a Good Research Study. Research Problem and Formulation of Research Hypotheses: Defining the Research Problem; Management Decision Problem Vs Management Research Problem; Problem Identification Process; Components of the Research Problem; Formulating the Research Hypothesis - Types of Research Hypothesis; Writing a Research Proposal - Contents of a Research Proposal and Types of Research Proposals.			
Module -2 Research Design and Sampling 8 Hours			
Research Design: Meaning of Research Designs; Classification of Research Designs: Exploratory Research Designs, Descriptive Research Designs, Cross-Sectional Studies and Longitudinal Studies; Experimental Designs. Sampling: Sampling Concepts - Sample Vs Census, Sampling Vs Non-Sampling Error; Sampling Design - Probability and Non Probability Sampling Design; Determination of Sample Size - Sample Size for Estimating Population Mean, Determination of Sample Size for Estimating the Population Proportion.			



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Module - 3 - Measurement, Scaling, Questionnaire Design and Data Collection Methods

- 8 Hours

Attitude Measurement and Scaling: Types of Measurement Scales; Attitude; Classification of Scales: Single Item Vs Multiple Item Scale, Comparative Vs Non- Comparative Scales.

Questionnaire Design: Questionnaire Method; Types of Questionnaires; Process of Questionnaire Designing; Advantages and Disadvantages of Questionnaire Method.

Primary and Secondary Data: Classification of Data; Secondary Data: Uses, Advantages, Disadvantages, Types and Sources; Primary Data, Collection: Observation Method, Focus Group Discussion, Personal Interview Method.

Module-4 Data Processing, Data Analysis and Testing of Hypothesis 8 Hours

Data Processing: Data Editing - Field Editing, Centralized in House Editing; Coding - Coding Closed Ended Structured Questions, Coding Open Ended Structured Questions; Classification and Tabulation of Data. Applications of Bivariate and Multivariate statistical techniques, Factor analysis, Discriminate analysis, Cluster analysis, Multiple regression and Correlation, Multidimensional scaling - Conjoint Analysis - Application of statistical software for data analysis. (Theory Only)

Testing of Hypotheses: Concepts in Testing of Hypothesis - Steps in Testing of Hypothesis, Test Statistic for Testing Hypothesis about Population Mean; Tests Concerning Means - the Case of Single Population; Tests for Difference between Two Population Means; Tests Concerning Population Proportion - the Case of Single Population; Tests for Difference between Two Population Proportions. (Theory Only)

Module-5 Research Report Writing and Ethics in Research

8 Hours

Research Report Writing: Types of Research Reports - Brief Reports and Detailed Reports; Report Writing: Structure of the Research Report, Preliminary Section, Main Report, Interpretations of Results and Suggested Recommendations; Report Writing: Formulation Rules for Writing the Report: Guidelines for Presenting Tabular Data, Guidelines for Visual Representations.

Ethics in Research: Meaning of Research Ethics; Clients Ethical Code; Researchers Ethical Code; Ethical Codes Related to Respondents; Responsibility of Ethics in Research - Uses of Library and Internet in Research.



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Semester End Examination:

100 percent theory: 0 percent problems

Suggested Learning Resources:

Books

- *Research Methodology: Concepts and Cases:* Dr. Deepak Chawla & Dr NeenaSondhi, Vikas Publishing/2e/2016
- *Business Research Methods:* Donald R. Cooper & Pamela s Schindler, TMH/9e/2007
- *Research Methodology:* C R Kothari, ViswaPrakasam Publication, 2014.
- *Business Research Methods :* S. N. Murthy & U. Bhojanna, Excel Books, 3e,2016

Web links and Video Lectures (e-Resources):

<https://ccsuniversity.ac.in/bridge->

[library/pdf/MPhil%20Stats%20Research%20Methodology-Part1.pdf](https://ccsuniversity.ac.in/bridge-library/pdf/MPhil%20Stats%20Research%20Methodology-Part1.pdf)

https://cac.annauniv.edu/aidetails/afpg_2021_fu/Management/M.B.A.pdf

<https://mis.alagappauniversity.ac.in/siteAdmin/dde->

[admin/uploads/4/](https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/4/)

[PG_M.Com_Commerce%20\(English\)_Research%20Methodology_6223.pdf](https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/4/PG_M.Com_Commerce%20(English)_Research%20Methodology_6223.pdf)

<https://www.digimat.in/nptel/courses/video/121106007/L01.html>

<https://www.coursera.org/learn/research-methods>

https://www.researchgate.net/publication/319207471_HANDBOOK_OF_RESEARCH_METHODODOLOGY

<https://www.pdfdrive.com/research-methodology-books.html>



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VTU Centre for Online Education (VTU-COE)

Course Outcomes:

Sl. No.	Description	Blooms Level
CO1	Learners will understand and appreciate business research Methods	L1
CO2	Students will be able to explore various research designs and sampling design and techniques	L3
CO3	Students will be able to apply various scaling measurements, Questionnaire design and data collection methods	L2
CO4	Students will process, analyze, and interpret the data	L4
CO5	Students will be able to write the research report and do the Presentation	L5

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2			2				2		
CO3				3				2	
CO4		2		2					3
CO5	2		3		2			3	



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VTU Centre for Online Education (VTU-COE)

Digital Brand Strategy			
Course Code :	OMBD205	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives <ul style="list-style-type: none">This subject provides a holistic view of how product and brand management principles intersect with the digital marketing landscape.It equips students with the knowledge and skills needed to navigate the dynamic and competitive world of digital marketing while effectively managing products and building strong brands.			
Module-1		8 hours	
Product Positioning: Understanding product positioning in the digital landscape, Leveraging digital channels for effective product communication, Brand Strategy in the Digital Age: Crafting and implementing digital-centric brand strategies. Integrating online and offline brand experiences, Digital Brand Building: Utilizing digital platforms for brand building and awareness. Social media branding and community engagement, E-commerce Integration:			
Module -2		8 hours	
Integrating digital marketing with e-commerce strategies. Optimizing product listings for online visibility, Consumer Behavior Analysis: Analyzing digital consumer behavior. Incorporating insights into product and brand strategies, Digital Marketing Channels:			
Module -3		8 hours	
Exploring how different digital channels contribute to product and brand promotion. Developing channel-specific strategies, Content Marketing for Products and Brands: Creating compelling digital content to promote products and build brand equity. Incorporating storytelling and narrative in digital campaigns, Data-Driven Decision Making:			
Module -4		8 hours	
Using data analytics for product and brand performance analysis. Implementing insights into strategy refinement, Innovation in Digital Marketing: Exploring innovative approaches to digital marketing for product launches and brand campaigns. Keeping abreast of technological advancements, Cross-functional Collaboration:			



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Module-5	8 Hours
Collaborating with other business functions for successful product and brand management.	
Integrating digital marketing into overall business strategies, Global Perspectives:	
Understanding global digital marketing trends and practices.	
Developing strategies for international markets.	
Semester End Examination:	
100 percent theory: 0 percent problems	
Here are some recommended reference books for the subject " Fundamentals of Product and Brand Management " within the context of an MBA in Digital Marketing:	
"Building Strong Brands" by David A. Aaker	
This classic by Aaker provides a comprehensive framework for building and managing strong brands, with insights into brand strategy and execution.	
"Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger	
Berger's book explores the factors that make ideas and products contagious in the digital age, offering practical insights for brand managers.	
"Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy" by Martin Lindstrom	
Lindstrom delves into the psychology of branding and marketing, revealing the tactics used by companies to influence consumer behavior.	
"This Is Marketing: You Can't Be Seen Until You Learn to See" by Seth Godin	
Seth Godin's book provides a modern perspective on marketing and brand building, emphasizing the importance of empathy and connection with the audience.	
"The Brand Gap: How to Bridge the Distance Between Business Strategy and Design" by Marty Neumeier	
Neumeier's book explores the relationship between business strategy and design in building a compelling brand, offering practical insights for brand managers.	
"Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success" by Sean Ellis and Morgan Brown	
While primarily focused on growth hacking, this book provides valuable insights into leveraging digital channels for rapid growth, relevant for product and brand managers.	



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"Brand Relevance: Making Competitors Irrelevant" by David A. Aaker

Another insightful book by Aaker, focusing on the importance of brand relevance in a competitive market and strategies to achieve it.

"The Content Code: Six Essential Strategies to Ignite Your Content, Your Marketing, and Your Business" by Mark W. Schaefer

Schaefer's book explores the role of content in digital marketing and how it can be used to build and sustain a brand in the digital era.

"Positioning: The Battle for Your Mind" by Al Ries and Jack Trout

A classic in marketing literature, this book explores the concept of positioning and how it can be used to create a strong brand presence in the minds of consumers.

"Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant" by W. Chan Kim and Renée Mauborgne

While not directly focused on branding, this book provides strategic insights into creating new market spaces, which can be relevant for innovative brand management.

These books cover a range of topics related to product and brand management, offering both foundational principles and contemporary insights that align with the dynamic nature of digital marketing.

Teaching Learning Process:

This course will be taught using a mix of the following tools :

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.



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Course outcome

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	1. Understand the concept of digital marketing and Product Positioning:	L 1
CO2	2. Articulate innovative insights of digital marketing enabling a competitive edge for Brand Strategy in the Digital Age:	L 3
CO3	3. Understand how to create and run digital media-based campaigns Digital Brand Building:	L 2
CO4	4. Identify and utilize E-commerce Integration: various tools such as social media etc	L 4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



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VTU Centre for Online Education (VTU-COE)

Employability & Professional Skills			
Course Code	OMBA301	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Learning objectives: <ul style="list-style-type: none">•To acquaint the elementary knowledge of employability.•To make students understand the corporate expectations.•To develop the students employable.			
Module-1		(5 Hours)	
Introduction to Employability: The purpose of higher education, Concept of employability, importance of employability, requirement for employability-self-awareness, cognitive competency, interpersonal cum social skills, developing employability with professional knowledge and skills, behavioural competencies (Theory only)			
Module-2		(5 Hours)	
Recent Trends in Employability: Knowledge in digital era, smart logistics, supply chains, online test, interviews without interviewers, career trends in corporate functioning, pyramid model for developing employability (Theory only)			
Module-3		(10 Hours)	
Self-awareness/Discovery of self: Basic personality-Big five, Personal Values. Personality type and Cognitive style. Personal style. Interpersonal style, Learning style, Emotional sensitivity and Career Anchors- On each topic a suitable model should be discussed along with self-assessment (Theory only)			
Module-4		(10 Hours)	
Understand the Basic Corporate Knowledge related to Employability: Habits, team work, creativity and design thinking, time management, Behavioral Competency Framework, professional knowledge and skills, and Psychological Capital- On each topic a suitable model should be discussed along with self-assessment.(Theory only)			
Module-5		(10 Hours)	
Practice for developing Employability: 5As for effective learning, Personal Goal setting, Maturity Continuum, Lateral Thinking, Language, Reasoning, Aptitude and General Knowledge, professional profile writing, Communication Skills with emphasis on presentation-. On each topic a suitable model should be discussed along with self-assessment (Theory only).			
Semester End Examination: <ul style="list-style-type: none">• 100 percent theory			



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Suggested Learning Resources:

Books

1. Developing Employability, V M Ramalingam and R L Nandeshwar , 2024.
2. Organisational Behaviour, Fred Luthans, 12/e, McGraw Hill International, 2011
3. Organisational Behaviour, Steven L. McShane& Mary Ann Von Glinow, 6/e, McGraw Hill Education, 2015
4. Principles and Practices of Management and Organisational Behaviour, Chandrani Singh and Aditi Khatri, Sage Publications, 2016

Web links and Video Lectures (e-Resources):

- <https://openstax.org/details/books/organizational-behavior>
- <https://www.classcentral.com/course/introduction-organisational-behaviour-11892>

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Course outcome

At the end of the course the student will be able to :

Sl. No.	Description	Blooms Level
CO1	Understand the suitable concepts/models for developing the employability	L1
CO2	Assessment of self with the help of instruments and exercises.	L2
CO3	Practice the components of the employability	L3

Mapping of COS and Pos

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2			2				2		
CO3				3				2	

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VTU Centre for Online Education (VTU-COE)

Consumer Neuroscience			
Course Code :	OMBD302	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
<p>Course Objectives : Upon completion of the "Consumer Neuroscience" subject, students should be able to:</p> <ul style="list-style-type: none">❖ Understand the Foundations of Consumer Neuroscience: Demonstrate a solid understanding of the principles and foundations of consumer neuroscience, including the interplay between psychology and consumer behavior.❖ Apply Neuroscience Concepts to Marketing: Apply neuroscience concepts to digital marketing strategies, incorporating an understanding of how the brain processes and responds to marketing stimuli.❖ Analyze Neuroscientific Research in Marketing: Critically evaluate and analyze neuroscientific research studies related to consumer behavior and decision-making in the context of digital marketing.❖ Implement Neuromarketing Techniques: Implement neuromarketing techniques in designing and optimizing digital marketing campaigns to enhance user engagement and conversion.❖ Interpret Neurological Metrics: Interpret and make informed decisions based on neurological metrics and data collected through neuroimaging technologies in the context of digital marketing analytics.❖ Design Ethical Neuromarketing Campaigns: Develop an awareness of ethical considerations in neuromarketing and design campaigns that prioritize consumer well-being and privacy.❖ Effectively Communicate Neuromarketing Insights: Communicate neuromarketing insights and findings effectively to both technical and non-technical stakeholders, fostering collaboration and informed decision-making.			



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Module-1	8 hours
Introduction to Consumer Neuroscience Overview of consumer neuroscience and its relevance in digital marketing, Historical development and key milestones in neuromarketing	
Neurological Basis of Consumer Behavior Understanding the brain structures and processes influencing consumer decision-making Neural mechanisms behind emotions, perception, and memory in the context of marketing	
Module -2	8 hours
Neuromarketing Research Methods Introduction to neuroimaging techniques (fMRI, EEG, eye-tracking) and their application in marketing research, Critique and analysis of published neuromarketing studies	
Neuromarketing Applications in Digital Marketing Applying neuroscience principles to website design, user experience (UX), and digital content creation, Case studies of successful neuromarketing campaigns in the digital space	
Module -3	6 hours
Neurological Metrics and Analytics Measurement and interpretation of neurological metrics in marketing analytics, Integration of neuromarketing data with traditional marketing metrics	
Ethical Considerations in Neuromarketing Discussion on ethical challenges and considerations in neuromarketing, Designing ethical and responsible neuromarketing campaigns	
Module -4	10 hours
Neurocommunication and Stakeholder Collaboration Effective communication of neuromarketing insights to various stakeholders, Collaboration with marketing teams, designers, and other professionals in implementing neuromarketing strategies	
Module-5	8 Hours
Future Trends in Consumer Neuroscience Exploration of emerging trends and technologies in consumer neuroscience, Predictions for the future of neuromarketing in the digital era	



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Semester End Examination:

100 percent theory: 0 percent problems

Suggested Learning Resources:

Books

MBA in Digital Marketing reference books help students understand digital marketing concepts and theories in a systematic way. Listed below are the popular MBA in Digital Marketing books:

Book: "**Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain**" by Patrick Renvoise and Christophe Morin

Provides an accessible introduction to neuromarketing concepts and practical applications.

Book: "**Buyology: Truth and Lies About Why We Buy**" by Martin Lindstrom

Lindstrom explores the neurological aspects of consumer behavior and decision-making, offering insights from his neuromarketing research.

Journal Article: "**Neural correlates of behavioral preference for culturally familiar drinks**" by Read Montague et al. (Nature Neuroscience)

A scholarly article providing an example of neuroscientific research in the context of consumer preferences.

Website: Neuromarketing Science & Business Association (NMSBA)

Access resources, articles, and case studies on neuromarketing through the NMSBA, a global association dedicated to advancing the field.

Book: "**Neuro Design: Neuromarketing Insights to Boost Engagement and Profitability**" by Darren Bridger

Explores the application of neuroscience in design and marketing, providing practical insights for marketers.

Journal Article: "**The Neural Basis of Decision Making in the Ultimatum Game**" by Alan G. Sanfey et al. (Science)

A scholarly article exploring the neural basis of decision-making, relevant to understanding consumer choices.

Online Course: "**Neuromarketing 101**" by NeuroMarketing Business

A comprehensive online course covering the fundamentals of neuromarketing, suitable for both beginners and professionals.

Book: "**Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing**" by Roger Dooley Offers practical tips and strategies for applying neuromarketing principles in marketing and advertising. These materials provide a well-rounded understanding of consumer neuroscience, from foundational concepts to practical applications in digital marketing.



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Course outcome

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	1. Understand the concept of digital marketing and its real-world iterations	L1
CO2	2. Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	3. Understand how to create and run digital media based campaigns	L2
CO4	4. Identify and utilize various tools such as social media etc	L4

Mapping of COs and Pos

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



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VTU Centre for Online Education (VTU-COE)

Universal Human Values (UHV)		Semester	III
Course Code	OMBD303	CIE Marks	30
		SEE Marks	70
Credits	No Credit (Audit Course)	Total Marks	100
		Exam Hours	90 Minutes
Examination Nature (SEE)	MCQ - 35 Questions, each question carries 2 Marks		
Course objectives: This course is intended to: <ul style="list-style-type: none">➤ To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.➤ To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of existence. Such a holistic perspective forms the basis of Universal Human Values and movement towards value-based living in a natural way.➤ To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behaviour and mutually enriching interaction with Nature.➤ This course is intended to provide a much-needed orientation input in value education to the young enquiring minds.			
Module-1			
Introduction to Value Education		(3 hours)	
Right Understanding, Relationship and Physical Facility (Holistic Development and the Role of Education) Understanding Value Education, Self-exploration as the Process for Value Education, Continuous Happiness and Prosperity - the Basic Human Aspirations, Happiness and Prosperity - Current Scenario, Method to Fulfil the Basic Human Aspirations			
Module-2			
Harmony in the Human Being		(3 hours)	
Understanding Human being as the Co-existence of the Self and the Body, Distinguishing between the Needs of the Self and the Body, The Body as an Instrument of the Self, Understanding Harmony in the Self, Harmony of the Self with the Body, Programme to ensure self-regulation and Health			



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Module-3

Harmony in the Family and Society

(3 hours)

Harmony in the Family - the Basic Unit of Human Interaction, 'Trust' - the Foundational Value in Relationship, 'Respect' - as the Right Evaluation, Other Feelings, Justice in Human-to-Human Relationship, Understanding Harmony in the Society, Vision for the Universal Human Order

Module-4

Harmony in the Nature/Existence

(3 hours)

Understanding Harmony in the Nature, Interconnectedness, self-regulation and Mutual Fulfilment among the Four Orders of Nature, Realizing Existence as Co-existence at All Levels, The Holistic Perception of Harmony in Existence

Module-5

(3 hours)

Implications of the Holistic Understanding - a Look at Professional Ethics

Natural Acceptance of Human Values, Definitiveness of (Ethical) Human Conduct, A Basis for Humanistic Education, Humanistic Constitution and Universal Human Order, Competence in Professional Ethics Holistic Technologies, Production Systems and Management Models-Typical Case Studies, Strategies for Transition towards Value-based Life and Profession

Course outcome (Course Skill Set)

At the end of the course, students are expected to become more aware of themselves, and their surroundings (family, society, nature);

- They would become more responsible in life, and in handling problems with sustainable solutions, while keeping human relationships and human nature in mind.
- They would have better critical ability.
- They would also become sensitive to their commitment towards what they have understood (human values, human relationship and human society).
- It is hoped that they would be able to apply what they have learnt to their own self in different day-to-day settings in real life, at least a beginning would be made in this direction.

Expected to positively impact common graduate attributes like:

1. Ethical human conduct
2. Socially responsible behaviour
3. Holistic vision of life
4. Environmentally responsible work
5. Having Competence and Capabilities for Maintaining Health and Hygiene
6. Appreciation and aspiration for excellence (merit) and gratitude for all



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Suggested Learning Resources:

Books for READING:

Text Book and Teachers Manual

- a. The Textbook A Foundation Course in Human Values and Professional Ethics, R R Gaur, R Asthana, G P Bagaria, 2nd Revised Edition, Excel Books, New Delhi, 2019. ISBN 978-93-87034-47-1
- b. The Teacher" s Manual for A Foundation Course in Human Values and Professional Ethics, R R Gaur, R Asthana, G

Reference Books

1. Jeevan Vidya: Ek Parichaya, A Nagaraj, Jeevan Vidya Prakashan, Amar kantak, 1999.
2. Human Values, A.N. Tripathi, New Age Intl. Publishers, New Delhi, 2004.
3. The Story of Stuff (Book).
4. The Story of My Experiments with Truth - by Mohandas Karamchand Gandhi
5. Small is Beautiful - E. F Schumacher.
6. Slow is Beautiful - Cecile Andrews
7. Economy of Permanence - J C Kumarappa
8. Bharat Mein Angreji Raj - Pandit Sunderlal
9. Rediscovering India - by Dharampal
10. Hind Swaraj or Indian Home Rule - by Mohandas K. Gandhi
11. India Wins Freedom - Maulana Abdul Kalam Azad
12. Vivekananda - Romain Rolland (English)
13. Gandhi - Romain Rolland (English)
14. Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
15. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, Limits to Growth - Club of Rome's report, Universe Books.
16. A Nagraj, 1998, Jeevan Vidya Ek Parichay, Divya Path Sansthan, Amarkantak.
17. P L Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Publishers.
18. A N Tripathy, 2003, Human Values, New Age International Publishers.
19. Subhas Palekar, 2000, How to practice Natural Farming, Pracheen (Vaidik) Krishi Tantra Shodh, Amravati.
20. E G Seebauer & Robert L. Berry, 2000, Fundamentals of Ethics for Scientists & Engineers , Oxford University Press
21. M Govindrajan, S Natrajan & V.S. Senthil Kumar, Engineering Ethics (including Human Values), Eastern Economy Edition, Prentice Hall of India Ltd.
22. B P Banerjee, 2005, Foundations of Ethics and Management, Excel Books.
23. B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.



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Web links and Video Lectures (e-Resources):

- Value Education websites,
- <https://www.uhv.org.in/uhv-ii>,
- <http://uhv.ac.in>,
- <http://www.uptu.ac.in>
- Story of Stuff,
- <http://www.storyofstuff.com>
- Al Gore, An Inconvenient Truth, Paramount Classics, USA
- Charlie Chaplin, Modern Times, United Artists, USA
- IIT Delhi, Modern Technology - the Untold Story
- Gandhi A., Right Here Right Now, Cyclewala Productions
- https://www.youtube.com/channel/UCQxWr5QB_eZUnwxSwxXEkQw
- https://fdp-si.aicte-india.org/8dayUHV_download.php
- <https://www.youtube.com/watch?v=8ovkLRYXIjE>
- <https://www.youtube.com/watch?v=OgdNx0X923I>
- <https://www.youtube.com/watch?v=nGRcbRpvGoU>
- <https://www.youtube.com/watch?v=sDxGXOgYEKM>

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ELECTIVE 3. 4:

Elective - I		
Sl. No.	Course Code	Course Name
1	OMBD304A	Sales Management
2	OMBD304B	Affiliate Marketing
3	OMBD304C	Franchise Marketing

3.4.1 Sales Management

Course Code :	OMBD304A	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03

Course Objectives

This course aims Learning Outcomes:

❖ **Strategic Sales Planning:**

Develop strategic sales plans aligned with overall marketing and business objectives.

❖ **Customer Relationship Management (CRM):**

Implement CRM strategies to enhance customer engagement, retention, and satisfaction.

❖ **Sales Funnel Optimization:**

Optimize the sales funnel, from lead generation to conversion, incorporating digital marketing channels.

❖ **Sales Team Leadership:**

Lead and manage sales teams effectively, fostering collaboration and achieving sales target.

❖ **Data-Driven Sales Decision Making:**

Utilize data analytics for informed sales decision-making and performance measurement.

Module-1

8 hours



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Introduction to Sales Management:

Overview of sales management principles and its role in the digital marketing ecosystem.

Strategic Sales Planning:

Developing and implementing sales strategies aligned with marketing goals.

Module -2	8 hours
CRM Integration: Leveraging digital tools for effective CRM and customer journey management.	
Digital Sales Channels: Exploration of digital platforms for sales, including e-commerce and online marketplaces.	
Module -3	6 hours
Sales Team Dynamics: Building and leading high-performance sales teams in the digital age.	
Sales Analytics: Using data analytics to measure and optimize sales performance.	
Module -4	10 hours
Sales Forecasting:	
Techniques for accurate sales forecasting in a digital marketing context.	



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Module-5	8 Hours
<p>❖ Digital Negotiation Skills:</p> <ul style="list-style-type: none"> Strategies for negotiating and closing digital sales deals. 	
<p>Semester End Examination: 100 percent theory: 0 percent problems</p>	
<p>Reference Materials: Book: "The Challenger Sale: Taking Control of the Customer Conversation" by Matthew Dixon and Brent Adamson Offers insights into effective sales strategies, emphasizing the importance of challenging the status quo. Book: "Predictable Revenue: Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesforce.com" by Aaron Ross and Marylou Tyler Focuses on building predictable revenue streams through effective sales practices. Online Course: "Sales Training Courses on LinkedIn Learning" Access a variety of sales management courses on LinkedIn Learning for practical insights and skills development.</p>	

<p>Teaching Learning Process: This course will be taught using a mix of the following tools :</p> <ol style="list-style-type: none"> Case studies Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others Classroom discussions based on points 1-3 and other parts of the course contents. Classroom presentations by the students on teacher assigned topics <p>Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.</p>

Course outcome

At the end of the course the student will be able to:

Sl.No.	Description	Blooms Level
CO1	1. Understand the concept of digital marketing and its real-world iterations	L1
CO2	2. Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	3. Understand how to create and run digital media based campaigns	L2



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CO4	4. Identify and utilize various tools such as social media etc	L4
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Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



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3.4.2 Affiliate Marketing			
Course Code :	OMBD304B	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives <ul style="list-style-type: none"> ❖ Understanding Affiliate Marketing Models: Grasp the various affiliate marketing models and their applications. ❖ Effective Partner Management: Develop skills in managing and optimizing relationships with affiliate partners. ❖ Performance Tracking and Analytics: Utilize performance tracking tools and analytics to measure and enhance affiliate marketing outcomes. ❖ Creative Affiliate Campaigns: Design and execute creative affiliate marketing campaigns for maximum impact. ❖ Compliance and Ethics: Understand legal and ethical considerations in affiliate marketing, ensuring compliance. 			
Module-1			8 hours
Introduction to Affiliate Marketing: Overview of affiliate marketing and its role in digital marketing strategies. Affiliate Marketing Models: Exploring various affiliate marketing models, including pay-per-click, pay-per-sale, and pay-per-lead.			
Module-2			8 hours
Affiliate Partner Selection: Criteria for selecting and managing effective affiliate partners. Affiliate Campaign Planning: Planning and executing successful affiliate marketing campaigns.			
Module- 3			6 hours
Performance Tracking and Analytics: Tools and techniques for tracking and analyzing affiliate marketing performance.			



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Module -4	10 hours
Creative Content for Affiliates: Developing compelling content for affiliates to enhance marketing efforts	
Module-5	8 Hours
Legal and Ethical Considerations: Understanding and adhering to legal and ethical standards in affiliate marketing	
Reference Materials: Book: "Affiliate Program Management: An Hour a Day" by Evgenii Prussakov A comprehensive guide to managing affiliate programs effectively. Website: Affiliate Marketing on Ahrefs Blog Access articles and resources on Ahrefs' blog dedicated to affiliate marketing strategies. Online Course: "Affiliate Marketing for Beginners" on Udemy A beginner-friendly course offering practical insights into affiliate marketing.	
Teaching Learning Process: This course will be taught using a mix of the following tools : 1. Case studies 2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality. 3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others 4. Classroom discussions based on points 1-3 and other parts of the course contents. 5. Classroom presentations by the students on teacher assigned topics Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.	



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Course outcome

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Understand the concept of digital marketing and its real-world iterations	L1
CO2	Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	Understand how to create and run digital media based campaigns	L2
CO4	Identify and utilize various tools such as social media etc	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



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Franchise Marketing			
Course Code	OMBD304C	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
<p>Course Objectives:</p> <ul style="list-style-type: none"> ❖ Balancing Centralized and Local Marketing: Understand the dynamics of centralized and local marketing efforts in franchise systems. ❖ Brand Consistency Across Locations: Develop strategies for maintaining brand consistency in diverse franchise locations. ❖ Franchisee Support: Explore methods for supporting franchisees in their marketing efforts. ❖ Localized Digital Marketing Strategies: Design and implement digital marketing strategies tailored to local markets within a franchise system. ❖ Measuring Franchise Marketing Success: Utilize metrics and analytics to measure the success of franchise marketing initiatives. 			
Module-1			8 hours
<p>Introduction to Franchise Marketing: Overview of franchise marketing and its unique challenges and opportunities.</p> <p>Franchise Business Models: Understanding different franchise business models and their implications for marketing.</p>			
Module-2			8 hours
<p>Brand Consistency in Franchise Marketing: Strategies for maintaining brand consistency across diverse franchise locations.</p> <p>Local Marketing Empowerment: Empowering franchisees with tools and strategies for local marketing success.</p>			
Module- 3			6 hours
<p>Digital Marketing for Franchises: Leveraging digital channels for effective franchise marketing.</p>			
Module -4			10 hours
<p>Supporting Franchisees: Methods for providing marketing support and training to franchisees.</p>			



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Module -5	8 hours
Metrics and Analytics in Franchise Marketing: Measurement and analysis of key performance indicators (KPIs) for franchise marketing success.	
Semester End Examination: 100 percent theory: 0 percent problems	
Reference Materials: <ol style="list-style-type: none">1. Book: "Franchise Management for Dummies" by Michael H. Seid and Dave Thomas Provides insights into various aspects of franchise management, including marketing.2. Website: International Franchise Association (IFA) Access resources and insights on franchise marketing from the official website of the International Franchise Association.3. Online Course: "Franchise Marketing Fundamentals" on Lynda.com (LinkedIn Learning) A course providing fundamentals of franchise marketing, covering both traditional and digital strategies. <p>These materials offer a mix of theoretical knowledge and practical insights to help students gain a comprehensive understanding of Sales Management, Affiliate Marketing, and Franchise Marketing in the context of an MBA in Digital Marketing.</p>	
Teaching Learning Process: <p>This course will be taught using a mix of the following tools :</p> <ol style="list-style-type: none">1. Case studies2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others4. Classroom discussions based on points 1-3 and other parts of the course contents.5. Classroom presentations by the students on teacher assigned topics	
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Course outcome

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Understand the concept of digital marketing and its real-world iterations	L1
CO2	Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	Understand how to create and run digital media based campaigns	L2
CO4	Identify and utilize various tools such as social media etc	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



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ELECTIVE 3.5:

Elective - II		
Sl. No.	Course Code	Course Name
1	OMBD305A	Influencer Marketing
2	OMBD305B	Content Marketing Strategy
3	OMBD305C	Customer Relationship Management

Influencer Marketing			
Course Code :	OMBD305A	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives			
1. Identifying Influencers: Develop skills in identifying influencers relevant to the brand and target audience.			
2. Effective Collaboration: Learn how to establish and maintain successful collaborations with influencers.			
3. Authentic Content Creation: Understand the principles of creating authentic and engaging content with influencers.			
4. Measuring Influencer ROI: Gain expertise in measuring the return on investment (ROI) of influencer marketing campaigns.			
5. Compliance and Ethics: Understand legal and ethical considerations in influencer marketing to ensure compliance.			
Module-1			4 hours
Introduction to Influencer Marketing, Overview of influencer marketing, Evolution and Role in the digital marketing landscape.			
Module -2			8 hours
Identifying and Evaluating Influencers, Methods for identifying influencers, Evaluating their relevance and Negotiating partnerships.			
Module -3			8 hours



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Collaboration Strategies, Strategies for effective collaboration, Including contract Negotiation and Communication.	
Module -4	10 hours
Content Creation and Storytelling, Principles of creating compelling and authentic content with influencers.	
Module-5	10 Hours
Measuring and Analyzing Influencer Campaigns, Techniques for measuring the success of influencer campaigns, including analytics tools. Legal and Ethical Considerations, Overview of legal and ethical considerations in influencer marketing, including disclosure and compliance.	



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Semester End Examination:

100 percent theory: 0 percent problems

Reference Materials:

1. Book: "Influencer Marketing For Dummies" by Kristy Sammis, Cat Lincoln, and Stefania Pomponi
 - A comprehensive guide for beginners covering key aspects of influencer marketing.
2. Online Course: "Influencer Marketing Strategy" on Coursera
 - Provides insights into developing and implementing influencer marketing strategies.
3. Blog: Influencer Marketing Hub
 - A valuable resource for articles, case studies, and industry insights on influencer marketing.

Teaching Learning Process:

This course will be taught using a mix of the following tools :

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

Course outcome

At the end of the course the student will be able to:

Sl.No.	Description	Blooms Level
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CO1	1. Understand the concept of digital marketing and its real-world iterations	L1
CO2	2. Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	3. Understand how to create and run digital media based campaigns	L2
CO4	4. Identify and utilize various tools such as social media etc	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



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Content Marketing Strategy			
Course Code :	OMBD305B	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives			
<ol style="list-style-type: none"> This course aims to Developing Content Strategies: Learn how to develop effective content strategies aligned with business goals. Audience Persona Creation: Develop audience personas to tailor content that resonates with target audiences. Content Creation and Curation: Understand the art of creating and curating compelling and shareable content. Distribution and Amplification: Learn strategies for content distribution and amplification across various channels. Measuring Content Performance: Gain skills in measuring and analyzing the performance of content marketing initiatives. 			
Module-1			6 hours
Introduction to Content Marketing			
Overview of content marketing, Principles and Role in digital marketing.			
Module -2			8 hours
Content Strategy Development			
Creating comprehensive content strategies, Aligned with business objectives.			
Module -3			10 hours
3.1 Audience Persona Creation			
Understanding target audiences and Creating detailed audience personas.			
3.2 Content Creation and Curation			
Techniques for creating and curating engaging and shareable content.			
Module -4			8 hours
Distribution and Amplification			
Strategies for distributing, amplifying content across digital channels.			
Module-5			8 Hours
Measuring Content Performance			
Implementing analytics tools to measure and analyze content performance.			



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Reference Materials:

1. Book: "Content Strategy for the Web" by Kristina Halvorson and Melissa Rach
 - A foundational book on content strategy providing practical insights and methodologies.
2. Online Course: "Content Marketing Strategy" on LinkedIn Learning
 - A comprehensive course covering various aspects of content marketing strategy.
3. Blog: Content Marketing Institute
 - A valuable resource for articles, case studies, and best practices in content marketing.

Teaching Learning Process:

This course will be taught using a mix of the following tools :

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

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Course outcome

At the end of the course the student will be able to:

Sl.No.	Description	Blooms Level
CO1	1. Understand the concept of digital marketing and its real-world iterations	L1
CO2	2. Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	3. Understand how to create and run digital media based campaigns	L2
CO4	4. Identify and utilize various tools such as social media etc	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



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Customer Relationship Management			
Course Code :	OMBD305C	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives: <ol style="list-style-type: none">1. Introduction to CRM: Definition and evolution of CRM2. Importance of customer-centric strategies in business CRM Technologies and Tools:3. Overview of CRM software and technology solutions Evaluation and selection of CRM tools for organizational needs4. Customer Data Management: Collection, storage, and utilization of customer data5. Data privacy and compliance considerations Customer Segmentation and Targeting:6. Strategies for segmenting customer bases Targeted marketing and communication approaches7. Customer Lifecycle Management: Understanding and managing the customer lifecycle Implementing strategies for customer acquisition, retention, and win-back8. Customer Experience (CX) Management: Importance of customer experience in CRM Designing and delivering exceptional customer experiences9. Multichannel Integration: Integrating CRM across various channels (online, offline, social media) Omnichannel strategies for consistent customer interactions10. CRM Analytics and Reporting: Utilizing analytics for customer insights Measuring and reporting on CRM performance metrics11. Employee Training and Change Management: Training staff for effective CRM implementation Change management strategies for CRM adoption12. Social CRM and Emerging Trends: Leveraging social media in CRM strategie Exploring emerging trends in CRM technology and practices13. CRM in B2B and B2C Environments: Tailoring CRM strategies for business-to-business (B2B) and business-to-consumer (B2C) markets Case studies and best practices14. Ethical Considerations in CRM: Ethical challenges in CRM practices Maintaining customer trust and transparency			



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<p>15. Assessment and Learning Activities: 16. Case studies and real-world applications of CRM principles 17. Group projects involving the development of CRM strategies for different industries 18. CRM software simulations and practical exercises 19. Research assignments on emerging trends in CRM</p>	
Module-1	8 Hours
Introduction to CRM	
Overview of CRM : Definition and evolution of CRM Significance in contemporary business practices	
CRM Strategies : Customer-centric approaches Differentiation from traditional marketing	
CRM Technologies and Tools : Introduction to CRM software and technology solutions Evaluation and selection of CRM tools for organizational needs	
Module-2	8 Hours
Customer Data Management	
Data Collection and Utilization: Collection and storage of customer data, Data privacy and compliance considerations	
Customer Segmentation and Targeting: Strategies for segmenting customer bases Targeted marketing and communication approaches	
Module-3	8 Hours
Customer Lifecycle Management	
Understanding the Customer Lifecycle : Analysis of key stages in the customer lifecycle, Strategies for customer acquisition, retention, and win-back	
Customer Experience (CX) Management : Significance of customer experience in CRM, Designing and delivering exceptional customer experiences	
Module-4	8 Hours
Multichannel Integration and CRM Analytics	
Multichannel Integration : Integrating CRM across various channels, Omnichannel strategies for consistent customer interactions	
CRM Analytics and Reporting: Utilizing analytics for customer insights Measuring and reporting on CRM performance metrics	
Module-5	8 Hours
CRM in Practice	
Employee Training and Change Management : Training staff for effective CRM implementation, Change management strategies for CRM adoption	
Social CRM and Emerging Trends : Leveraging social media in CRM strategies Exploring emerging trends in CRM technology and practices	
Case Studies and Applications : Analyzing real-world case studies in CRM, Application of CRM knowledge in practical scenarios	



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Semester End Examination:

100 percent theory: 0 percent problems

Reference Materials:

1. "Customer Relationship Management: Concepts and Technologies" by Francis Buttle
2. "Customer Relationship Management: A Strategic Perspective" by Adrian Payne and Pennie Frow
3. "Customer Relationship Management: Concepts and Technologies" by Ajith Kumar
4. "CRM at the Speed of Light: Capturing and Keeping Customers in Internet Real Time" by Paul Greenberg
5. "Customer Relationship Management: The Foundation of Contemporary Marketing Strategy" by Roger Baran and Robert Galka
6. "Measuring Customer Experience and Satisfaction" by Philipp Klaus
7. "Customer Relationship Management: A Databased Approach" by V. Kumar and Werner Reinartz
8. "Customer Relationship Management: Getting It Right!" by V. Kumar and Werner Reinartz

Teaching Learning Process:

This course will be taught using a mix of the following tools :

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

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Course outcome

At the end of the course the student will be able to:

Sl.No.	Description	Blooms Level
CO1	1. Understand the concept of digital marketing and its real-world iterations	L1
CO2	2. Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	3. Understand how to create and run digital media based campaigns	L2
CO4	4. Identify and utilize various tools such as social media etc	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



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3.6 Elective - III		
Sl. No.	Course Code	Course Name
1	OMBD306A	LinkedIn Marketing
2	OMBD306B	Twitter Marketing
3	OMBD306C	Facebook Marketing

Understanding LinkedIn Marketing			
Course Code :	OMBD306A	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives This course aims Understanding LinkedIn Marketing: <ul style="list-style-type: none"> • Key Focus: • Strategic utilization of LinkedIn for professional networking, brand building, and B2B marketing. • Learning Outcomes: <ol style="list-style-type: none"> 1. Profile optimization for individuals and businesses. 2. Effective content creation and publishing strategies. 3. Expertise in LinkedIn Ads management. 4. Networking strategies for building professional connections. 5. Utilization of analytics to measure campaign performance. 			
Module-1			8 hours
Profile optimization, Strategic Sales Planning, Developing and implementing sales strategies, Aligned with marketing goals.			
Module -2			8 hours
Content marketing on LinkedIn - complete sets			
Module -3			6 hours
LinkedIn advertising, Sales Analytics, Using data analytics to measure and optimize sales performance.			
Module -4			10 hours
LinkedIn - Networking and Engagement strategies - complete set			
Module-5			8 Hours
Digital Negotiation Skills: LinkedIn- Analytics and Measurement			
Semester End Examination:			
100 percent theory: 0 percent problems			



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Reference Materials:

- Book: "LinkedIn Marketing: An Hour a Day" by Viveka von Rosen
- LinkedIn Learning Courses: "LinkedIn Marketing: Social Selling for Business"

Teaching Learning Process:

This course will be taught using a mix of the following tools :

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

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Course outcome

At the end of the course the student will be able to:

Sl.No.	Description	Blooms Level
CO1	1. Understand the concept of digital marketing and its real-world iterations	L1
CO2	2. Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	3. Understand how to create and run digital media based campaigns	L2
CO4	4. Identify and utilize various tools such as social media etc	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
						1	2	3	4



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VTU Centre for Online Education (VTU-COE)

CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



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Understanding Twitter Marketing			
Course Code :	OMBD306B	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives This course aims to Understanding Twitter Marketing: <ul style="list-style-type: none">• Key Focus:• Leveraging Twitter for real-time engagement, brand promotion, and effective communication.• Learning Outcomes:<ol style="list-style-type: none">1. Crafting effective tweets and utilizing multimedia content.2. Building and maintaining a strong Twitter presence.3. Expertise in Twitter Ads management.4. Tactics for real-time engagement, including hashtag campaigns.5. Use of analytics to measure tweet and campaign impact.			
Module-1		8 hours	
Effective tweeting strategies Affiliate Marketing Models: Exploring various affiliate marketing models, including pay-per-click, pay-per-sale, and pay-per-lead.			
Module-2		8 hours	
Building Twitter presence Planning successful twitter marketing campaigns and executing successful twitter marketing campaigns.			
Module-3		8 hours	
Twitter advertising, Performance Tracking and Analytics: Tools and techniques for tracking Twitter advertising marketing performance. Tools and techniques for analyzing Twitter advertising marketing performance.			
Module -4		8 hours	
Twitter: Real-time engagement tactics Creative Content for Twitter: Developing compelling content for Twitter to enhance marketing efforts.			
Module-5		8 Hours	
Legal and Ethical Considerations: Understanding and adhering to legal and ethical standards in twitter marketing. Analytics and measurement of Twitter marketing campaign			



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Reference Materials:

1. Book: "The Art of Twitter: A Twitter Guide with 114 Powerful Tips for Artists, Authors, Musicians, Writers, and Other Creative Professionals" by Daniel Parsons
2. Online Course: "Twitter Flight School" •

Teaching Learning Process:

This course will be taught using a mix of the following tools:

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

Course outcome

At the end of the course the student will be able to:

Sl.No.	Description	Blooms Level
CO1	1. Understand the concept of digital marketing and its real-world iterations	L1
CO2	2. Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	3. Understand how to create and run digital media-based campaigns	L2
CO4	4. Identify and utilize various tools such as social media etc	L4



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Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



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Understanding Facebook Marketing			
Course Code :	OMBD306C	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
<p>Course Objectives:</p> <p>Understanding Facebook Marketing:</p> <ul style="list-style-type: none"> • Key Focus: • Mastery of Facebook for content distribution, community building, and targeted advertising. • Learning Outcomes: <ol style="list-style-type: none"> 1. Creating engaging content for Facebook's diverse user base. 2. Optimization of business pages for visibility and engagement. 3. Proficiency in creating and managing Facebook advertising campaigns. 4. Strategies for building and engaging communities on Facebook. 5. Use of analytics and insights to measure content and advertising performance. 			
Module-1			8 hours
Introduction to Facebook marketing : Overview of facebook marketing and its unique challenges and opportunities.			
Facebook Business Models: Understanding different facebook business models and their implications for marketing.			
Facebook : Creating engaging content			
Module -2			8 hours
Brand Consistency in FB Marketing: Strategies for maintaining brand consistency across diverse FB and other platforms.			
Facebook page optimization Local Marketing Empowerment: Empowering FB with tools and strategies for local marketing success.			
Module -3			6 hours
Digital Marketing for FB: Leveraging digital channels for effective FB marketing.			
Facebook advertising			
Module -4			10 hours
Support in FB: Methods for providing marketing support and training to FB,			
Community building thru FB			



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Module-5	8 Hours
Metrics and Analytics in FB Marketing: Measurement and analysis of key performance indicators (KPIs) for FB marketing success. Analytics and insights	
Semester End Examination: 100 percent theory: 0 percent problems	
Reference Materials: <ul style="list-style-type: none">• Book: "Facebook Marketing All-in-One For Dummies" by Andrea Vahl, John Haydon, and Jan Zimmerman• Facebook Blueprint Courses	
Teaching Learning Process: This course will be taught using a mix of the following tools : <ol style="list-style-type: none">1. Case studies2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others4. Classroom discussions based on points 1-3 and other parts of the course contents.5. Classroom presentations by the students on teacher assigned topics Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.	



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Course outcome

At the end of the course the student will be able to:

Sl.No.	Description	Blooms Level
CO1	1. Understand the concept of digital marketing and its real-world iterations	L1
CO2	2. Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	3. Understand how to create and run digital media based campaigns	L2
CO4	4. Identify and utilize various tools such as social media etc	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2

General Considerations:

Platform-Specific Expertise: Each elective provides in-depth knowledge and practical skills specific to the respective social media platform.

Real-World Application: Emphasis on hands-on activities, case studies, and real-world projects to apply learned concepts.

Analytics Integration: Use of analytics tools to measure and optimize performance, ensuring a data-driven approach.

Industry-Relevant Content: Integration of industry trends and best practices for a current and practical learning experience.

Final Thoughts: These electives offer a focused exploration of major social media platforms, providing students with valuable skills for effective digital marketing strategies in the social landscape. The combination allows students to specialize in social media marketing, a critical aspect of today's digital business environment.



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VTU Centre for Online Education (VTU-COE)

E-Commerce Marketing			
Course Code :	OMBD401	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
<p>Course Objectives</p> <p>Upon completing the "Fundamentals of E-Commerce Marketing" course, students should be able to:</p> <ul style="list-style-type: none"> • Understand E-Commerce Landscape Gain insights into the dynamics, trends, and challenges of the e-commerce industry. • Optimize E-Commerce Websites: Learn strategies for optimizing e-commerce websites to enhance user experience and increase conversions. • Implement Digital Advertising for E-Commerce: Develop proficiency in planning and executing effective digital advertising campaigns tailored for e-commerce platforms. • Utilize E-Commerce Analytics: Gain skills in using analytics tools to measure and analyze key performance metrics for e-commerce. • Develop Customer Retention Strategies: Explore and implement strategies for customer retention and loyalty in the e-commerce space. 			
Module-1			8 hours
Introduction to E-Commerce Marketing			
<ul style="list-style-type: none"> • Overview of the e-commerce landscape • Evolution and significance of e-commerce marketing • Key players and trends in the e-commerce industry 			
Module-2			8 hours
Optimizing E-Commerce Websites			
<ul style="list-style-type: none"> • Importance of website optimization for e-commerce • Strategies for enhancing user experience and reducing friction • Conversion rate optimization techniques 			



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Module -3	8 hours
Digital Advertising for E-Commerce <ul style="list-style-type: none">• Overview of digital advertising in the e-commerce context• Platforms and ad formats suitable for e-commerce campaigns• Budgeting, targeting, and optimizing ad campaigns	
Module -4	8 hours
E-Commerce Analytics <ul style="list-style-type: none">• Introduction to e-commerce analytics tools• Key performance indicators (KPIs) for e-commerce measurement• Data interpretation and decision-making based on analytics	
Module-5	8 hours
Customer Retention Strategies <ul style="list-style-type: none">• Importance of customer retention in e-commerce• Loyalty programs, personalized marketing, and customer engagement• Measuring and improving customer lifetime value (CLV)	
Semester End Examination: 100 percent theory: 0 percent problems	
Reference Materials: <ol style="list-style-type: none">1. Book: "E-commerce Marketing: How to Drive Traffic that Buys to Your Website" by Susan Newman<ul style="list-style-type: none">• A comprehensive guide covering various aspects of e-commerce marketing strategies and tactics.2. Online Course: "E-commerce Marketing on Google" on Skillshare<ul style="list-style-type: none">• A practical course covering e-commerce marketing strategies on the Google platform.3. Blog: Shopify Blog - E-commerce Marketing<ul style="list-style-type: none">• Access articles and resources on the Shopify blog dedicated to e-commerce marketing.4. Industry Reports and Whitepapers:<ul style="list-style-type: none">• Explore reports from reputable sources such as eMarketer, Statista, and industry whitepapers to stay updated on e-commerce trends and statistics.5. E-commerce Analytics Platforms Documentation:<ul style="list-style-type: none">• Refer to documentation and resources provided by popular e-commerce analytics platforms like Google Analytics, Shopify Analytics, or other relevant tools.	



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6. Case Studies:

- Analyze e-commerce marketing case studies from successful businesses to understand real-world applications of strategies.

7. Webinars and Expert Talks:

- Attend webinars or listen to expert talks on e-commerce marketing, featuring industry professionals sharing insights and best practices.

This comprehensive approach to the "Fundamentals of E-Commerce Marketing" ensures that students not only grasp theoretical concepts but also acquire practical skills and knowledge applicable to the evolving landscape of e-commerce.

Teaching Learning Process:

This course will be taught using a mix of the following tools :

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

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VTU Centre for Online Education (VTU-COE)

Course outcome

At the end of the course the student will be able to:

Sl.No.	Description	Blooms Level
CO1	1. Understand the concept of digital marketing and its real-world iterations	L1
CO2	2. Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	3. Understand how to create and run digital media based campaigns	L2
CO4	4. Identify and utilize various tools such as social media etc	L4

Mapping of COs and Pos

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



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VTU Centre for Online Education (VTU-COE)

Artificial Intelligence in Digital Marketing

Course Code :	OMBD402	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03

Course Objectives

Understanding AI Fundamentals:

- Define and explain the foundational concepts of artificial intelligence.
- Understand the role of machine learning, natural language processing, and neural networks in digital marketing.

Integration of AI in Digital Marketing Strategy:

- Explore how AI can be integrated into digital marketing strategies.
- Understand the potential impact of AI on various aspects of the marketing mix.

AI-Powered Customer Segmentation:

- Learn how AI algorithms can enhance customer segmentation.
- Understand the use of AI in creating personalized and targeted marketing campaigns.

Predictive Analytics for Marketing:

- Explore the application of AI in predictive analytics for marketing.
- Understand how machine learning models can forecast customer behavior and trends.

Chatbots and Conversational AI:

- Explore the use of chatbots and conversational AI in customer interactions.
- Understand how AI-driven chatbots can enhance user engagement and customer support.

AI in Content Creation and Personalization:

- Learn how AI technologies can be used for content creation and personalization.
- Understand the role of AI in optimizing content for different audience segments.

Optimizing Digital Advertising with AI:

- Explore how AI algorithms can optimize digital advertising campaigns.
- Understand the use of AI in programmatic advertising and real-time bidding.

AI-Driven SEO Strategies:

- Understand how AI can be leveraged for search engine optimization (SEO).
- Explore AI tools and techniques for improving website visibility and search rankings.



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Analyzing Consumer Sentiment with AI:

- Learn how AI can be used to analyze and interpret consumer sentiment.
- Understand the role of sentiment analysis in shaping marketing strategies.

Ethical Considerations in AI-Driven Marketing:

- Explore ethical considerations and challenges associated with AI in marketing.
- Understand the responsible use of AI in data privacy and consumer trust.

Hands-On Experience with AI Tools:

- Gain practical experience by working with AI tools and platforms used in digital marketing.
- Apply AI concepts in real-world scenarios through hands-on projects.

Industry Applications and Case Studies:

- Explore real-world applications of AI in digital marketing through industry case studies.
- Analyze successful implementations and challenges faced by organizations.

Emerging Trends in AI and Future of Digital Marketing:

- Stay informed about emerging trends in AI and their potential impact on the future of digital marketing.
- Discuss the evolving landscape of AI technologies and their implications for marketers.

These objectives aim to provide students with a comprehensive understanding of how artificial intelligence is transforming the field of digital marketing and equip them with the skills to leverage AI tools for effective and data-driven marketing strategies.

Artificial Intelligence in Digital Marketing **40 Hours**

Module1: **(8 hours)**

Introduction to Artificial Intelligence in Digital Marketing

Overview of AI in Digital Marketing

Introduction to artificial intelligence and its relevance in digital marketing, Historical context and evolution of AI in marketing

Fundamentals of AI

Basic concepts: machine learning, natural language processing, neural networks, Understanding AI algorithms and models

Applications of AI in Marketing

Use cases of AI in digital marketing, Case studies of successful AI implementations in marketing campaigns



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Module2:	(8 hours)
AI Integration in Marketing Strategy (8 hours)	
Integrating AI in Digital Marketing Strategy	
Aligning AI with overall marketing objectives, Developing a strategy for AI integration in marketing campaigns	
AI-Powered Customer Segmentation	
Leveraging AI for customer segmentation, Targeted marketing and personalization with AI	
Module3:	(8 hours)
AI in Content and Campaign Optimization (8 hours)	
AI in Content Creation and Personalization	
AI-driven content creation tools, Personalization strategies using AI	
AI for Predictive Analytics in Marketing	
Predicting customer behavior with machine learning models, Implementing predictive analytics in marketing decision-making	
Module4:	(8 hours)
AI in Advertising and SEO	
AI-Driven Digital Advertising	
Programmatic advertising and real-time bidding with AI , Optimizing digital ad campaigns using AI algorithms	
AI for SEO Strategies	
Enhancing search engine optimization with AI, Using AI tools for keyword optimization and content planning	
Module5:	(8 hours)
Conversational AI and Customer Interaction	
Chatbots and Conversational AI	
Implementing chatbots for customer engagement, Designing conversational experiences with AI	
Analyzing Consumer Sentiment with AI	
Sentiment analysis using AI, Incorporating sentiment insights into marketing strategies	
Emerging Trends in AI and Future of Digital Marketing (2 hours)	
Exploring the latest trends in AI and their impact on digital marketing	
Discussion on the future trajectory of AI in marketing	
Semester End Examination:	
100 percent theory: 0 percent problems	



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Reference Materials:

1. Book: "Artificial Intelligence for Marketing: Practical Applications" by Jim Sterne
2. "AI for Marketing and Product Innovation: Powerful New Tools for Predicting Trends, Connecting with Customers, and Closing Sales" by A.K. Pradeep
3. "AI in Marketing, Sales and Service: How Marketers without a Data Science Degree can use AI, Big Data and Bots" by Peter Gentsch
4. "Marketing 4.0: Moving from Traditional to Digital" by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan
5. "AI in Practice: A Hands-On Guide for Data Professionals" by Bernard Marr
6. "Artificial Intelligence: A Guide for Thinking Humans" by Melanie Mitchell
7. "Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World" by Chuck Hemann and Ken Burbary
8. "SEO 2022 Learn Search Engine Optimization With Smart Internet Marketing Strategies" by Adam Clarke
9. "Artificial Intelligence in Digital Marketing: Practical Applications for Real-World Use" by Kevin Nichols and Nancy Harhut
10. "Machine Learning For Dummies" by John Paul Mueller and Luca Massaron

Teaching Learning Process:

This course will be taught using a mix of the following tools :

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

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Course outcome

At the end of the course the student will be able to:

Sl.No.	Description	Blooms Level
CO1	Outcome 1: Proficient Understanding of AI Fundamentals Description: Students will demonstrate a solid understanding of fundamental concepts of artificial intelligence, including machine learning, natural language processing, and neural networks, and how these concepts are applied in the context of digital marketing.	L1
CO2	Outcome 2: Application of AI in Marketing Strategy Description: Students will be able to integrate artificial intelligence into digital marketing strategies. They will understand how AI technologies can enhance decision-making processes, optimize marketing campaigns, and improve overall marketing effectiveness.	L3
CO3	Outcome 3: Practical Implementation of AI Tools Description: Students will gain hands-on experience in using AI tools and technologies relevant to digital marketing. They will be able to apply AI-driven solutions for tasks such as customer segmentation, content personalization, predictive analytics, and optimization of digital advertising campaigns.	L2
CO4	Outcome 4: Ethical Considerations and Responsible AI Use Description: Students will explore and understand the ethical considerations associated with the use of artificial intelligence in digital marketing. They will be equipped to make ethical decisions, ensuring privacy, transparency, and responsible use of AI in marketing practices.	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



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Elective 4.3 – 4.3.1 to 4.3.3:

Elective – IV		
Sl. No.	Course Code	Course Name
1	OMBD403A	Data Visualization
2	OMBD403B	Website Development and Design
3	OMBD403C	Email Marketing

Data Visualization			
Course Code :	OMBD403A	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
<p>Learning Outcomes:</p> <ol style="list-style-type: none"> Understanding Data Interpretation: <ul style="list-style-type: none"> Develop the ability to interpret and analyze data effectively. Proficiency in Data Visualization Tools: <ul style="list-style-type: none"> Gain hands-on experience with popular data visualization tools such as Tableau or Power BI. Communicating Insights: <ul style="list-style-type: none"> Learn to communicate complex data insights through visually compelling charts, graphs, and dashboards. Decision-Making with Data: <ul style="list-style-type: none"> Understand how to use data visualization for informed decision-making in digital marketing strategies. Storytelling with Data: <ul style="list-style-type: none"> Acquire skills in telling a coherent and persuasive story using data. 			
Module-1			8 hours
Introduction to Data Visualization			
<ul style="list-style-type: none"> Importance of data visualization in digital marketing Overview of data visualization tools 			
Module -2			8 hours
Data Interpretation and Analysis			
<ul style="list-style-type: none"> Basics of data interpretation Techniques for data analysis in digital marketing 			
Module -3			8 hours



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Hands-on Training with Visualization Tools <ul style="list-style-type: none">• Practical sessions using tools like Tableau or Power BI• Creating various types of visualizations	
Module -4	8 hours
Communication Strategies <ul style="list-style-type: none">• How to effectively communicate data insights• Storytelling techniques in data visualization	
Module-5	8 Hours
Project Work and Case Studies <ul style="list-style-type: none">• Applying learned concepts to real-world scenarios• Analyzing case studies in digital marketing	
Semester End Examination: 100 percent theory: 0 percent problems	
Suggested Learning Resources: Reference Materials: <ol style="list-style-type: none">1. Book: "Storytelling with Data: A Data Visualization Guide for Business Professionals" by Cole Nussbaumer Knaflic<ul style="list-style-type: none">• A comprehensive guide on using data to tell impactful stories.2. Online Course: "Data Visualization and Communication with Tableau" on Coursera<ul style="list-style-type: none">• A practical course covering data visualization using Tableau.3. Website: Tableau Public Gallery<ul style="list-style-type: none">• Explore the Tableau Public Gallery for inspiration and examples of data visualizations.	
Teaching Learning Process: This course will be taught using a mix of the following tools : <ol style="list-style-type: none">1. Case studies2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others4. Classroom discussions based on points 1-3 and other parts of the course contents.5. Classroom presentations by the students on teacher assigned topics	



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Course outcome

At the end of the course the student will be able to:

Sl.No.	Description	Blooms Level
CO1	1. Understand the concept of digital marketing and its real-world iterations	L1
CO2	2. Articulate innovative insights of digital marketing enabling a competitive edge	L3
CO3	3. Understand how to create and run digital media based campaigns	L2
CO4	4. Identify and utilize various tools such as social media etc	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2



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Website Development and Design			
Course Code :	OMBD403B	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Course Objectives :			
Learning Outcomes:			
1. Website Development Basics: Understand the fundamentals of website development, including HTML, CSS, and JavaScript.			
2. User Experience (UX) Principles: Learn principles of UX design to create websites that provide a positive user experience.			
3. Content Management Systems (CMS): Gain proficiency in using CMS platforms like Word Press for website creation and management.			
4. Responsive Design: Understand and implement responsive design principles for cross-device compatibility.			
5. Collaboration with Development Teams: Develop skills for effective collaboration with web development teams.			
Module-1			8 Hours
Introduction to Website Development			
<ul style="list-style-type: none">Basics of HTML, CSS, and JavaScriptOverview of website development tools			
Module -2 8 Hours			
User Experience (UX) Design			
<ul style="list-style-type: none">Principles of UX designConducting usability tests			
Module -3			8 Hours
Content Management Systems (CMS)			
<ul style="list-style-type: none">Using platforms like WordPress for website creationCustomizing themes and templates			
Module -4			8 Hours
Responsive Design			
<ul style="list-style-type: none">Techniques for creating responsive websitesTesting and optimizing for various devices			



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Module-5	8 Hours
Project Work and Case Studies <ul style="list-style-type: none">• Applying learned concepts to create a functional website• Analyzing case studies in website development	
Semester End Examination: 100 percent theory: 0 percent problems	
Suggested Learning Resources: Books MBA in Digital Marketing reference books help students understand digital marketing concepts and theories in a systematic way. Listed below are the popular MBA in Digital Marketing books: Reference Materials: <ol style="list-style-type: none">1. Book: "Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability" by Steve Krug<ul style="list-style-type: none">• A classic guide to usability in web design.2. Online Course: "Web Design for Everybody: Basics of Web Development & Coding" on Coursera<ul style="list-style-type: none">• An introductory course covering web development basics.3. Website: W3Schools - HTML, CSS, JavaScript Tutorials<ul style="list-style-type: none">• W3Schools provides comprehensive tutorials for web development technologies.	
Teaching Learning Process: This course will be taught using a mix of the following tools : <ol style="list-style-type: none">1. Case studies2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others4. Classroom discussions based on points 1-3 and other parts of the course contents.5. Classroom presentations by the students on teacher assigned topics Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.	



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VTU Centre for Online Education (VTU-COE)

Course outcome

At the end of the course the student will be able to:

Sl.No.	Description	Blooms Level
CO1	1. Understand the concept of digital marketing and its real-world iterations	L1
CO2	2. Articulate innovative insights of digital marketing enabling a competitive edge and apply Digital marketing strategies	L2
CO3	3. Understand how to create and run digital media based campaigns	L3
CO4	4. Identify and utilize various tools such as social media etc	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	



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VTU Centre for Online Education (VTU-COE)

E-mail Marketing			
Course Code :	OMBD403C	CIE Marks	30
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	70
Credits	04	Exam Hours	03
Learning Outcomes:			
1. Creating Compelling Email Content:			
• Develop skills in crafting engaging and persuasive email content.			
2. Email Campaign Management:			
• Understand the end-to-end process of planning, executing, and optimizing email campaigns.			
3. Automation and Personalization:			
• Explore techniques for email automation and personalization.			
4. List Management and Segmentation:			
• Learn strategies for managing email lists and segmenting audiences.			
5. Analytics and Performance Measurement:			
• Utilize analytics to measure and optimize the performance of email campaigns.			
Module-1			8 Hours
Introduction to Email Marketing			
• Overview of the role of email marketing in digital strategies			
• Key components of successful email campaigns			
Module -2			8 Hours
Creating Effective Email Content			
• Writing compelling copy and designing visually appealing emails			
• Best practices for subject lines and calls-to-action			
Module -3			8 Hours
Email Campaign Management			
• Planning and executing email campaigns			
• A/B testing and optimization			
Module -4			8 Hours
Automation and Personalization			
• Implementing email automation workflows			
• Personalizing content based on user behavior			
Module-5			8 Hours
Analytics and Measurement			
• Using analytics tools to measure email performance			
• Iterative optimization based on analytics insights			



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Semester End Examination:

100 percent theory: 0 percent problems

Suggested Learning Resources:

Books

MBA in Digital Marketing reference books help students understand digital marketing concepts and theories in a systematic way. Listed below are the popular MBA in Digital Marketing books:

Reference Materials:

1. Book: "Email Marketing Rules: Checklists, Frameworks, and 150 Best Practices for Business Success" by Chad S. White
 - A comprehensive guide covering best practices for successful email marketing.
2. Online Course: "Email Marketing Certification Course" on HubSpot Academy
 - HubSpot's certification course covering various aspects of email marketing.
3. Website: Mailchimp Resources
 - Explore Mailchimp's resources for guides, best practices, and case studies in email marketing.

These detailed learning outcomes, syllabi, and reference materials aim to provide a comprehensive understanding of Data Visualization, Website Development and Design, and Email Marketing in the context of an MBA in Digital Marketing.

Teaching Learning Process:

This course will be taught using a mix of the following tools :

1. Case studies
2. Relevant and important articles from academic linked journals in the domain of Management such as Harvard Business Review, Strategy+Management and MIT Sloan Management Review among others of a comparable quality.
3. Research reports put out by management bodies such as McKinsey and Company, EY, KPMG and Deloitte among others
4. Classroom discussions based on points 1-3 and other parts of the course contents.
5. Classroom presentations by the students on teacher assigned topics

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VTU Centre for Online Education (VTU-COE)

Course outcome

At the end of the course the student will be able to:

Sl.No.	Description	Blooms Level
CO1	1. Understand the concept of digital marketing and Search Engine Optimization (SEO) and Search Engine Marketing (SEM)	L1
CO2	2. Articulate innovative insights of digital marketing enabling a competitive edge and apply Digital marketing strategies	L2
CO3	3. Understand how to create and run digital media based campaigns	L3
CO4	4. Identify and utilize various tools such as social media etc and Search Engine Marketing (SEM)	L4

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	



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VTU Centre for Online Education (VTU-COE)
