



**Dr. G. Y. Pathrikar College of
Computer Science and Information Technology
Chhatrapati Sambhajnagar**

**B.C.A. (Hons. / Hons. With Research) Digital
Marketing
First, Second, Third & Fourth Year (Syllabus)**

MGM University

Vision

- To ensure sustainable human development which encourages self-reliant and self-content society.
- To promote activities related to community services, social welfare and also Indian heritage and culture.
- To inculcate the culture of non-violence and truthfulness through vipassanna meditation and Gandhian Philosophy.
- To develop the culture of simple living and high thinking

Mission

- To impart state of art education and technical expertise to students and give necessary training to teachers to create self-reliant society for future.
- To encourage students to participate in Indian and International activities in sports, literature, etc. so that future generation becomes base for free and liberal society
- To educate students in areas like Management, Finance, Human relations to inculcate philosophy of simple living and high thinking value of simple economic society.
- To inculcate culture of non-violence and truthfulness through Vipassana.
- To sustain activities of Indian culture (viz. classical dance, music and fine arts) through establishing institutes like Mahagami, Naturopathy, etc.

विद्यापीठ गीत

अत्त दिप भव भव प्रदिप भव,

स्वरूप रूप भव हो

ज्ञान सब्ब विज्ञान सब्ब भव ,

सब्ब दिप भव हो

अत्ताहि अत्त नो नाथो ,

अत्ताहि अत्त नो गति

अत्त मार्गपर अप्रमादसे है तुझे चलना

सब्ब का कल्याण हो ,

वो कार्यकुशल करना

सब्ब का उत्तम मंगल , पथप्रदर्शक हो

अत्त दिप भव भव प्रदिप भव ,

स्वरूप रूप भव हो

ज्ञान सब्ब विज्ञान सब्ब भव ,

सब्ब दिप भव हो

बुद्धमं शरनं गच्छामि :

धम्मं शरनं गच्छामि :

संघं शरनं गच्छामि :

Dr. G. Y. Pathrikar College of Computer Science & Information Technology

MGM college of Computer Science and Information Technology was established in 2001 offering undergraduate and postgraduate degree program in Computer Science and Information Technology. College was renamed as Dr. G. Y. Pathrikar College of Computer Science and Information Technology in 2003 in memory of great educationalist, one of the founder member and Ex-Secretary MGM, Dr. G. Y. Pathrikar Sir.

It is first self-financed ISO certified institution offering program dedicated to Computer science and Information technology in Maharashtra and has achieved status of 2f/12b. Ours was the only and first college to be re-accredited as A+ grade with NAAC in the year 2017. Experienced and qualified faculty with Ph.D is strength of our college. Starting with 77 student's College has crossed total students strength of 10,000 passing out. Student are doing well in various MNCs like Infosys, Tech-Mahindra, Wipro, Capgemini, Cognizant etc. Many have their own Startups. Some of the students have completed their Masters and Ph.D. program from foreign countries like US, UK, Australia. Now we are constituent college of MGM University, Chhatrapati Sambhajanagar.

Vision

To be an academic institution in dynamic equilibrium in social, ecological and economical environment striving continuously for excellence in total quality education, research and technological service to the nation.

Mission

- To create and sustain a community of learning in which students acquire knowledge and learn to apply it professionally with due consideration for ethical, and economical issues.
- To upgrade our students in all respect with the help of latest infrastructure in the area of Computer Science and Information Technology in order to build the National Capabilities.
- To understand the culture of Non-violence, truth, peace through Gandhian Philosophy.

Programs offered at Dr. G. Y. Pathrikar College of Computer Science & Information Technology

Undergraduate Programmes	Postgraduate Programmes	PhD Programmes
B.Sc(Computer Science) Honours / Honours with Research	M.Sc(Computer Science)	Ph.D. in Computer Science and Information Technology
B.Sc(Information Technology) Honours/ Honours with Research	M.Sc(Information Technology)	
BCA(Science) Honours / Honours with Research	M.Sc(Data Science)	
B.Sc(Animation) Honours / Honours with Research	M.Sc(Animation)	
Integrated M.Sc. Data Science		
BCA(Digital Marketing) Honours		
B.Sc(Robotics) Honours		

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Name of Program – B.C.A. (Digital Marketing) Honours

Duration – Four Years

Eligibility – A Candidate shall be admitted to First year of the B.C.A. (Digital Marketing) degree program only if he/she satisfies the following condition:

He / She must have passed the higher secondary (multipurpose) examination conducted by H.S.C. board Government of Maharashtra or an Examination of any statutory University and Board recognized as equivalent thereto.

OR

Candidate having offered prescribed vocational course (MCVC).

OR

Three years Diploma Course in engineering conducted by the board of technical Education, Maharashtra State.

MGMUNIVERSITY

Name of Faculty: Basic and Applied Science

Name of the College/Institute/Department/School: Dr. G.Y.Pathrikar college of CS& IT

Name of the Programme: B.C.A. (Digital Marketing) Honours

Programme Type (UG/PG): UG

Duration: 4 Years

List of Options to select from Bucket of Courses provided in various categories:

Major	
Digital Marketing	
Core Major	Core Elective

Minor options for basic and applied science Faculty	GYP	IBT	UDBAS
	Cyber Security	Food Technology and Processing	Chemistry
	Robotics	Microbiology	Geo-Informatics
	Data Analytics	Biotechnology	Mathematics
	Block-Chain Technologies	Bioinformatics	Statistics
	Food Nutrition and Dietetics	Material Science	

Minor options from Other Faculty	Faculty of Engineering and Technology	Faculty of Social Sciences & Humanities	Faculty of Design	Faculty of Management and Commerce	Interdisciplinary Faculty	Performing Arts
	Data Science	Filmmaking	Product Design	Financial Management	Cosmetic Technology	Theatre Arts
	IoT	Photography	Interior Design	E-Commerce	Education	Dance
	Geo-informatics and Applications	Mass Communication and Journalism	Contemporary Arts	International Business Management	Yog Sciences	Music
	EV Technology	Psychology	Visual Communication	Hospitality Mgmt	Physical Education	Folk Art
	Drone Technology	Economics	Fashion Technology	Travel and Tourism	Home Science	
	Robotics Technology	English		Art of Leadership		
	Chemical Technology	Social Work		Art of Business		
	AI&ML					
	Universal Human Values					
Energy management						

Name of Faculty: Basic & Applied Science

Name of the College/Institute/Department/School: Dr. G.Y. Pathrikar College of Cs & IT

Name of the Programme: BCA (Digital Marketing) Honors

Programme Type (UG/PG): UG

Duration: 4 year

First Year - Semester I												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/ week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
MM	CAD41M ML101	Basics of Digital Marketing	Lecture	2	2		30	20	50	-	08	20
MM	CAD41M ML102	Design Thinking	Lecture	2	2		30	20	50	-	08	20
MM	CAD41M MP101	Practical Based on Basics of Digital Marketing	Practical	1		2	30	20	50	-	08	20
MM	CAD41M MP102	Practical Based on Design Thinking	Practical	1		2	30	20	50	-	08	20
IKS	CAD41IK T101	Indian Psychology and yoga	Lecture	2	2	-	30	20	50	-	08	20
AEC		Basket of AEC From University	Lecture	2	2	-	30	20	50	-	08	20
OE		Basket of OE From University	Lecture	2	2	-	30	20	50	-	08	20
OE		Basket of OE From University	Lecture	2	2	-	30	20	50	-	08	20
VSC	CAD41V SP101	Office Automation	Practical	2		4	30	20	50	-	08	20
SEC	CAD41SE L101	Consumer facets	Lecture	2	2	-	30	20	50	-	08	20
VEC		Basket of VEC From University	Lecture	2	2	-	30	20	50	-	08	20
CC		Basket of CC From University	Practical	2	-	4	50	-	50	20	-	20
Total				22	16	12	380	220	600			

Note:

Nature of Course : L- Lecture, P-Practical, S-Seminar, J-Project, I-Internship, D-Dissertation, **Course Category:** MM-Major Mandatory, ME-Major Elective, MI-Minor, OE-Generic / Open electives, VSC-Vocational skill course, SEC-Skill Enhancement course, AEC-Ability Enhancement course, IKS-Indian Knowledge system, VEC-Value Education course, OJT-On Job Training / Internship / Apprenticeship, FP-Field project, CEP-Community engagement and service, CC-Co – curricular course, RM-Research methodology, RP-Research project

First Year - Semester II												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
MM	CAD41MML103	Content Marketing	Lecture	2	2		30	20	50		08	20
MM	CAD41MML104	Web Fundamentals	Lecture	2	2		30	20	50		08	20
MM	CAD41MP103	Practical Based on Content Marketing	Practical	1		2	30	20	50		08	20
MM	CAD41MP104	Practical Based on Web Fundamentals	Practical	1		2	30	20	50		08	20
MI		Basket of MI From University	Lecture	2	2	-	30	20	50		08	20
AEC		Basket of AEC From University	Lecture	2	2	-	30	20	50		08	20
OE		Basket of OE From University	Lecture	2	2	-	30	20	50		08	20
OE		Basket of OE From University	Lecture	2	2	-	30	20	50		08	20
VSC	CAD41VSP102	Bloggng	Practical	2		4	30	20	50		08	20
SEC	CAD41SEL102	Introduction to Marketing Essentials	Lecture	2	2	-	30	20	50		08	20
VEC		Basket of VEC From University	Lecture	2	2	-	30	20	50		08	20
CC		Basket of CC From University	Practical	2	-	4	50	-	50	20	-	20
Total				22	16	12	380	220	600			

Note:

Nature of Course : L- Lecture, P-Practical, S-Seminar, J-Project, I-Internship, D-Dissertation, **Course Category:** MM-Major Mandatory, ME-Major Elective, MI-Minor, OE-Generic / Open electives, VSC-Vocational skill course, SEC-Skill Enhancement course, AEC-Ability Enhancement course, IKS-Indian Knowledge system, VEC-Value Education course, OJT-On Job Training / Internship / Apprenticeship, FP-Field project, CEP-Community engagement and service, CC-Co – curricular course, RM-Research methodology, RP-Research project

Level 4.5 Award of UG certificate with 40 credits and an additional 4-credits core NSQF course / internship OR continue with major and minor

Second Year - Semester III												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
MM	CAD41M ML201	Social Media Marketing	Lecture	2	2	-	30	20	50		08	20
MM	CAD41M ML202	Web Scripting using JavaScript	Lecture	2	2	-	30	20	50		08	20
MM	CAD41M ML203	Brand Management	Lecture	2	2	-	30	20	50		08	20
MM	CAD41M MP201	Practical Based on Social Media Marketing	Practical	1	-	2	30	20	50		08	20
MM	CAD41M MP202	Practical Based on Web Scripting using JavaScript	Practical	1	-	2	30	20	50		08	20
OE		Basket of OE From University	Lecture	2	2	-	30	20	50		08	20
MI		Basket of MI From University	Lecture	3	3	-	60	40	100		16	40
MI		Practical Based on MI From University	Practical	1	-	2	30	20	50		08	20
AEC		Basket of AEC From University	Lecture	2	2	-	30	20	50		08	20
VSC	CAD41V SP201	Advanced Excel with Visualization	Practical	2		4	30	20	50		08	20
FP	CAD41FP J201	Field Project	Practical	2	-	4	50	-	50	20	-	20
CC		Basket of CC From University	Practical	2	-	4	50	-	50	20	-	20
Total				22	13	18	430	220	650			

Note:

Nature of Course : L- Lecture, P-Practical, S-Seminar, J-Project, I-Internship, D-Dissertation, **Course Category:** MM-Major Mandatory, ME-Major Elective, MI-Minor, OE-Generic / Open electives, VSC-Vocational skill course, SEC-Skill Enhancement course, AEC-Ability Enhancement course, IKS-Indian Knowledge system, VEC-Value Education course, OJT-On Job Training / Internship / Apprenticeship, FP-Field project, CEP-Community engagement and service, CC-Co – curricular course, RM-Research methodology, RP-Research project

Second Year - Semester IV												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
MM	CAD41M ML204	E-Mail and Mobile Marketing	Lecture	2	2	-	30	20	50		08	20
MM	CAD41M ML205	Angular JS	Lecture	2	2	-	30	20	50		08	20
MM	CAD41M ML206	Campaign Management	Lecture	2	2	-	30	20	50		08	20
MM	CAD41M MP204	Practical Based on E-Mail and Mobile Marketing	Practical	1	-	2	30	20	50		08	20
MM	CAD41M MP205	Practical Based on Angular JS	Practical	1	-	2	30	20	50		08	20
OE		Basket of OE From University	Lecture	2	2	-	30	20	50		08	20
MI		Basket of MI From University	Lecture	3	3	-	60	40	100		16	40
MI		Basket of MI From University	Practical	1	-	2	30	20	50		08	20
AEC		Basket of AEC From University	Lecture	2	2	-	30	20	50		08	20
SEC	CAD41SE P201	Google AdSense	Practical	2		4	30	20	50		08	20
CEP	CAD41CE P201	Community Engagement Program	Practical	2	-	4	50	-	50	20	-	20
CC		Basket of CC From University	Practical	2	-	4	50	-	50	20	-	20
Total				22	13	18	430	220	650			

Note:

Nature of Course : L- Lecture, P-Practical, S-Seminar, J-Project, I-Internship, D-Dissertation, **Course Category:** MM-Major Mandatory, ME-Major Elective, MI-Minor, OE-Generic / Open electives, VSC-Vocational skill course, SEC-Skill Enhancement course, AEC-Ability Enhancement course, IKS-Indian Knowledge system, VEC-Value Education course, OJT-On Job Training / Internship / Apprenticeship, FP-Field project, CEP-Community engagement and service, CC-Co – curricular course, RM-Research methodology, RP-Research project

Second Year - Semester V												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
MM	CAD41 MML301	Search Engine Optimization- I	Lecture	2	2	-	30	20	50		08	20
MM	CAD41 MML302	React JS	Lecture	2	2	-	30	20	50		08	20
MM	CAD41 MML303	Cyber Law and Digital Media Laws	Lecture	2	2		30	20	50		08	
MM	CAD41 MMP301	Practical Based on Search Engine Optimization- I	Practical	1	-	2	30	20	50		08	20
MM	CAD41 MMP302	Practical Based on React JS	Practical	1	-	2	30	20	50		08	20
ME	CAD41 MEL301	Trends and Tools for Digital Marketing	Lecture	3	3	-	60	40	100		16	40
	CAD41 MEL302	E-Commerce										
ME	CAD41 MEP301	Practical Based on Trends and Tools for Digital Marketing	Practical	1	-	2	30	20	50		08	20
	CAD41 MEP302	Practical Based on E-Commerce										
MI		Basket of MI From University	Lecture	3	3	-	60	40	100		16	40
MI		Basket of MI From University	Practical	1	-	2	30	20	50		08	20
VSC	CAD41V SP301	Lead Generation tools	Practical	2	-	4	30	20	50		08	20
FP	CAD41F PJ301	Field Project	Project	2	-	4	50	-	50	20	-	20
Total				20	12	16	410	240	650			280

Note:

Nature of Course : L- Lecture, P-Practical, S-Seminar, J-Project, I-Internship, D-Dissertation, **Course Category:** MM-Major Mandatory, ME-Major Elective, MI-Minor, OE-Generic / Open electives, VSC-Vocational skill course, SEC-Skill Enhancement course, AEC-Ability Enhancement course, IKS-Indian Knowledge system, VEC-Value Education course, OJT-On Job Training / Internship / Apprenticeship, FP-Field project, CEP-Community engagement and service, CC-Co – curricular course, RM-Research methodology, RP-Research project

Second Year - Semester VI												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/ week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
MM	CAD41 MML304	Search Engine Optimization - II	Lecture	2	2	-	30	20	50		08	20
MM	CAD41 MML305	Audio & Video Editing	Lecture	2	2	-	30	20	50		08	20
MM	CAD41 MML306	Business Strategy	Lecture	2	2	-	30	20	50		08	20
MM	CAD41 MMP304	Practical Based on Search Engine Optimization -II	Practical	1	-	2	30	20	50		08	20
MM	CAD41 MMP305	Practical Based on Audio & Video Editing	Practical	1	-	2	30	20	50		08	20
ME	CAD41 MEL303	Google Adwords	Lecture	3	3	-	60	40	100		16	40
	CAD41 MEL304	User Experience and User Interface Design										
ME	CAD41 MEP303	Practical Based on Google Adwords	Practical	1	-	2	30	20	50		08	20
	CAD41 MEP304	Practical Based on User Experience and User Interface Design										
MI		Basket of MI From University	Lecture	3	3	-	60	40	100		16	40
MI		Basket of MI From University	Practical	1	-	2	30	20	50		08	20
OJT	CAD41J TP301	On Job Training	Practical	4		8	60	40	100		16	40
Total				20	12	16	390	260	650			

Nature of Course : L- Lecture, P-Practical, S-Seminar, J-Project, I-Internship, D-Dissertation, **Course Category:** MM-Major Mandatory, ME-Major Elective, MI-Minor, OE-Generic / Open electives, VSC-Vocational skill course, SEC-Skill Enhancement course, AEC-Ability Enhancement course, IKS-Indian Knowledge system, VEC-Value Education course, OJT-On Job Training / Internship / Apprenticeship, FP-Field project, CEP-Community engagement and service, CC-Co – curricular course, RM-Research methodology, RP-Research project

Fourth Year- Semester VII												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/ week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
MM	CAD41M ML401	Customer Relationship Management	Lecture	3	3		60	40	100		16	40
MM	CAD41M ML402	AI and Marketing Tools	Lecture	3	3		60	40	100		16	40
MM	CAD41M ML403	Web and Google Analytics	Lecture	3	3		60	40	100		16	40
MM	CAD41M MP401	Practical Based on Customer Relationship Management	Practical	1		2	30	20	50		08	20
MM	CAD41M MP402	Practical Based on AI and Marketing Tools	Practical	1		2	30	20	50		08	20
MM	CAD41M MP403	Practical Based on Web and Google Analytics	Practical	1		2	30	20	50		08	20
ME	CAD41M EL401	Management Information System	Lecture	3	3		60	40	100		16	40
	CAD41M EL402	Decision Support System	Lecture	3	3		60	40	100		16	40
ME	CAD41M EP401	Practical Based on Management Information System	Practical	1		2	30	20	50		08	20
	CAD41M EP402	Practical Based on Decision Support System	Practical	1		2	30	20	50		08	20
RM	CAD41R ML401	Research Methodology	Lecture	3	3		60	40	100		16	40
RM	CAD41R MP401	Practical based on Research Methodology	Practical	1		2	30	20	50		08	20
Total				20	15	10	450	300	750			

Note:

Nature of Course : L- Lecture, P-Practical, S-Seminar, J-Project, I-Internship, D-Dissertation, **Course Category:** MM-Major Mandatory, ME-Major Elective, MI-Minor, OE-Generic / Open electives, VSC-Vocational skill course, SEC-Skill Enhancement course, AEC-Ability Enhancement course, IKS-Indian Knowledge system, VEC-Value Education course, OJT-On Job Training / Internship / Apprenticeship, FP-Field project, CEP-Community engagement and service, CC-Co – curricular course, RM-Research methodology, RP-Research project

Fourth Year- Semester VIII												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/ week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
MM	CAD41 MML404	Digital Marketing Project Management	Lecture	3	3		60	40	100		16	40
MM	CAD41 MML405	Sales Management	Lecture	3	3		60	40	100		16	40
MM	CAD41 MML406	Business Analytics	Lecture	3	3		60	40	100		16	40
MM	CAD41 MMP404	Practical based on Digital Marketing Project Management	Practical	1		2	30	20	50		08	20
MM	CAD41 MMP405	Practical based on Sales Management	Practical	1		2	30	20	50		08	20
MM	CAD41 MMP406	Practical based on Business Analytics	Practical	1		2	30	20	50		08	20
ME	CAD41 MEL403	Affiliate Marketing	Lecture	3	3		60	40	100		16	40
	CAD41 MEL404	IPR for Digital Marketing	Lecture	3	3		60	40	100		16	40
ME	CAD41 MEP403	Practical Based on Affiliate Marketing	Practical	1		2	30	20	50		08	20
	CAD41 MEP404	Practical Based on IPR for Digital Marketing	Practical	1		2	30	20	50		08	20
OJT	CAD41J TP401	On job Training	Practical	4		8	60	40	100		16	40
Total				20	12	16	420	280	700			

Note:

Nature of Course : L- Lecture, P-Practical, S-Seminar, J-Project, I-Internship, D-Dissertation, **Course Category:** MM-Major Mandatory, ME-Major Elective, MI-Minor, OE-Generic / Open electives, VSC-Vocational skill course, SEC-Skill Enhancement course, AEC-Ability Enhancement course, IKS-Indian Knowledge system, VEC-Value Education course, OJT-On Job Training / Internship / Apprenticeship, FP-Field project, CEP-Community engagement and service, CC-Co – curricular course, RM-Research methodology, RP-Research project

Semester: First

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Syllabus Semester-I

Course code: CAD41MML101	Course Name: Basics of Digital Marketing	
Course Category: Major Mandatory		
Credits: 2	Teaching scheme: L-2 P-0	Evaluation scheme: CA–30, ESE–20
Pre-requisites: Basic Concepts of Marketing		
Course Objective:		
The basic objective of is Understand the Marketing importance, types of marketing and marketing Strategy.		
Course Outcome: After completion of the course the student will be able:		
CO1. How to promote product effectively using digital media		
CO2. Understand types of Digital marketing		
CO3. To understand the market research		

Contents

Unit	Contents	Teaching Hours
1	Digital Marketing Basics What is digital marketing? ,Inbound & Outbound marketing Principles of digital marketing(I's), Market mix, Traditional vs. Digital Marketing, Process of digital marketing Digital Strategy (DS) Value, Ethics & Vision of company, Basics of strategy, Four Pillars of DS, Five Rules	10
2	Digital transformation Data driven Culture-4d's, Components of data transform, Stages of digital transform, Inflectional factors for success Digital Channel(DC) Basics of Channel, Types of channel: Social Media Marketing, Content Marketing, Email & mobile Marketing, Affiliate Marketing, Influencer Marketing, Brand & advertisement Marketing, SEO, SCO, Search Engine Marketing	10
3	Digital Market Research Basics of Research and Development, 5A's of Digital Marketing Types of market Research, Legal Challenges Digital Market development Concepts of SMART, Market funnel by Roger, Designing a roadmaps as per Value, Ethics and Vision, Insights and emerging trends	10

Text Books:

1. Understanding Digital Marketing :Marketing strategies for engaging the digital generation, Damian Ryan, 4th Edition
2. eMarketing The essential guide to marketing in a digital world By Rob Stokes and the Minds of Quirk

Syllabus **Semester-I**

Course code: CAD41MMP101 Course Name: Practical Based on Basics of Digital Marketing		
Course Category: Major Mandatory		
Credits: 1	Teaching scheme: L-0 P-2	Evaluation scheme: CA-30, ESE-20
Pre-requisites: Basic concepts of Marketing		
Course Objective: The basic objective of is Understand the Marketing importance, types of marketing and marketing Strategy using different case studies		
Course Outcome: After completion of the course the student will be able to gain:		
CO1. How to promote product effectively using digital media		
CO2. Understand types of Digital marketing		
CO3. To understand the market research		

Contents:

Sr. No.	Practical to be covered	Practical Hours
1	Practical will be designed as per guidelines of Practical In-charge by considering the theory concepts. Case studies or Seminars or Mini Projects can be suggested.	10

Syllabus **Semester-I**

Course code: CAD41MML102	Course Name: Design Thinking	
Course Category: Major Mandatory		
Credits: 2	Teaching scheme: L-2 P-0	Evaluation scheme: CA–30, ESE–20
Pre-requisites: Basic Concepts of computers, marketing and design.		
Course Objective:		
The main objective is to solve the customer's requirements.		
Course Outcome: After completion of the course the student will be able:		
CO1. Designing a mindset using skills.		
CO2. Techniques used to create empathy.		
CO3. Creating an overall Journey Map.		

Contents:

Unit	Contents	Teaching Hours.
1	Design Thinking(DT) Concept of design thinking, Design Thinking Skills, Design Thinking Mindset, Principles Design Thinking Design Thinking Framework General approaches of DT, Team building, Workshops and types Characteristics in DT	10
2	Research Using User Research Process: Exploring the problem, generating ideas, Refining solution, User Research: User interviews, Contextual inquiry, survey, focus group, card sorting, Research Techniques, Empathy map, Personas: what are Personas, why create personas, finding information for personas	10
3	Generating Ideas, Content Management, Business Requirement & Solution to Prototype: Content strategy, Information Architecture, User researcher, Building a Network of user Advocacy, Current state, Design principles, Design Deliverables, Fidelity, and Better Deliverables. Defining to Design, Design principles, Information Architecture, Wire framing, Prototyping, Wire frame Vs Prototype Usability Testing, feedback.	10

Text Books:
1. "Design your thinking", Pavan Soni ,Penguin Random House India Private Limited
2. UNDERCOVER User Experience Design, Cennydd bowles and James Box,
3. A Project Guide to UX Design, Russ Unger and Carolyn Chandler
4. The Essential Guide to User Interface Design: An Introduction to GUI Design Principles and Techniques, Wilbert O. Galitz , WILEY, 3rd

Syllabus
Semester-I

Course code: CAD41MMP102 Course Name: Practical Based on Design Thinking		
Course Category: Major Mandatory		
Credits: 1	Teaching scheme: L-0 P-2	Evaluation scheme: CA-30, ESE-20
Pre-requisites: Basic concepts of Marketing.		
Course Objective: The basic objective of is Understand the Marketing importance, types of marketing and marketing Strategy using different case studies		
Course Outcome: After completion of the course the student will be able to gain:		
CO1. Designing a mindset using skills.		
CO2. Techniques used to create empathy.		
CO3. Creating an overall Journey Map.		

Contents:

Sr. No.	Description of the practical	Practical Hours
1	Write five features of any mobile app	2
2	Design Empathy map for Coffee shop app.	2
3	Write User Persona for Designing E-Commerce Website.	2
4	Write Journey Map for Traveling app.	2
5	Design wireframe structure for Music app.	2
6	Design Information Architecture for E-Commerce Website	2
7	Design mobile app screens for educational website	2
8	Design Animated screens for app journey information	2
9	Design Animated slideshow for app features	2
10	Design text animation for app features	2
11	Project	10

Syllabus **Semester-I**

Course code: CAD41VSP101	Course Name: Office Automation	
Course Category: Vocational Skill Course		
Credits: 2	Teaching scheme: L-0 P-4	Evaluation scheme: CA-30, ESE-20
Pre-requisites: Basic knowledge of Computers		
Course Objective:		
This course provides an in-depth understanding and practical experience with the Microsoft Office suite, including Word, Excel, and PowerPoint. Students will learn essential skills to create and manage documents, perform data analysis, and design professional presentations.		
Course Outcome: After completion of the course the student will be able:		
CO1: Learn to develop the skills for creating, formatting, and editing documents.		
CO2: Understand the basic concepts and interface of Microsoft Excel.		
CO3: Learn to design an effective presentation..		

Contents:

Sr.No.	Description of the practical	Practical Hours
1	Practical based on creating and formatting a document.	04
2	Practical based on working with Files and Page Formatting.	04
3	Practical based on Tables and Layout.	04
4	Practical based on References tab.	04
5	Practical based on Mailing tab.	04
6	Practical based on creating and formatting a document.	04
7	Practical based on working with Files and Page Formatting.	04
8	Practical based on Tables and Layout.	04
9	Practical based on References tab.	04
10	Practical based on Mailing tab.	04
11	Introduction of Microsoft Excel with formatting Cell and Worksheet.	04
12	Practical based on Microsoft Excel Formulas.	04
13	Practical based on Data Sorting, Filter and Advance Filter.	04
14	Practical based on Conditional Formatting.	04
15	Practical based on charts and graphs.	04

Text Books:
1. Microsoft Office 2019 Step by Step, Joan Lambert and Curtis Frye, Microsoft Press, 1st Edition
2. Word 2019 For Dummies, Dan Gookin, Wiley, 1st Edition
3. Excel 2019 Bible, Michael Alexander and Richard Kusleika, Wiley, 1st Edition
4. PowerPoint 2019 For Dummies, Doug Lowe, Wiley, 1st Edition

Syllabus **Semester-I**

Course code: CAD41SEL101 Course Name: Consumer facets Course Category: Skill Enhancement Course		
Credits: 2	Teaching scheme: L-2 P-0	Evaluation scheme: CA-30, ESE-20
Pre-requisites: Basic knowledge of business and marketing		
Course Objective:		
To provide a comprehensive understanding of the different aspects that influence consumer behavior in the marketplace		
Course Outcome: After completion of the course the student will be able:		
CO1. Understand the consumer behavior that influences the market.		
CO2. Models used to make decisions		
CO3. Consumer intent at different stages to understand market flow.		

Contents:

Unit	Contents	Teaching Hours
1	Basics of consumer: Types of consumers, Model of Consumer, Learning Model, Psychoanalytical Model, Sociological Model, Economic Model, Understanding Consumer Behavior, Consumer Segmentation	10
2	Consumer Involvement: Models of involvement, Decision Making Process, Marketing Impacts on Consumers need Consumer Behavior: Behavior model, Consumer Behavior Environment, Reference groups.	10
3	Basics of Facets: Basics of facets, Areas of facets, Consumer facets, Consumer culture and life style. Culture of Consumption: Buying habit, Research, Applications & Ethics	10

Text Books:

1. Consumer Behavior , Leon G. Schiffman, Joe Wisenblit, S. Ramesh Kumar, Pearson Education India, 12th edition
2. Consumer Behavior Buying, Having,Being, Michael R Solomon, Rebekah Russell-Bennett Josephine Previte,Pearson Education India, 4th edition

Semester: Second

Syllabus **Semester-II**

Course code: CAD41MML103	Course Name: Content Marketing
Course Category: Major Mandatory	
Credits: 2	Teaching scheme: L-2 P-0
	Evaluation scheme: CA-30, ESE-20
Pre-requisites: Basic knowledge of creation of contents and to understand customer's mind	
Course Objective:	
The basic objective is to understand the basics of content and its importance in Market sector.	
Course Outcome: After completion of the course the student will be able:	
CO1. How to Write Effective content for marketing	
CO2. Understand principles of content writing.	
CO3. To design and develop the content to facilitate the audience	

Contents:

Unit	Contents	Teaching Hours
1	Content Marketing What is Content Marketing, Content Marketing framework, Resources need to create meaningful content Defining your content Niche and Strategy The audience Persona, Engagement cycle, Epic Content Marketing Reference Groups	10
2	Create Content Creating Content, Hiring/team Positions, 3R's of Content Marketing Content marketing subscription Managing Content The Business Model of Content Marketing, Business case for Content Marketing. Building calendar, Content platform and promotions ROI Mystery	10
3	Design and Development Content Design, Repositories, Content marketing pyramid Content Process Content creation process, Ethics/Diversity in Content Marketing Content type, Finding content Assets and tracking key metrics	10

Text Books :

1. Epic Content Marketing: How to Tell a Different Story, Break through the clutter, and win more customer by Marketing less, Joe Pulizzi, McGraw Hill Professional

Syllabus **Semester-II**

Course code: CAD41MMP103	Course Name: Practical Based on Content Marketing	
Course Category: Major Mandatory		
Credits: 1	Teaching scheme: L-0 P-2	Evaluation scheme: CA-30, ESE-20
Pre-requisites: Basic knowledge of creation of contents and to understand customer's mind		
Course Objective:		
Creating, developing and promoting the content		
Course Outcome: After completion of the course the student will be able:		
CO1. How to Write Effective content for marketing		
CO2. Understand principles of content writing.		
CO3. To design and develop the content to facilitate the audience		

Contents:

Sr. No.	Description of the Practical	No. of Practical
1	Practical will be designed as per guidelines of Practical In-charge.	10

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Syllabus **Semester-II**

Course code: CAD41MML104	Course Name: Web Fundamentals	
Course Category: Major Mandatory		
Credits: 2	Teaching scheme: L-2 P-0	Evaluation scheme: CA-30, ESE-20
Pre-requisites: Basic knowledge of programming concepts		
Course Objective:		
This course is about the foundational concepts of HTML and CSS, covering the structure, syntax, and various elements used to create web pages.		
Course Outcome: After completion of the course the student will be able:		
CO1. To understand basic of internet and web.		
CO2. To understand the tags and implementation of HTML tags.		
CO3. To understand the Cascading Style Sheets (CSS).		

Contents:

Unit	Contents	Teaching Hours
1	Introduction to HTML: Structure and semantics of HTML program, HTML Paired tags, Singular Tag Webpage Formatting: paragraph, line break, headings, drawing lines, horizontal rules (<hr> tag), comments etc. Text styles: Bold, Italic, Underline, Alignments & Spacing.	10
2	HTML Tags Lists: Types of lists viz. unordered, ordered, definition lists Adding graphics: Image, background, border, using width and height attributes. Linking documents (Links): External document references, internal document references. Tables: Creation and setting attributes of table, width & border attribute, Cell Padding, Cell Spacing, Colspan & Rowspan Attributes, background color. Frames: Frameset and frame tag., Span tag, Div Tag. HTML Forms: Form Attributes, Form Elements, Input Types, Input Attributes, Input Form Attribute.	10
3	Introduction to Cascading Style Sheets (CSS) The style tag, Tag selectors, Text Formatting, Line-height property in CSS, Colors, Box Model, Hexadecimal color codes, Table Formatting CSS Layout - The position Property. CSS Class Selectors The class attributes, CSS class selectors, The span tag, CSS opacity.	10

Text Books :

1. Complete Reference HTML & CSS, Thomas A. Powell, McGraw-Hill Education, 6th edition

Website Resources:

1. [HTML Tutorial \(w3schools.com\)](http://w3schools.com)

Syllabus Semester-II

Course code: CAD41MMP104	Course Name: Practical Based on Web Fundamentals	
Course Category: Major Mandatory		
Credits: 2	Teaching scheme: L-0 P-2	Evaluation scheme: CA-30, ESE-20
Pre-requisites: Basic knowledge of programming concepts		
Course Objective:		
This course is about the foundational concepts of HTML and CSS, covering the structure, syntax, and various elements used to create web pages.		
Course Outcome: After completion of the course the student will be able:		
CO1. To understand basic of internet and web.		
CO2 To understand the tag and implements the tags of HTML.		
CO3 To create and style the web pages using CSS.		

Contents:

Sr. No.	Description of the Practical	Practical Hours
1	Study of web standard	02
2	Study of Protocol.	02
3	Practical based on Text formatting.	02
4	Practical based on Text styles.	02
5	Created web page of personal Information.	02
6	Practical Based on ordered list and unordered List.	02
7	Practical Based on adding graphics.	02
8	Practical based on Tables and Frames.	02
9	Practical based on linking documents.	02
10	Practical based on Forms.	02
11	Practical Based on Text formatting.	02
12	Practical Based on Table Formatting	02
13	Practical Based on CSS Layout - The position Property	02
14	Practical based on CSS Class Selectors.	02
15	Practical based on span tag and CSS opacity.	02

Text Books :

- Complete Reference HTML & CSS, Thomas A. Powell, McGraw-Hill Education, 6th edition

Website Resources:

- [HTML Tutorial \(w3schools.com\)](http://w3schools.com)

Syllabus **Semester-II**

Course code: CAD41VSP102	Course Name: Blogging	
Course Category: Vocational Skill Courses		
Credits: 2	Teaching scheme: L-0 P-4	Evaluation scheme: CA–30, ESE–20
Pre-requisites: Basic knowledge of understanding target audience and Knowledge of Social media platforms		
Course Objective:		
This course aims to equip students with the essential skills and knowledge required to create engaging and effective blogs. They will learn the principles of blog creation, including selecting the right platform, developing unique content. Additionally, will explore various strategies for Vlog and podcasting.		
Course Outcome: After completion of the course the student will be able:		
CO1 Understand the basics of Blogging.		
CO2 Create successful blogs using popular blogging platforms		
CO3 Create and manage the Vlogs and Podcasts.		

Contents:

Unit	Description of the Practicals	Practical Hours
1	Blogging Basics Blogging basics and study of Blogging types.	04
2	Study of Blogging Strategy: Decide your goal, Target, Audience Budget, Content idea etc.	04
3	Study of Blogging Essentials: Unique content, Multimedia (Images, Audio, Videos) Social Media accounts for blogs.	04
4	Study of Plugins, Templates, Domain name, Hosting etc.	04
5	Study of Blogging Platforms: Blogger, WordPress, LinkedIn, Medium, Tumblr, Wix etc.	04
6	Steps to create blog in Blogger.	04
7	Creation of Blogs Create a blog post using Blogger.	04
8	Steps to create blog in WorPress: Sign up Register a domain Choose a theme/template, Install essential plugins, Create a Post.	04
9	Create a complete blog using WordPress.	04
10	Publish and promote the blog.	04
11	Creation of Vlog and Podcasting Create and edit an effective Vlog.	04
12	Steps to upload a Vlog on YouTube and managing YouTube Channel.	04
13	Study of Podcasting.	04
14	Create Podcasts using audio tools.	04
15	Steps to upload a Podcast on music streaming app	04

Syllabus **Semester-II**

Course code: CAD41SEL102	Course Name: Introduction to Marketing Essentials	
Course Category: Skill Enhancement Course		
Credits: 2	Teaching scheme: L-2 P-0	Evaluation scheme: CA-30, ESE-20
Pre-requisites: Knowledge of Social media platforms, marketing fundamentals and creative skills.		
Course Objective:		
Marketing Essentials is a comprehensive course that provides students with a solid foundation in the fundamental concepts and principles of marketing. They will learn about the future aspects and marketing environment..		
Course Outcome: After completion of the course the student will be able:		
CO1 Identify the elements of the marketing mix and process of marketing		
CO2 Learn Marketing Planning techniques.		
CO3 Learn market research techniques and their application in marketing planning.		

Contents:

Unit	Topics to be covered	Teaching Hours
1	Marketing Basics: What is marketing?, Basics of Product & services, value satisfaction & quality, Integrated Approach, P's, M's, C's of Market, Process of marketing. Marketing planning, Marketing Environment, Macro marketing, Micro Marketing: Customer Equity: creating, focusing, managing & understanding Customer needs, Competitive analysis & Profit contribution, Marketing research & information.	10
2	Strategic Marketing Planning Strategic audit , SWOT Analysis , PEST Analysis, Business Portfolio, Developing Growth Strategies , Three levels of strategy development, A marketing planning and management model, strategic and tactical planning	10
3	The Marketing Environment Internal Environment & External Environment, Porter's five forces factors The supply chain of market, Customers, Suppliers, Intermediaries, Competitors, Public groups, Marketing ethics and social responsibility, Legislation versus ethics, Ethics and marketing, ethical behavior, Social responsibility Marketing Research, What is marketing research?, Objective of marketing research, Marketing research process, Developing the research plan, Secondary data research, Refining the research design, Collecting primary data: survey methods, Motivation research.	10

Text Books :

- Essentials of Marketing, William D. Perreault Jr., Joseph P. Cannon, and E. Jerome McCarthy, McGraw-Hill Education, 16th edition
- Marketing: An Introduction, Gary Armstrong and Philip Kotler, Pearson, 14th edition

Reference Books:

- Principles of Marketing, Philip Kotler and Gary Armstrong, Pearson, 12th edition

Semester: Third

Syllabus Semester III

Course code: CAD41MML201	Course Name: Social Media Marketing	
Course Category: Major Mandatory		
Credits: 2	Teaching scheme: L-2 P-0	Evaluation scheme: CA-30, ESE-20
Pre-requisites: Knowledge of Social media platforms, marketing fundamentals and creative skills.		
Course Objective:		
To learn the strategic Mastery of Social Media Marketing and enhance students proficiency in Content Creation and Engagement.		
Course Outcome: After completion of the course the student will be able:		
CO1: To demonstrate knowledge of the Strategic Application of Social Media Marketing		
CO2: To Demonstrate knowledge of the Effective Content Creation and Engagement Skills		
CO3: To apply the knowledge of the Competent Social Media Analytics and Optimization.		
CO4: To understand optimization and implement automation in social media.		

Contents-

Unit	Contents	Teaching Hours
1	<p>Introduction: About marketing, About social media</p> <p>Social Media Marketing: What is social media marketing? Types of social media websites, Mobile social media, Big brands and social media, small business and social media, Blogging</p> <p>The Most Important Social Media Websites: Facebook, Twitter, Google+, LinkedIn, Other social networks (Pinterest, Instagram, Flickr, YouTube, Vimeo, Foursquare, Yelp) Social Media Engagement</p>	6
2	<p>Media and Target Audience: What is target audience? Use social media insights to learn about target audience, Use URL shortening services to track audience, Analyze the sales, etc.</p> <p>Sharing Content on Social Media: High quality content, Photos, Graphics, Videos, & Links Social Bookmarking Websites: The purpose of social bookmarking website, Most popular social bookmarking websites</p> <p>Approach to Social Media, Dos and Don'ts of Social Media,</p> <p>Social Media Strategy: Goals, Planning, Strategies, Monitoring, Analysis, Avoiding mistakes</p> <p>Tips on Using Social Media in Marketing: Customization, Social Media Optimization, Guidelines, Evaluation</p>	8
3	<p>Using Social Media for Promotion: Paid advertising, Other methods for social media promotion</p> <p>How to Promote Using Social Media: What you promote, How you promote Social Media ROI: Define metrics, Set up goals, Quantitative goals, Qualitative goals</p> <p>Using Social Media for Branding: About branding, Personal branding</p> <p>Social media and branding Using Social Media for Branding: About branding, Personal branding</p>	8

	Social media and branding Using Social Media for Establishing Relationship: Relationship with customers (B2C), Relationship with other businesses (B2B), Social media used for customer service, Build your own community	
4	<p>Social Media and SEO: About SEO, Increase ranking in the search results, Increase traffic, Social media and SEO.</p> <p>Tools for Managing Social Media: Tools for planning, Tools for managing, Tools for monitoring.</p> <p>Social Analytics: Facebook Insights, Google+ Insights, Other ways to track insights, Shortening services, Google Analytics, Management tools, etc.</p> <p>Automation and Social Media: What is automation? Automation tools, Benefits & disadvantages of social media automation,</p> <p>Social Media and Other Types of Marketing: Social media marketing and content marketing, Social media marketing and email marketing, Social media marketing and search engine marketing.</p>	8

Text Books:

1. Social Media Marketing Fundamentals, eMarketing Institute, eMarketing Institute, Copenhagen Denmark, First edition.
2. The Social Media Marketing Book, Dan Zarrella, O'Reilly Media, First Edition.

Reference Books:

1. Social Media Marketing - The Next Generation of Business Engagement, Dave Evans, Wiley Publishing, First Edition.
2. SWAYAM Portal, Digital Marketing Course by Shainesh G, Indian Institute of Management Bangalore (IIMB)

Online Resources: 1. NPTEL / SWAYAM lectures.LINK: https://onlinecourses.swayam2.ac.in/imb24_mg43/preview

Syllabus

Semester III

Course code: CAD41MMP201 Course Name: Practical Based on Social Media Marketing		
Course Category: Major Mandatory		
Credits: 1	Teaching scheme: L-0 P-2	Evaluation scheme: CA-30, ESE-20
Pre-requisites: Knowledge of Social media platforms, marketing fundamentals and creative skills.		
Course Objective: To perform the strategic Mastery of Social Media Marketing and enhance students proficiency practically in Content Creation and Engagement.		
Course Outcome: After completion of the course the student will be able to gain:		
CO1. Knowledge of the Strategic Application of Social Media Marketing		
CO2. Knowledge of the Effective Content Creation and Engagement Skills		
CO3. Knowledge of the Competent Social Media Analytics and Optimization		
CO4: Knowledge of customizing the content using analytics.		

Contents-

Sr. No.	Description of the Practicals	Practical Hours
1	Setting Up a Basic Marketing Website Use a free web builder to create a simple website for a business or fictional product. Add basic pages and content.	2
2	On-Page SEO Best Practices Optimize a simple website for search engines by adding metadata, alt text, headings, etc. Test changes with Google Search Console.	2
3	Creating Visual Social Media Assets Design basic Facebook/Instagram banners, YouTube thumbnails etc. using Canva templates	2
4	Setting Up and Customizing Facebook Business Pages Create a Facebook page, add info, customize layout and settings, and create a post with a Canva banner.	2
5	Analyzing Performance with Google Analytics Add GA tracking code to website. Review real time stats and explore metrics like traffic sources and location.	2
6	Promoting on Facebook Through Ads and Groups Create a Facebook ad campaign with banners. Join related Groups to share content.	2
7	Starting a YouTube Channel and Customizing Set up a basic channel, customize with branding, and create first video.	2
8	Tweet Writing and Usage Analysis Draft sample tweets linking website content, analyze tweet impressions in Twitter Analytics.	2
9	Instagram Content Posting and Story Creation Design sample Instagram posts and Stories with captions and hashtags	2
10	Email List Building and Campaigns Create email subscriber signup forms for website. Build and send test email campaigns with Mail chimp.	2
11	Project	10

Syllabus

Semester III

Course code: CAD41MML202 Course Name: Web Scripting using JavaScript Course Category: Major Mandatory		
Credits: 2	Teaching scheme: L-2 P-0	Evaluation scheme: CA-30, ESE-20
Pre-requisites: Basic knowledge in HTML tags & skill of creating web pages should be known		
Course Objectives: To equip students with the foundational knowledge and practical skills needed to create dynamic and interactive web applications through JavaScript programming.		
Course Outcomes: After completion of the course the student will be able to:		
Co1: To understand the requirements of Scripting Languages.		
Co 2: To identify the uses of Scripting Languages.		
Co 3: To introduce in-depth knowledge of programming features JavaScript		
Co 4: To use build in methods and references in Java Scripting.		

Contents –

Unit	Content	Teaching Hours
1	Introduction to Scripts and Scripting Languages: Scripts and Programs, Uses for Scripting Languages, Web Scripting.	6
2	Java Script: Variables, Data Types, Operators, Conditional statements, Loops, Arrays, Functions, Objects-Predefined objects, accessing objects, object Methods	8
3	JavaScript programming of reactive web pages elements: JavaScript Events-Mouse events, Keyboard events, Form events, window events, Event handlers, Frames, Form object, JavaScript Form Validation	8
4	Using Names, Objects and Methods Names and References in JavaScript, Built-in Objects, Home- Built Objects, The Hierarchy of Names, Using Methods, Operators and Variables, Keywords, Functions, Object interaction.	8

Text Books:

1. Web Technologies Black Book: HTML, JavaScript, PHP, Java, JSP, XML and AJAX.
2. Web Enabled Commercial Application Development Using HTML, JavaScript, DHTML (With CD) and PHP

Reference Books:

1. Javascript pocket reference, 2nd Edition , by David Flanagan.
2. Pure javascript , by Allen R. Wyke, Jason Gilliam, charlton Ting.

Syllabus **Semester III**

Course code: CAD41MMP202	Course Name: Pr. Based on Web Scripting using JavaScript	
Course Category: Major Mandatory		
Credits: 1	Teaching scheme: L-0 P-2	Evaluation scheme: CA-30, ESE-20
Pre-requisites: Basic knowledge in HTML tags & skill of creating web pages should be known		
Course Objectives: To know the foundational knowledge and practical skills needed to create dynamic and interactive web applications through JavaScript programming.		
Course Outcomes: After completion of the course the student will be able to:		
CO1: To understand the requirements of Scripting Languages.		
CO2: To identify the uses of Scripting Languages.		
CO3: To introduce in-depth knowledge of programming features JavaScript		
CO4: To use built-in methods and references in Java Scripting.		

Contents –

Sr.No.	Description of the Practicals	Practical Hours
1.	Study of Scripting Language.	2
2.	Study of Web Scripting.	2
3.	Practical Based on Operator.	2
4.	Practical based on Conditional Formatting	2
5.	Practical based on Loop	2
6.	Practical based on Array.	2
7.	Practical based on Objects-Predefined objects.	2
8.	Practical based on JavaScript Events.	2
9.	Practical based on Form object.	2
10.	Practical based on Frames	2
11.	Project	10

Syllabus **Semester III**

Course code: CAD41MML203	Course Name: Brand Management	
Course Category: Major Mandatory		
Credits: 2	Teaching scheme: L-2 P-0	Evaluation scheme: CA–30, ESE–20
Pre-requisites: Knowledge of marketing fundamentals, branding concept, consumers behavior and strategic thinking.		
Course Objective: To get mastering in the strategic principles and practical techniques of Brand Management tailored for the digital marketing landscape		
Course Outcome:		
CO1 : Understanding of Brand Management Principles.		
CO2: Analyze Consumer Behavior in Digital Channels.		
CO3: Develop Integrated Digital Branding Strategies.		
CO4: Evaluate Brand Performance and Optimize Strategies.		

Contents --

Unit	Content	Teaching Hours
1	Introduction to Brand Management: Definition and importance of branding, Evolution of branding in the digital age, Brand equity and its components Understanding Consumer Behavior: Consumer decision-making process, Factors influencing consumer behavior in the digital realm, The role of emotions in brand perception	6
2	Brand Identity and Positioning: Developing brand identity, Brand positioning strategies, Creating a unique selling proposition (USP) in the digital landscape Brand Communication: Integrated Marketing Communications (IMC), Digital channels for brand communication (social media, websites, email marketing, etc.), Crafting brand messages for different digital platforms	8
3	Brand Building in the Digital Age: Online reputation management, Building brand loyalty in digital channels, Leveraging user-generated content and influencer marketing Brand Measurement and Analysis: Key performance indicators (KPIs) for brand management in digital marketing, Tools and techniques for measuring brand awareness, engagement, and sentiment, Using data analytics for brand optimization	8
4	Brand Crisis Management: Identifying potential brand crises in digital channels, Strategies for handling negative publicity and brand crises online, Rebuilding brand reputation after a crisis Case Studies and Industry Examples: Analysis of successful digital branding campaigns, Learning from brand failures and mistakes in digital marketing	8

Text Books:
1. "Strategic Brand Management: Building, Measuring, and Managing Brand Equity" by Kevin Lane Keller
2. "Consumer Behavior: Building Marketing Strategy" by David L. Mothersbaugh and Del I. Hawkins
Reference Books:
1. "Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey and Fiona Ellis-Chadwick
2. "Brand Sense: Sensory Secrets Behind the Stuff We Buy" by Martin Lindstrom
3. "Brand Management: Research, Theory, and Practice" edited by Tilde Heding, Charlotte F. Knudtzen, and Mogens Bjerre
4. "Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World" by Chuck Hemann and Ken Burbary

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Syllabus

Semester III

Course code: CAD41VSP201	Course Name: Advanced Excel with Visualization
Course Category: Vocational Skill Course	
Credits: 2	Teaching scheme: L-0 P-4
Evaluation scheme: CA-30, ESE-20	
Pre-requisites: Basic of computer Programming and awareness about data.	
Course Objectives: Student get familiar with Advance Excel And its Features with goal seek, Advance Filter, Pivot table, VLOOKUP, HLOOKUP etc.	
Course Outcomes: After completion of the course the student will be able to:	
CO1: Use advanced functions and productivity tools to assist in developing worksheets	
CO2: Manipulate data lists using Outline, Auto filter and PivotTables.	
CO3: Use Consolidation to summarize and report results from multiple worksheets.	
CO4: Record repetitive tasks by creating Macros	

Contents--

Sr.No.	Description of the Practicals	Practical Hours
1.	Practical based on Number Formatting	2
2.	Practical Based on Conditional formatting.	2
3.	Create a marksheet in Excel with following condition Heading – Dr. G. Y. Pathrikar College Subject – Any Five subject with Total, Percentage and Result Result condition – If Per ≥ 80 ‘A’ Grade Per ≥ 60 ‘B’ Grade Per > 45 ‘C’ Grade Per ≥ 35 ‘Pass’ Otherwise ‘Fail’	2
4.	Practical Based on Filter Or (Apply Filter to above table).	2
5.	Practical Based on Chart with formatting.	2
6.	Practical based on Formula.	2
7.	Basic Formulas SUM, AVERAGE, COUNT, MAX, MEDIAN, MIN	2
8.	Time Formulas: TODAY, NOW, DATEDIF, YEAR, MONTH, DAY	2
9.	Logical Formulas: IF, OR, AND	2
10.	Create a sheet and apply Trace Precedent, Trace Dependent on that sheet.	2
11.	Practical based on VLOOKUP.	2
12.	Practical based on HLOOKUP.	2
13.	Practical based on Data validation	2
14.	Crte a worksheet and apply goal seek, subtotal on it.	2

15.	Practical based on Import data from web, word etc. in excel	2
16.	Practical based on Pivot table.	2
17.	Practical based on Workbook References	2
18.	Practical Based on macros.	2
19.	Study of Dashboard	2
20.	Create Dashboard in Excel	2
21.	Project	20

Text Books:

- | |
|---|
| 1. Excel 2016 Bible by John Walkenbach . |
| 2. Excel 2016 All-In-One For Dummies by Greg Harvey |

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Semester: Fourth

Syllabus **Semester IV**

Course code: CAD41MML204	Course Name: E-Mail and Mobile Marketing	
Course Category: Major Mandatory		
Credits: 2	Teaching scheme: L-2 P-0	Evaluation scheme: CA-30, ESE-20
Pre-requisites: Basic Concepts of Marketing.		
Course Objective: The basic objective of is Understand the Marketing importance, types of marketing and marketing Strategy.		
Course Outcome:		
CO1. To promote product effectively using digital media		
CO2. Understand types of Digital marketing		
CO3. To understand the market research.		
CO4: To Understand technical & analytical approach in Mobile marketing.		

Contents--

Unit	Content	Teaching Hours
1	Introduction of email and mobile marketing: Definition the concept email and mobile marketing, Advantages and disadvantages of mobile marketing, Mobile marketing tools.	6
2	Process of email marketing: Key terms and concepts of email and mobile marketing, SWOT analysis, growing a database, Designing & Creating content, Segmenting & Deploying, Measuring & Testing, Accessing database by email.	8
3	Mobile marketing: Need of mobile marketing, the role of mobile in personal communication, Factors used in mobile marketing, Mobile messaging channels, Location and mobile. Augmented reality & Mobile Analytics: Augmented reality in brand communications, the future of augmented reality, the quantified self, differences in between traditional analytics and mobile analytics.	8
4	Challenges of email and mobile marketing: Challenges of email marketing and mobile marketing, domain of mobile marketing, Role of mobile marketing in various field, customer support to mobile marketing. Applications of email and mobile marketing	8

Text Books:

1. Understanding Digital Marketing, Damian Ryan and Calvin Jones.
2. E-marketing The essential guide to marketing in a digital world, Rob Stokes and the Minds of Quirk

Syllabus **Semester IV**

Course code: CAD41MMP204	Course name: Practical based on E-Mail and Mobile Marketing	
Course category: Major Mandatory		
Credits: 1	Teaching scheme: L-0 P-2	Evaluation scheme: CA-30, ESE-20
Pre-requisites: Basic Concepts of Marketing.		
Course Objective: The basic objective of is Understand the Marketing importance, types of marketing and marketing Strategy.		
Course Outcome:		
CO1. To promote product effectively using digital media		
CO2. Understand types of Digital marketing		
CO3. To understand the market research.		
CO4: To Understand technical & analytical approach in Mobile marketing.		

Contents --

Sr.No.	Description of the Practicals	Practical Hours
1.	Introduce google search engine in detail.	2
2.	To create and study email address on google search engine.	2
3.	To study and observe mobile marketing tools.	2
4.	To search the e-customer online for your product.	2
5.	To create new e-customer for your product.	2
6.	To study the SWOT analysis against your product.	2
7.	To create a database to increase e- customer.	2
8.	To study and observe mobile messaging channels.	2
9.	To check the location of mobile to increase mobile marketing.	2
10.	To check how traditional analytics is different from the mobile analytics.	2
11.	Study various techniques which may use in mobile marketing.	6
12.	Study to increase the customer support for your product.	4

Text Books:

1. Understanding Digital Marketing, Damian Ryan and Calvin Jones
2. E-marketing The essential guide to marketing in a digital world, Rob Stokes and the Minds of Quirk

Syllabus

Semester IV

Course code: CAD41MML205	Course Name: Angular JS
Course Category: Major Mandatory	
Credits: 2	Teaching scheme: L-2 P-0
Evaluation scheme: CA-30, ESE-20	
Pre-Requisite: Basic knowledge of HTML, Javascript	
Course Objective:	
1. Understanding Basic concept of AngularJS	
2. Build Angular forms	
3. Understand the design of single-page applications and how AngularJS facilitates their development	
Course Outcome: At the end of the course, the student should be able to:	
CO1: Understand the fundamentals of Angular JS and its architecture	
CO2: Create and bind controllers with JavaScript	
CO3: Validate user input data & Write own filters, directives and controls.	
CO4: Create single page application	

Contents--

Unit	Content	Teaching Hours
1	INTRODUCTION: What is AngularJS?, Why AngularJS?, Features of AngularJS, Model-View-Controller Architecture: Conceptual Overview, Setting up the Environment, The Anatomy of an AngularJS app, First Application.	6
2	EXPRESSIONS AND DATA BINDING: How to use expressions, Number and String Expressions, Object Binding and Expressions, Working with Arrays, Forgiving behavior, Angular expressions v/s JavaScript expressions, Understanding Data binding.	8
3	MODULES, CONTROLLERS & DATA BINDING: Module, Modular Programming, Controllers, Attaching Properties and Functions to Scope, Adding Logic to the Controller, Adding Instance Functions and Properties to Controllers, Dependency Injection in Controllers with minification, Two-Way Binding in AngularJS.	8
4	FORMS AND FILTERS: Using Simple Form, Working with input, text area, select, Radio Button, Checkbox Control, Input Validations, and Custom Validations. Built-In Filters, Custom Filter, Chaining Multiple Filters. Form events ANGULARJS ANIMATION: Animation with CSS Transitions, Animation Using Key frames, Animation Using jQuery, Animation Using ngClass, Animation with Custom Directives.	8

Text Books:

1. AngularJS: Novice to Ninja: Elegant, Powerful, Testable, Extendable
2. AngularJS – Up and Running, Brad Green and Shyam Seshadri, 1st , O'Reilly.

Reference Books:

1. Beginning AngularJS, Andrew Grant- Apress

Syllabus Semester IV

Course code: CAD41MMP205	Course Name: Practical based on Angular JS
Course Category: Major Mandatory	
Credits: 1	Teaching scheme: L-0 P-2
Evaluation scheme: CA–30, ESE–20	
Pre-Requisite: Basic knowledge of HTML, Javascript	
Course Objective: 1. Understanding Basic concept of AngularJS	
2. Build Angular forms	
3. Understand the design of single-page applications and how AngularJS facilitates their development	
Course Outcome: At the end of the course, the student should be able to:	
CO1. Understand the fundamentals of Angular JS and its architecture	
CO2. Create and bind controllers with JavaScript	
CO3. Validate user input data & Write own filters, directives and controls.	
CO4. Create single page application	

Contents --

Sr.No.	Description of the Practicals	Practical Hours
1.	Angularjs hello world example -	2
2.	Use number expressions in angularjs –	2
3.	Angularjs string expressions for concatenation example	2
4.	Angularjs arrays expression documentation -	2
5.	Directives in angularjs –	2
6.	Angularjs ng-app directive example -	2
7.	Angularjs ng-init directive -	2
8.	Angularjs ng-show, ng-hide example -	2
9.	Angularjs convert text to lower case letters example –	2
10.	Angularjs animation example –	2
11.	Project	10

Online Resources.

1. NPTEL / SWAYAM lectures.
2. https://www.guru99.com/angularjs-introduction.html
3. https://www.tutlane.com/example/angularjs

Syllabus **Semester IV**

Course code: CAD41MML206	Course Name: Campaign Management
Course Category: Major Mandatory	
Credits: 2	Teaching scheme: L-2 P-0
Evaluation scheme: CA–30, ESE–20	
Pre-requisite: Understanding of Digital Marketing Channels, Knowledge of Target Audience	
Course Objective:	
Develop strategic thinking, Master campaign planning, Analyze data for insights and Stay updated with trends	
Course Outcomes:	
CO1: For a given marketing objective of a company the student manager will be able to develop a suitable marketing mix.	
CO2: For a given product the student managers will be able to apply the three steps of target marketing: market segmentation, target marketing, and market positioning.	
CO3: For various stages in the life cycle of the product the student managers will be able to recommend a suitable pricing strategy.	
CO4 For a given company the student managers will be able to evaluate different distribution channel options and their suitability for the company's product.	

Contents --

Unit	Content	Teaching Hours
1	Introduction To Campaign Management: basics of campaign, campaign management and types of campaign management, life cycle of campaign management, different roles and responsibilities	6
2	Setting Campaign Goals and Executing with Objectives: Identifying, Developing, Aligning, Prioritizing using SMART, Conducting Analysis using SWOT Analysis, Campaign Strategy and tactics with OKR(objective Key Result), Choosing right Channel with Budget and Timeline ,Monitoring and maintaining Campaign reports	8
3	Campaign Evaluation and Measurement: Tools and Frameworks used in evaluation, Learning Documentation of Campaign , Defining, Analyzing, Evaluating Campaign, Ethics for public perception and brand reputation	8
4	Future Campaign Management : Emerging Trends, Fundraising campaign, Marketing Campaign, Social Media campaign, Public relation campaign, Political campaign	8

Text Books:

1. Campaign Management: A Strategic Approach by Dennis F. Littlefield and Laura J. Smith
2. Jab, Right Hook: How to Tell Your Story in a Noisy Social Media World by Gary Vaynerchuk.

Reference Books:

1. Social Media Marketing Strategy: The Marketing & Sales Leader's Guide to Winning Customers and Boosting Revenue by Chris Brogan and Julien Smith.
2. Marketing Management by Philip Kotler and Kevin Lane Keller:
3. Brand Management: Research, Theory, and Practice" edited by Tilde Heding, Charlotte F. Knudtzen, and Mogens Bjerre

Syllabus **Semester IV**

Course code: CAD41SEP201	Course Name: Google AdSense	
Course Category: Skill Enhancement Course		
Credits: 2	Teaching scheme: L-0 P-4	Evaluation scheme: CA-30, ESE-20
Course Objective:		
1. Make students explore and understand the kind of ads they can use with AdSense		
2. To acquaint students with Ad groups, keywords, and their usage		
Course Outcome:		
CO1 Identify the key elements of a Google AdSense paid search campaign.		
CO2 Know and understand the difference between text only and rich Image Media Ads.		
CO3 Review the performance of the Ads on a website.		
CO4 Evaluate which ads are shown on the website and where Ads are placed on the website.		

Contents--

Sr.No.	Description of the practicals	Practical Hours
1	Introduction to Google AdSense.	2
2	Google AdSense vs Google AdWords Explained.	2
3	Step-by-step guide to creating an AdSense account.	2
4	Understanding Google AdSense policies and guidelines.	2
5	How to approve Google AdSense account.	2
6	How Does Google AdSense Work?	2
7	How to use Google AdSense script.	2
8	Creating and customizing mobile ads.	2
9	Exploring different ad formats available in Google AdSense.	2
10	Creating and customizing mobile ads.	2
11	How To Place Ads On Websites?	2
12	How To Place Ads On Blogs?	2
13	How to increase Traffic for Google AdSense.	2
14	Explore the process of appealing policy violations and resolving account issues.	2
15	Learn how to optimize ad placement for maximum visibility and revenue generation.	2
16	How to generate more money through AdSense.	2
17	Explore payment options and understand the payment process.	2
18	Learn how to leverage data to optimize ad performance and increase revenue.	2
19	Using Google Analytics to track AdSense performance.	2
20	Implementing A/B testing for ad optimization.	2
21	Project	20

Text Books:

1. "AdSense For Dummies" by Jerri L. Ledford
2. "The AdSense Code: What Google Never Told You about Making Money with AdSense" by Joel Comm

Reference Books: .

1. "Google AdSense: Quick Guide to Making Money Online with AdSense" by Michael Greene
2. Google AdSense Mastery Guide: Secrets to Making Money Online with AdSense" by George Allen
3. Google AdSense Secrets 6.0: What Google Never Told You About Making Money with AdSense" by Joel Comm

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Semester: Fifth

Syllabus **Semester V**

Course code: CAD41MML301	Course Name: Search Engine Optimization- I	
Course Category: Major Mandatory		
Credits: 2	Teaching scheme: L-2 P-0	Evaluation scheme: CA–30, ESE–20
Pre-requisite: Understanding of Digital Marketing Channels, Optimized content, Knowledge of Target Audience		
Course Objective: To introduce students to the fundamentals of SEO, including its principles, processes, and foundational techniques.		
Course Outcomes:		
CO1: Understand different types of SEO		
CO2: Understanding and improve content readability and keyword placement.		
CO3: Create high-quality, engaging, and SEO-friendly content		
CO4: Generate SEO reports and track improvements and Follow SEO best practices to maintain and improve rankings		

Contents:

Unit	Content	Teaching hours
1	Introduction to SEO Basics of Search Engine Optimization, Search Engine Basics, Search Algorithms On-Page SEO: Website Optimization Basics, Keywords , SEO-Friendly Content Creation	6
2	Technical SEO Website Speed and Performance, Mobile SEO, Robots.txt and XML Sitemaps	8
3	Content Strategy and Blogging Content Marketing and SEO, Importance of Quality Content Types of Content (Blogs, Videos, Info graphics, etc.), Blogging for SEO, Choosing Blog Topics Based on Keywords, Internal Linking and Optimizing Blog Posts, Evergreen Content What is Evergreen Content?, How to Create and Update Evergreen Content	8
4	Tools for SEO Introduction to SEO Tools, Google Search Console, Google Keyword Planner, Competitor Analysis, Identifying Competitors Analyzing Competitors' Keywords and Strategies , Introduction to SEO Metrics, Tracking Rankings, Traffic, and CTR, Basics of SEO Reporting	8

Text Books:

1. Search Engine Optimization- Jerri L. Ledford 2 Edition Wiley Publications
2. The Art of SEO- Mastering Search Engine Optimization-by Enge, Eric; Spencer, Stephan; Stricchiola, Jessie-O'Reilly Media Publication

Syllabus Semester V

Course code: CAD41MML302	Course Name: React JS
Course Category: Major Mandatory	
Credits: 2	Teaching scheme: L-2 P-0
Evaluation scheme: CA-30, ESE-20	
Pre-requisite: Basic knowledge of HTML, CSS, & JavaScript, Angular JS languages	
Course Objective: The objective of React.js is to build fast, dynamic, and interactive user interfaces for web applications using a component-based architecture, enabling reusable code and efficient rendering through its Virtual DOM.	
Course Outcomes: After completion of the course the student will be able to:	
CO 1: Recognize and Understand the fundamental of JavaScript.	
CO 2: Describe the various component of JS.	
CO 3: Understanding the React Hooks and Forms, Event.	
CO 4: Understanding the state management libraries and API Integration.	

Contents:

Unit	Content	Teaching hours
1	Introduction to React: Basic concept of React, Advantages of using React, React vs. other frameworks (e.g., Angular, Vue), Setting up a React development environment, Introduction to JSX Core Concept JSX: JSX Syntax and Rules, Embedding expressions in JSX, JSX vs. JavaScript	6
2	Components: Functional Components, Class Components, Component Lifecycle (Class components only), Component Props and Prop Types. State Management: State in Functional and Class Components, Updating State, The use State Hook React Hooks: useEffect, useContext, useReducer, useMemo, useCallback, Custom Hooks	8
3	Forms and Events: Controlled Components, Uncontrolled Components, Handling Forms and Events, Validation and Error Handling Lists and Keys: Rendering Lists, Key Attribute and its Importance Routing: React Router Overview, Setting up Routes, Route Parameters, Nested Routes, Programmatic Navigation	8
4	Styling: CSS in React, Inline Styles, CSS Modules, Styled Components, Tailwind CSS with React (Optional) State Management libraries: Context API, Redux (with Redux Toolkit), Zustand or MobX (Optional) API Integration: Fetching data with Fetch API, Fetching data with Axios, Handling Promises, Error Handling, Custom Hooks for API calls	8

Text Books:

1. Beginning ReactJS Foundations Building User Interface with ReactJS- By Chris minnick Published by John Wiley & Sons, Inc., Hoboken, New Jersey.
2. Fullstack React The Complete Guide to ReactJS and Friends-by Anthony Accomazzo, Ari Lerner, Nate Murray, Clay Allsopp, David Gutman, and Tyler McGinnis Published in San Francisco, California by Fullstack.io

Syllabus **Semester V**

Course code: CAD41MML303	Course Name: Cyber Law and Digital Media Laws
Course Category: Major Mandatory	
Credits: 2	Teaching scheme: L-2 P-0
Evaluation scheme: CA–30, ESE–20	
Pre-requisite: Understanding of Information Technology, Fundamental knowledge of legal aspects	
Course Objective: To introduce students to explore the legal frameworks of cyber laws that governs digital media and IT Sectors using social media.	
Course Outcomes:	
CO1: Understand legal framework governing cyberspace and digital media	
CO2: Explore and analyze different types of cybercrimes and legal provisions in India.	
CO3: Create impact of data protection and privacy laws on digital transactions	
CO4: Generate and interpret IPR on digital content and online platforms.	

Contents:

Unit	Content	Teaching hours
1	Introduction to Cyber Law Evolution of computer technology, emergence of cyber space. Cyber Jurisprudence, Jurisprudence and law, Doctrinal approach, Consensual approach, Real Approach, Cyber Ethics, Cyber Jurisdiction, Hierarchy of courts, Civil and criminal jurisdictions	6
2	Cyberspace-Web space Web hosting and web Development agreement, Legal and Technological Significance of domain Names, Internet as a tool for global access. Cyber Law and Related Legislation Patent Law, Trademark Law, Copyright, Software – Copyright or Patented Domain Names and Copyright disputes, Electronic Data Base and its Protection	8
3	IT ACT : IT Act and Civil Procedure Code, IT Act and Criminal Procedural Code Impact of data breaches, social media data governance. Legal recognition of e-contracts	8
4	Relevant Sections of Indian Evidence Act, Relevant Sections of Bankers Book Evidence Act, Relevant Sections of Indian Penal Code, Relevant Sections of Reserve Bank of India Act, Law Relating to Employees and Internet, Alternative Dispute Resolution, Online Dispute Resolution (ODR). Cyber ethics, international cyber law frameworks, AI and law enforcement, future legal trends in cyberspace,	8

Text Books:

1. Computer Security Basics (Paperback)- Debby Russell and Sr. G. T Gangemi,O'Reilly Media, 2006.
2. Cyber Security Essentials Averbach,James Graham,T and F Group.
3. Law Relating to Computers, Internet and E-Commerce,Nandan Kamath,Universal Law Publishing

Reference Books:

1. Information Security policies and procedures: A Practitioners Reference,Thomas R. Peltier,Prentice Hall, 2004.
2. Cyber law: the Law of the Internet,Jonathan Rosenoer,Springer-verlag, 1997
3. Cyber Crime & Digital Evidence, Rohas Nagpal, Indian Perspective

Syllabus **Semester V**

Course code: CAD41MMP301	Course Name: Practical based on Search Engine Optimization- I	
Course Category: Major Mandatory		
Credits: 1	Teaching scheme: L-0 P-2	Evaluation scheme: CA-30, ESE-20
Pre-requisite: Understanding of Digital Marketing Channels, Optimized content, Knowledge of Target Audience		
Course Objective: To introduce students to the fundamentals of SEO, including its principles, processes, and foundational techniques.		
Course Outcomes: Practical Assignments for SEO Module:		
CO1: Understand different types of SEO		
CO2: Understanding and improve content readability and keyword placement.		
CO3: Create high-quality, engaging, and SEO-friendly content		
CO4: Generate SEO reports and track improvements.		

Contents:

Unit	Description of Practical	Practical Hours
1.	Practical based on Keyword Research and selection	2
2.	Practical based on Content Creation for a Blog Post	2
3.	Setting Up Google Search Console for a Website	2
4.	On-Page SEO Optimization	2
5.	Introduction to SEO Tools & Chrome Extensions	2
6.	Website Speed & Mobile SEO Testing	2
7.	Image Optimization for SEO	2
8.	SEO-Friendly Content Writing	2
9.	Google Search Console Setup & Analysis	2
10.	Understanding and Implementing Meta Tags	2
11.	Internal Linking & URL Structure Optimization	2
12.	Basic Technical SEO: Robots.txt , XML Sitemaps	2
13.	Performing a Competitor Analysis	2
14.	Competitor Content Analysis	2
15.	Project	2

Text Books:
1. Search Engine Optimization Jerri L. Ledford Wiley Publications, 2 Edition
2. The Art of SEO- Mastering Search Engine Optimization, Enge, Eric; Spencer, Stephan; Stricchiola, Jessie, O'Reilly Media Publication

Syllabus **Semester V**

Course code: CAD41MMP302	Course Name: Practical Based on React JS
Course Category: Major Mandatory	
Credits: 1	Teaching scheme: L-0 P-2
	Evaluation scheme: CA-30, ESE-20
Pre-requisite: Basic knowledge of HTML, CSS, & JavaScript, Angular JS languages	
Course Objective: The objective of React.js is to build fast, dynamic, and interactive user interfaces for web applications using a component-based architecture, enabling reusable code and efficient rendering through its Virtual DOM.	
Course Outcomes:	
CO 1: Recognize and Understand the fundamental of JavaScript.	
CO 2: Describe the various component of JS.	
CO 3: Understanding the React Hooks and Forms, Event.	
CO 4: Understanding the state management libraries and API Integration.	

Contents:

Sr.No.	Description of Practicals	Practical Hours
1.	Introduction to React JS.	2
2.	How to install React JS in your system.	2
3.	Study about the React Components.	2
4.	Introduction to JSX.	2
5.	Write a Program of React Using JavaScript and HTML.	2
6.	Write a program to extract styles out of the component and use inline styling in My Component.	2
7.	Write a program to show error message in React.	2
8.	Write a program to create a form using react.	2
9.	Write a program of Adding React Router in application.	2
10.	Write a program of react Using Lazy loading method.	2
11.	Project	10

Text Books:	
1	A Complete Guide to DevOps with AWS by Osama Mustafa Published by Apress Berkeley, CA 1st Edition
2	Engineering DEVOPS by Marc Hornbeek
3.	DevOps by Sanjeev Sharma and Bernie coyne published by AWS Well-Architected, 2nd IBM Limited Edition

Syllabus **Semester V**

Course code: CAD41MEL301	Course Name: Trends and Tools for Digital Marketing	
Course Category: Major Elective		
Credits: 3	Teaching scheme: L-3 P-0	Evaluation scheme: CA–30, ESE–20
Pre-requisite: A foundational understanding of marketing principles, including concepts such as the marketing mix, consumer behavior, and basic advertising strategies.		
Course Objective: To explore the evolution and current landscape of digital marketing, emphasizing key paradigm shifts and the digital marketing ecosystem, to understand effective content marketing strategies, focusing on various content types, storytelling techniques, and content creation methods tailored for digital platforms, to examine search engine and performance marketing strategies, including SEO, SEM, PPC campaign management, and performance optimization and to learn about digital marketing tools, analyze the social media landscape, understanding platform-specific strategies, emerging trends, and advanced techniques for community building and engagement.		
Course Outcomes:		
CO 1: Understand the historical development and key paradigm shifts in digital marketing, Design and implement content marketing plans utilizing diverse content types to engage target audiences.		
CO 2: Develop and manage social media marketing strategies, leveraging platform-specific tactics and emerging trends to build and engage online communities.		
CO 3: Apply SEO and SEM techniques to enhance online visibility, manage PPC campaigns, and improve overall marketing performance.		
CO 4: Utilize various digital marketing tools, including those for content creation, social media management, analytics, and advertising, to effectively plan, execute, and assess marketing campaigns.		

Contents:

Unit	Content	Teaching hours
1	Evolution of Digital Marketing: Historical perspective, Key paradigm shifts. Digital Marketing Ecosystem: Channels and platforms, Consumer behaviour in digital spaces, Integrated marketing communication. Strategic Digital Marketing Planning: Goal setting, Target audience identification, Creating digital marketing frameworks Content Marketing and Strategy ,Content Marketing Fundamentals: Content types and formats, Content strategy development, Storytelling in digital marketing,	8
2	Content Creation Techniques: Writing for digital platforms, Multimedia content development, User-generated content strategies, Social Media Marketing Social Media Landscape: Platform-specific strategies, Algorithm understanding, Emerging social media trends - Short-form video, Social commerce, Influencer marketing evolution, AI integration, Social Listening, AR & VR, social media as Search Engine. Advanced Social Media Marketing: Community building, engagement, Social media advertising techniques	8
3	Advanced Social Media Marketing: Community building, Social listening, engagement, social media advertising techniques Performance Measurement: Social media analytics, KPI tracking, ROI measurement techniques, Search Engine and Performance Marketing Search Engine Optimization (SEO): On-page and off-page optimization, Keyword research strategies, Search Engine Marketing (SEM): Google Ads	8

	<p>fundamentals, Pay-Per-Click (PPC) campaign management, Remarketing techniques</p> <p>Performance Marketing: Conversion rate optimization, Landing page design, Conversion funnel analysis.</p>	
4	<p>Social Media Tools</p> <p>Content Creation Tools, their purpose and their features: Canva, Adobe Spark, Hootsuite Create, Social Media Management Tools, their purpose and their features: Hootsuite, Bufferm Sprout Social, Analytics and Monitoring Tools, their purpose and their features: Sprout Social Listening, BrandMention, Brandwatch, Emplifi, Advertising and Campaign Tools: Facebook Ads Manager, Hootsuite Ads, Madgicx, Other Tools: Google Analytics, Wix Studio, WordPress, MailChimp, Hubspot CRM</p>	10
5	<p>Emerging Technologies and Future Trends</p> <p>Artificial Intelligence in Marketing: AI-driven marketing tools, Predictive analytics, Personalization technologies. Data Analytics and Marketing Intelligence: Advanced analytics platforms, Customer data interpretation, Predictive modelling, Future Marketing Technologies: Augmented and Virtual Reality, Blockchain in marketing, Internet of Things (IoT) marketing applications</p>	11

Text Books:

1. Digital Marketing: Strategy, Implementation and Practice, 8th Edition, 2022, Dave Chaffey, Fiona Ellis-Chadwick, Pearson Education Limited.
2. Digital Marketing: Strategy & Tactics, Jeremy Kagan, Siddharth Shekhar Singh, 2020, Wiley
3. Taxmann's Digital Marketing, 2023rd Edition, Dr. Satinder Kumar & Dr. Supreet Kaur, Taxmann Publications Private Limited

Reference Books:

1. Social Media Marketing Workbook: How to Use Social Media for Business, 2021 Edition, Jason McDonald, CreateSpace Independent Publishing Platform

Online Resources:

1. NPTEL Course: Digital Marketing Strategy, By Prof. Chinmoy Kumar Roy | Banaras Hindu University
LINK: https://onlinecourses.swayam2.ac.in/ini24_mg02/preview
2. NPTEL Course: Business To Business Marketing (B2B) By Prof. J. K. Nayak | IIT Roorkee LINK: https://onlinecourses.nptel.ac.in/noc23_mg120/preview

Syllabus Semester V

Course code: CAD41MEL301	Course Name: E-Commerce	
Course Category: Major Elective		
Credits: 3	Teaching scheme: L-3 P-0	Evaluation scheme: CA-30, ESE-20
Pre-requisite: Basic Knowledge Commerce & Digital marketing		
Course Objective:		
. Understand how electronic commerce helps to improve product sales.		
Course Outcomes:		
CO1: Understand basic concepts, process of electronic payment		
CO2: Learn Electronic Transactions security issues.		
CO3: Enhance knowledge on the theoretical and practical aspects of E business.		
CO4: Acquire the knowledge on the e-commerce applications in various arenas of business.		
CO5: Apply the terms and technologies of e-commerce to current trends in AI and ML		

Contents:

Unit	Content	Teaching hours
1	E-commerce Overview: • Features, What is E-Commerce, Traditional v/s E-Commerce, History of E-Commerce, Benefits and Limitation of E-Commerce, Features of E-commerce Technology, Driving forces of E-Commerce, Impact of E-Commerce, How E-Commerce works? E-Commerce Advantages: Advantages to Organizations , Advantages to Customers ,Advantages to Society E-Commerce Disadvantages: Technical Disadvantages , Non-Technical Disadvantages	8
2	Types of Business B2C Business : Process model, pricing challenge, fulfillment challenge, Business & CRM, Software Systems B2B Business : Process model, software systems Electronic payment : Business and money, Payment challenge, payment procedures, Receivables management, Cyber money Mobile Commerce (M-commerce): Growth of mobile commerce, Mobile payment systems (Google Pay, Apple Pay, Paytm) Mobile apps vs. responsive websites, SMS & WhatsApp marketing for e-commerce	11
3	Security in E-Commerce Threats in Computer Systems, Cyber Crime Network Security, Encryption, Web server with a Firewall, Firewall and the Security Policy, Network Firewalls, Application Firewalls ,Proxy Server	8
4	Issues in E Commerce Cyber money, Ethical, Social issues in E-Commerce, Basic Ethical Concepts, Ethical principles Privacy and Information Rights, Types of Intellectual Property protection	8

5	Emerging Trends in E-commerce Artificial Intelligence (AI) and Machine Learning (ML) in e-commerce Block chain and cryptocurrency payments Augmented Reality (AR) & Virtual Reality (VR) in online shopping Social commerce (Instagram & TikTok Shopping) Sustainable and eco-friendly e-commerce	10
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Text Books:

1. INTRODUCTION TO E-COMMERCE by Martin Kutz
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2. Electronic Commerce: A Manager's Guide by Ravi Kalakota & Andrew B. Whinston, Addison Wesley

Reference Books:

1. Electronic Commerce: From Vision to Fulfillment, Elias. M. Awad, Prentice Hall India Learning Private Limited
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Syllabus

Semester V

Course code: CAD41MEP301 Course Name: Practical based on Trends & Tools for Digital Marketing		
Course Category: Major Elective		
Credits: 1	Teaching scheme: L-0 P-2	Evaluation scheme: CA–30, ESE–20
Pre-requisite: Basic Awareness about Digital Marketing tools		
Course Objective: Develop comprehensive digital marketing skills using free online tools. Create integrated digital marketing content across multiple platforms Analyze and optimize digital marketing performance metrics Build a professional online business presence through strategic digital marketing techniques		
Course Outcomes:		
CO 1: Students will construct a complete digital marketing ecosystem for a business using free tools		
CO 2: Demonstrate proficiency in content creation, website development, and social media marketing		
CO 3: Apply advanced analytics and competitive intelligence techniques		
CO 4: Generate measurable digital marketing assets with strong promotional capabilities		

Contents:

Sr.No.	Description of the Practical	Practical Hours
1.	Select a business type. Create Social Media Content Graphics for promotional posts and videos for facebook/Instagram using a tool like Canva.	2
2.	Using a tool like Canva, Create a 10-slide brand storytelling presentation	2
3.	Using a suitable platform like Wix Studio, develop a landing page for a Business website, ensuring the important content, including the call to action is present on the web page	2
4.	Publish the website and conduct a comprehensive website traffic analysis report using Wix Studio.	2
5.	Using a suitable platform like Wordpress, develop a home page for a Business website, ensuring the important content, including the call to action is present on the web page	2
6.	Develop a content marketing blog with strategic keyword integration. Should have 2- 3 published articles in the area of business expertise.	2
7.	Create short videos of a business for promoting its product sales using a suitable tool	2
8.	Using tools like BrandMention, analyse the performance of the business's competitors	2
9.	Using a tool like Mailchimp , Design an automated email onboarding sequence	2
10.	Develop a newsletter with performance tracking metrics	2
11.	Create a YouTube channel for the business, update the business's important information on the YouTube account, create and post launch video.	2
12.	Project	8

Text Books:
1. Digital Marketing: Strategy, Implementation and Practice, 8th Edition, 2022, Dave Chaffey, Fiona Ellis-Chadwick, Pearson Education Limited
2. Digital Marketing: Strategy & Tactics, Jeremy Kagan, Siddharth Shekhar Singh, 2020, Wiley
3. Taxmann's Digital Marketing, 2023rd Edition, Dr. Satinder Kumar & Dr. Supreet Kaur, Taxmann Publications Private Limited
Reference Books:
1. Social Media Marketing Workbook: How to Use Social Media for Business, 2021 Edition, Jason McDonald, CreateSpace Independent Publishing Platform
Online Resources:
1. NPTEL Course: Digital Marketing Strategy, By Prof. Chinmoy Kumar Roy Banaras Hindu University LINK: https://onlinecourses.swayam2.ac.in/ini24_mg02/preview
2. NPTEL Course: Business To Business Marketing (B2B) By Prof. J. K. Nayak IIT Roorkee LINK: https://onlinecourses.nptel.ac.in/noc23_mg120/preview

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Syllabus **Semester V**

Course code: CAD41MEP302	Course Name: Practical Based on E-Commerce
Course Category: Major Elective	
Credits: 1	Teaching scheme: L-0 P-2
Evaluation scheme: CA-30, ESE-20	
Pre-requisite: Basic Knowledge Commerce & Digital marketing	
Course Objective: Understand how electronic commerce helps to improve product sales.	
Course Outcomes:	
CO1: Understand basic concepts, process of electronic payment	
CO2: Learn Electronic Transactions security issues.	
CO3: Enhance knowledge on the theoretical and practical aspects of E business.	
CO4: Acquire the knowledge on the e-commerce applications in various arenas of business.	

Contents:

Sr.No.	Description of the Practical	Practical Hours
1	Research and present a report on different e-commerce business models with real-world examples.	2
2	Identify and compare features of top e-commerce platforms (Amazon, Flipkart, eBay, Shopify).	2
3	Practical based on Exploring E-Commerce Business Models.	2
4	Practical based on Customer Relationship Management in E-Commerce.	2
5	Practical based on Electronic Payment Systems	2
6	Practical based on Cyber Money Management.	2
7	Practical based on Intellectual Property Rights and Data Privacy in E-Commerce.	2
8	Build a basic e-commerce website using Shopify, WooCommerce, or Magento.	2
9	Case study based on E-Commerce	2
10	Case studies of successful e-commerce businesses	2
11	Setting up an online store (hands-on with Shopify/WooCommerce)	4
12	Online store creation project	6

Text Books:

- 1 INTRODUCTION TO E-COMMERCE by Martin Kutz
- 2 Electronic Commerce: A Manager's Guide by Ravi Kalakota & Andrew B. Whinston, Addison Wesley

Reference Books:

- 1 Electronic Commerce: From Vision to Fulfillment, Elias. M. Awad, Prentice Hall India Learning Private Limited

Syllabus

Semester V

Course code: CAD41VSP301	Course Name: Lead Generation Tools
Course Category: Vocational Skill Course	
Credits: 2	Teaching scheme: L-0 P-4
Evaluation scheme: CA–30, ESE–20	
Pre-requisite: Basic understanding of marketing principles and familiarity with online platforms.	
Course Objective: Introduce students to various tools and techniques used for lead generation. Develop proficiency in using lead generation tools. Equip students with skills to analyze and optimize lead generation campaigns. Enable students to create and implement effective lead generation strategies	
Course Outcomes:	
CO 1: Identify and explain the importance of lead generation in digital marketing.	
CO 2: Utilize various tools for capturing and managing leads effectively.	
CO 3: Develop and execute lead generation strategies tailored to business needs.	
CO 4: Analyze lead generation metrics and monitor performance.	

Contents:

Unit	Description of Practicals	Practical Hours
1	Google Forms Lead Capture: Create a targeted lead capture survey for a business	2
2	Google Forms Lead Capture: Design a quiz to generate potential customer leads	2
3	Google Forms Lead Capture: Develop a service consultation request form	2
4	Hubspot CRM: Build a lead tracking and management system, create customer segmentation strategy	2
5	Hubspot CRM: Add test leads and organize them by stages, Use filters to segment leads.	2
6	Adding a Signup Form to a Website with ConvertKit (Free plan): Create an email signup form, embed it into a blog or website, Test how many leads are captured.	2
7	Mailchimp: Develop an email lead magnet campaign, create automated welcome email sequence and	2
8	Mailchimp: Design landing page with lead capture mechanism.	2
9	LinkedIn: Optimize brand's professional profile for lead generation, create content strategy for professional networking	2
10	LinkedIn: Develop lead generation outreach campaign	2
11	Run a Lead Generation Contest with KingSumo: Create a giveaway (e.g., a free course or discount). Promote it on social media. Encourage participants to share for more entries.	4
12	Google Analytics: Track website visitor lead conversion rates, Analyze lead source and engagement metrics, Create custom lead generation dashboard	4
13	Create a Chatbot for Lead Generation: Using a tool like Tidio, set up a chatbot that asks visitors for their name and email. Customize it with automated responses.	4
14	Test the Lead generation Chatbot: Test the Chatbot's Performance for lead collection process	4
15	Find Leads with Hunter.io Tool: Find email addresses of potential leads. Validate email addresses. Store them in a spreadsheet for outreach.	4
16	Project	20

Text Books:	
1	Digital Marketing: Strategy, Implementation and Practice, 8th Edition, 2022, Dave Chaffey, Fiona Ellis-Chadwick, Pearson Education Limited
2	Digital Marketing: Strategy & Tactics, Jeremy Kagan, Siddharth Shekhar Singh, 2020, Wiley
3	Taxmann's Digital Marketing, 2023rd Edition, Dr. Satinder Kumar & Dr. Supreet Kaur, Taxmann Publications Private Limited
Reference Books:	
1	Social Media Marketing Workbook: How to Use Social Media for Business, 2021 Edition, Jason McDonald, CreateSpace Independent Publishing Platform
Online Resources:	
1	NPTEL Course: Digital Marketing Strategy, By Prof. Chinmoy Kumar Roy Banaras Hindu University LINK: https://onlinecourses.swayam2.ac.in/ini24_mg02/preview
2	NPTEL Course: Business To Business Marketing (B2B) By Prof. J. K. Nayak IIT Roorkee LINK: https://onlinecourses.nptel.ac.in/noc23_mg120/preview

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Semester: Sixth

Syllabus **Semester VI**

Course code: CAD41MML304	Course Name: Search Engine Optimization- II
Course Category: Major Mandatory	
Credits: 2	Teaching scheme: L-2 P-2
Evaluation scheme: CA-30, ESE-20	
Pre-requisite: Understanding of Digital Marketing Channels, Optimized content, Knowledge of Target Audience	
Course Objective: To advance students' understanding of SEO with a focus on advanced strategies, tools, and techniques for off-page SEO, local SEO, and performance analysis.	
Course Outcomes:	
CO1: Understand different types of SEO	
CO2: Understanding and improve content readability and keyword placement.	
CO3: Create high-quality, engaging, and SEO-friendly content	
CO4: Generate SEO reports and track improvements.	

Contents:

Unit	Content	Teaching hours
1	Off-Page SEO Link Building Strategies, Social Signals and SEO, Guest Blogging and Influencer Outreach Local SEO Importance of Local SEO for Businesses, Reviews and Ratings, Local Link Building	6
2	Advanced SEO Techniques Analytics and SEO Performance, Voice Search Optimization, Algorithm Updates and Penalties	8
3	E-Commerce SEO SEO for Online Stores, Optimizing Product Pages, Handling Duplicate Content Schema Markup, Structured Data and Rich Snippets, Implementing Product Schema, User-Generated Content (UGC), Leveraging UGC for SEO, Managing Reviews and Testimonials	8
4	SEO for Emerging Technologies Mobile and App SEO, App Store Optimization (ASO), SEO for Progressive Web Apps (PWAs) AI and SEO, Role of AI in Search Engine Algorithms, Tools Using AI for SEO Automation Future of SEO, Predicting Trends, Preparing for Emerging Technologies	8

Text Books:

1	Search Engine Optimization- Jerri L. Ledford 2 Edition Wiley Publications
2	The Art of SEO- Mastering Search Engine Optimization-by Enge, Eric; Spencer, Stephan; Stricchiola, Jessie-O'Reilly Media Publication

Syllabus **Semester VI**

Course code: CAD41MML305	Course Name: Audio & Video Editing	
Course Category: Major Mandatory		
Credits: 2	Teaching scheme: L-2 P-2	Evaluation scheme: CA-30, ESE-20
Pre-requisite: Basic knowledge of audio as well as video editing.		
Course Objective: To understand the basic elements used in video editing		
Course Outcomes:		
CO1: Learn User interface.		
CO2: Understand how to import media and organize them.		
CO3: Edit video and audio using different tools and effects.		
CO4: Learn how to render final output		

Contents:

Unit	Content	Teaching hours
1	Interface: The workspace layout, Customizing your workspace, Setting up a project, Setting up a sequence. Importing Media : Getting started, Importing assets, Working with the Media Browser, Importing images, The media cache	6
2	Organizing Media : Getting started, The Project panel, Working with bins, Organizing media with content analysis, Monitoring footage, Modifying clips Essentials of video editing : Using the Source Monitor, Navigating the Timeline, Essential editing commands Essentials of audio editing : Using the Source Monitor, Navigating the Timeline, Essential editing commands	8
3	Working with clips and markers : Program Monitor controls, Controlling resolution, Using markers, Using Sync Lock and Track Lock, Finding gaps in the Timeline, Moving clips Adding transitions : Transition basics , Edit points and handles, Adding video transitions, Using A/B mode to fine-tune a transition, Adding audio transitions	8
4	Advanced editing techniques: Retiming clips, Replacing clips and footage, Advanced trimming. Adding Audio & video effects : Setting up the interface to work with audio, Examining audio characteristics, Adjusting audio volume, Adjusting audio gain, Creating a split edit, Working with video effects, Key framing effects, Effects presets Exporting frames, clips, and Sequences : Overview of export options, Exporting single frames, Exporting a master copy, Working with Adobe Media Encoder, Exchanging with other editing applications	8

Text Books:

1. Adobe-premiere-pro-cs6-classroom-in-a-book
2. Premiere Pro Editing Workshop, Publisher: Taylor & Francis Ltd

Syllabus Semester VI

Course code: CAD41MML306	Course Name: Business Strategy
Course Category: Major Mandatory	
Credits: 2	Teaching scheme: L-2 P-2
Evaluation scheme: CA-30, ESE-20	
Pre-requisite: Understanding of Digital Marketing Channels, Optimized content, Knowledge of Target Audience	
Course Objective:	
To advance students' understanding of SEO with a focus on advanced strategies, tools, and techniques for off-page SEO, local SEO, and performance analysis.	
Course Outcomes:	
CO1: Understanding how different business strategy work	
CO2: Understanding the role and importance of stakeholders in strategy	
CO3: Create high-quality, engaging, and SEO-friendly content	
CO4: Generate SEO reports and track improvements.	

Contents:

Unit	Content	Teaching hours
1	Foundations of Business Strategy Introduction to Business Strategy, Understanding School of Strategy, Formulating Strategy, Level of strategy, Process of strategy, Types of Strategy	6
2	Stakeholders in Business Strategy Introduction to Stakeholders in Business Strategy, Types of Stakeholders in Business Stakeholder Engagement and Communication, Stakeholder Impact on Business Strategy Market Research, Segmentation and structure	8
3	Strategy Development and Planning Competitive Analysis with SWOT, PESTLE, Resource Analysis with SMART Goals Strategic Decision-Making and Resource Allocation, Value Proposition Development Business Models Understanding Business model, Types of business model, Business Model Canvas (BMC), Evaluating and Optimizing Business Models	8
4	Strategy Implementation and Execution Understanding Culture of different sectors in business, Converting Strategy into Action Plans, Performance Metrics and KPIs, Organization Development Model, Risk Management and Contingency Planning, Case Studies of Successful Strategy Implementation	8

Text Books:

1. Business Strategy and Strategic Planning: A Definition and Definite Guide - Neil Ritson- Bookboon

Reference Books:

1. BUSINESS STRATEGY A study manual, Professional Level-The Institute of Chartered Accountants in England and Wales

Syllabus Semester VI

Course code: CAD41MMP304	Course Name: Practical Based on Search Engine Optimization- II	
Course Category: Major Mandatory		
Credits: 1	Teaching scheme: L-0 P-2	Evaluation scheme: CA-30, ESE-20
Pre-requisite: Understanding of Digital Marketing Channels, Optimized content, Knowledge of Target Audience		
Course Objective: To advance students' understanding of SEO with a focus on advanced strategies, tools, and techniques for off-page SEO, local SEO, and performance analysis.		
Course Outcomes:		
CO1: Understand different types of SEO		
CO2: Understanding and improve content readability and keyword placement.		
CO3: Create high-quality, engaging, and SEO-friendly content		
CO4: Generate SEO reports and track improvements.		

Contents:

Unit	Description of Practical	Teaching hours
1	Optimize Product Pages for an E-Commerce Website	2
2	Create and Implement Schema Markup for a Page	2
3	Prepare an SEO Strategy for a Mobile App	2
4	Competitor SEO Analysis	2
5	Local SEO Optimization	2
6	Link-Building & Outreach Strategy	2
7	E-Commerce SEO and Schema Markup Implementation	2
8	SEO Performance Tracking and Reporting	2
9	Voice Search Optimization and Conversational Keywords	2
10	Guest Blogging and Outreach Campaign Execution	2
11	SEO Audit and Fixing Common SEO Issues	2
12	Understanding SEO Penalties and Algorithm Updates	2
13	Creating an SEO Report and Action Plan	2
14	Project	4

Text Books:

1. Search Engine Optimization by Jerri L. Ledford, Wiley Publication 2 Edition
2. The Art of SEO- Mastering Search Engine Optimization by Enge, Eric; Spencer, Stephan; Stricchiola, Jessie, O'Reilly Media Publication

Syllabus **Semester VI**

Course code: CAD41MMP305	Course Name: Practical Based on Audio and Video Editing	
Course Category: Major Mandatory		
Credits: 1	Teaching scheme: L-0 P-2	Evaluation scheme: CA-30, ESE-20
Pre-requisite: Basic knowledge of video editing		
Course Objective: To understand the basic elements used in video editing		
Course Outcomes:		
CO1: Learn User interface.		
CO2: Understand how to import media and organize them.		
CO3: Edit video using different tools and effect.		
CO4: Learn how to render final output		

Contents:

Unit	Description of Practical	Practical Hours
1	Organize media assets (video clips, audio files, images).	2
2	To learn tasks like cutting, trimming, and navigating the timeline.	2
3	To practice on fundamental editing techniques such as cutting, trimming, splitting clips, and arranging them on the timeline.	2
4	Practice creating smooth transitions between clips using different techniques.	2
5	Learn to adjust the speed of a clip (e.g., slow motion or fast motion).	2
6	Practice on audio quality and use it to enhance your video.	2
7	Learn how to adjust audio levels, add background music, to create atmosphere and impact.	2
8	Enhance the visual quality of your footage using basics of color correction and grading.	2
9	Learn how to add video effects and audio effects to the clips.	2
10	Add text overlays, titles, and graphics to your video to provide context, highlight key points, or add visual interest.	2
11	Project	10

Reference Books / Lab Manuals

1. Adobe-premiere-pro-cs6-classroom-in-a-book
2. Premiere Pro Editing Workshop, Publisher: Taylor & Francis Ltd

Syllabus **Semester VI**

Course code: CAD41MEL303	Course Name: Google Adwords
Course Category: Major Elective	
Credits: 3	Teaching scheme: L-3 P-2
Evaluation scheme: CA-30, ESE-20	
Pre-requisite: Student knows about Foundation terms of Digital marketing	
Course Objective: Describe the history and current state of online marketing and advertising	
Course Outcomes:	
CO1: Compare online advertising and traditional approaches	
CO2: Explain how search marketing works	
CO3: Contrast organic and sponsored search results on Google	
CO4: Creation of different add campaigning	

Contents:

Unit	Content	Teaching hours
1	Google Search Marketing: AdWords: Online Advertising: A Brief History of a Young Medium, Online Advertising Joins the Marketing Mix, Behind the Scenes: How Google Search Works, AdWords Ads Fundamentals, AdWords Ads Appear Across Many Websites	05
2	Overview of Google AdWords Accounts Getting Started: AdWords Starter Edition, How Ads Are Shown: The AdWords Auction, Ad Rank, AdWords' Discounter, and Basic Tenets of Optimization Introduction to Site-Targeted Campaigns.	10
3	Successful Keyword-Targeted Advertising Topic Choosing the Right Keywords, Writing Successful Ad Text, Choosing Relevant Landing Pages, Monitoring Performance and Analyzing an Ad's Quality Score, How Do Advertisers Know Their Quality Score?, Optimize Ads to Boost Performance and Quality Score	10
4	Image and Video Ads Overview of Image Ads, Video Ads, ,Tips on Creating Successful Video Ads, Integrating Different Ad Formats into an Ad Campaign	10
5	Local & Mobile Advertising Going Local: About Local Business Ads, Getting on the Map: Creating Local Business Ads, Mobile Ads: Advertising on the Go, Integrating Local with Mobile: Google Maps for Mobile, Introduction to shopping Ads , Introduction to Google App Campaigns	10

Text Books:

1. Marketing and Advertising Using Google: Google E-book.

Syllabus **Semester VI**

Course code: CAD41MEL304	Course Name: User Experience and User Interface Design	
Credits: 3	Teaching scheme: L-3 P-2	Evaluation scheme: CA-30, ESE-20
Pre-requisite: Basic knowledge of Graphic Design & Design Principals		
Course Objective: The basic objective of User Experience & User Interface Design is to Design user friendly simple, functional website And Mobile Apps.		
Course Outcomes:		
CO1: Understand the concept of User Experience Design, solve problems using UX Techniques, Structure and manage the User Requirements for Projects.		
CO2: Learn to create personas, journey maps, Empathy map, and wireframes.		
CO3: Students efficiently use Design principles when design user interface for websites or mobile apps.		
CO4: Create Mockup design for mobile apps.		

Contents:

Unit	Content	Teaching hours
1	Basics of User Experience Design Define User Experience Design, UXD Myths, Need of User Experience Design, Definition, Advantages of UXD, UXD Strategy, Principals of UXD, Project Objective and Approach, Business Requirements, UXD Elements, characteristics of UXD, UX Laws.	10
2	Research Using UX Process Design thinking phases, Exploring the problem, generating ideas, Refining solution, Empathy map, User Research: User interviews, contextual inquiry, survey, focus group, card sorting, research techniques, personas: what are Personas, why create personas, finding information for personas.	10
3	Generating Ideas and Content Management Better Deliverables, Defining to Design, Information Architecture, Wireframing, Sitemaps, Grids and Layouts, user flow diagram, Prototyping, wireframe vs Prototype, Usability Testing, Feedback.	10
4	The Importance & Principals of User Interface Defining the User Interface, Importance of good design, Graphical User Interface, difference between UI and UX, Screen Design, color theory, Design Principals: Typography, Imagery, Emphasis, Balance, Alignment, Contrast, Repetition, color, space, Proximity, Hierarchy, Naturalness, Consistency, Friendliness, Clarity, Interaction, Transparency.	10
5	Elements of User Interface Design Input controls, Informational Components, other components, Interaction Design, Color Psychology, Mobile-first design approach, Flexible grids and responsive design, media queries.	05

Text Books:

1. A Project Guide to UX Design by Russ Unger and Carolyn Chandler, Second Edition New Riders publication.
2. The Essential Guide to User Interface Design: An Introduction to GUI Design Principles and Techniques, Wilbert O. Galitz, third edition WILEY publication.
3. Design Thinking for Dummies by Christian Muller-Roterberg , Wiley publication.

Reference Books:

1. The UX Design Field Book, Doug Collins, 2022.
2. UI/UX Design Basics and Fundamentals, John RICHARDS, Independently Published, 2018

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Syllabus **Semester VI**

Course code: CAD41MML301	Course Name: Practical Based on Google Ad words	
Course Category: Major Mandatory		
Credits: 1	Teaching scheme: L-0 P-2	Evaluation scheme: CA-30, ESE-20
Pre-requisite:		
Student knows about Foundation terms of Digital marketing		
Course Objective:		
Describe the history and current state of online marketing and advertising		
Course Outcomes:		
CO1: Compare online advertising and traditional approaches		
CO2: Explain how search marketing works		
CO3: Contrast organic and sponsored search results on Google		
CO4: Creation of different add campaigning		

Contents:

Sr.No.	Description of the Practicals	Practical hours
1	Online Advertising Joins the Marketing	2
2	How Google Search Works, AdWords Ads Fundamentals	2
3	AdWords Starter Edition	2
4	Site-Targeted Campaigns	2
5	Choosing the Right Keywords	2
6	Monitoring Performance and Analyzing an Ad's Quality Score	2
7	Image Ads	2
8	Video Ads	2
9	Creating Local Business Ads	2
10	Integrating Local with Mobile Google Maps for Mobile	2
11	Project	10

Reference Books/ Hand Books/ Lab Manual

Marketing and Advertising Using Google: Google E-book.

Syllabus **Semester VI**

Course code: CAD41MEP303 Course Name: Practical Based on User Experience and User Interface Design Course Category: Major Elective		
Credits: 1	Teaching scheme: L-0 P-2	Evaluation scheme: CA–30, ESE–20
Pre-requisite: Basic Knowledge of Graphic Design		
Course Objective: Create Empathy map, User Persona and journey map for user research design user friendly simple, functional website And Mobile Apps		
Course Outcomes:		
CO1: Create empathy map for understanding user requirements		
CO2: Design user persona and journey map for product information.		
CO3: Draw information architecture and wireframe for organizing and presenting information.		
CO4: Design mobile app screen		

Contents:

Sr.No.	Description of the Practicals	Practical hours
1	Write five features of any mobile app.	2
2	Design Empathy map for Coffee shop app.	2
3	Write User Persona for Designing E-Commerce Website.	2
4	Write Journey Map for Traveling app.	2
5	Create wireframe structure for Music app.	2
6	Create Information Architecture for E-Commerce Website.	2
7	Design mobile app screens for educational website.	2
8	Design animated screens for app journey information.	2
9	Design animated slideshow for app features.	2
10	Design text animation for app feature.	2
11	Project.	10

Text Books:

1. A Project Guide to UX Design by Russ Unger and Carolyn Chandler, Second Edition New Riders publication.
2. The Essential Guide to User Interface Design: An Introduction to GUI Design Principles and Techniques, Wilbert O. Galitz, third edition WILEY publication.
3. Design Thinking for Dummies by Christian Muller-Roterberg , Wiley publication.

Reference Books:

1. The UX Design Field Book, Doug Collins, 2022.
2. UI/UX Design Basics and Fundamentals, John RICHARDS, Independently Published, 2018



Semester: Seven

Syllabus
Semester VII

Course Code: CAD41MML401	Course Name: Customer Relationship Management	
Course Category: Major Mandatory		
Credits: 3	Teaching Scheme: L-3 P-0	Evaluation Scheme: CA-60, ESE-40
Pre-requisites: Basic understanding of marketing, consumer behavior, and business communication.		
Course Objectives: The course is designed to orient learners toward the strategic importance of customer relationship management in modern business systems, with focus on CRM concepts, analytical CRM, and implementation methodologies. The course also emphasizes the integration of CRM across marketing and business processes for sustainable competitive advantage.		
Course Outcomes: At the end of the course, the students will be able to -		
CO1: Explain the evolution, scope, and principles of CRM.		
CO2: Analyze CRM linkages with marketing and other organizational functions.		
CO3: Apply analytical CRM approaches including CLTV and profitability models.		
CO4: Evaluate CRM technologies, tools, and implementation frameworks.		
CO5: Identify strategic challenges, issues, and best practices in CRM adoption.		

Course Contents –

Unit	Content	Teaching hours
1	Introduction to CRM Definition, Evolution, Types of CRM (Operational, Analytical, Collaborative), Emergence of CRM, Principles of CRM, Scope of CRM, CRM and Relationship Marketing, Customer Centricity, Benefits and Trends in CRM	9
2	CRM Concepts Customer Value, Customer Expectation, Customer Satisfaction, Customer Retention & Loyalty, Customer Acquisition, Customer Lifetime Value (CLTV), Customer Experience Management, Satisfaction Measurement	9
3	Analytical CRM Introduction to Databases, Data Warehousing, Data Mining, Categorization & Levels of Data, Enterprise Marketing Management, CLTV Modelling, Web-Based Customer Support, CRM Metrics	9
4	CRM Technology & Strategic Alignment	9

	e-CRM, Mobile CRM, Sales Force Automation (SFA), Campaign Management, CRM Software Tools, Integration of CRM with Marketing & Business Strategy	
5	Planning & Implementing CRM CRM Strategy, Customer Strategy Grid, CRM Implementation Roadmap, Vendor Selection, Organizational Issues in CRM, Challenges in CRM Implementation, Measuring CRM Performance	9

Text Books:

1. Francis Buttle & Stan Maklan, Customer Relationship Management: Concepts and Technologies, Routledge, 3rd Ed., 2015
2. Kumar V. & Werner Reinartz, Customer Relationship Management – Concept, Strategy and Tools, Springer, 2014

Reference Books:

1. Ken Burnett, The Handbook of Key Customer Relationship Management, Pearson, 2021
2. Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, “Customer Relationship Management”, Emerging Concepts, Tools and Application”, 2010, TMH.

Online Resources: 1.NPTEL / SWAYAM lectures.

Syllabus

Semester VII

Course Code: CAD41MML402	Course Name: AI and Marketing Tools	
Course Category: Major Mandatory		
Credits: 3	Teaching Scheme: L-3 P-0	Evaluation Scheme: CA-60, ESE-40
Pre-requisites: Basic understanding of Marketing concepts, Foundational knowledge of Digital Marketing & Willingness to learn emerging technologies.		
Course Objectives: The course aims to develop the ability to design, execute, and evaluate AI-driven marketing strategies by leveraging data, automation, analytics, and emerging technologies.		
Course Outcomes: At the end of the course, the students will be able to -		
CO1: Understand AI and ML concepts applied to marketing		
CO2: Apply generative AI and prompt engineering techniques		
CO3: Use AI tools for content, social media, and automation		
CO4: Analyze marketing data using AI-driven insights		
CO5: Design ethical, personalized, and future-ready marketing strategies		

Course Contents –

Unit	Content	Teaching hours
1	Foundations of AI in Marketing: Introduction to Artificial Intelligence and Machine Learning, Evolution of AI in Digital Marketing ,Understanding Data: The Fuel for AI, Ethical Considerations and Responsible AI Prompt Engineering & Generative Content: Generative AI for Marketing Content, Prompt Engineering for Effective AI Output, AI in SEO: Keyword Research & Predictive SEO	9
2	Content & social media Tools: AI in Social Media: Curation, Scheduling, and Analysis, Brand Personality & Tone via AI, AI in Influencer Marketing & Community Engagement, Choosing the Right Platform: Instagram & LinkedIn Marketing Automation with AI: Marketing Automation: Streamlining Workflows, CRM & Customer Journey Automation, Chatbots & Conversational AI, AI for consumer insights and predictive analytics	9
3	AI-Driven Marketing Analytics & Insights: Leveraging AI for Data Analysis and Interpretation, Measuring ROI of AI Marketing Initiatives, Sentiment Analysis and Brand Reputation Management, Predictive Modelling for Marketing Outcomes	9
4	Personalization & Customer Experience (CX): Predictive Modelling for Marketing Outcomes, Emerging AI Technologies and Marketing Implications, AI-Driven Customer Segmentation & Profiling, Hyper-Personalization at Scale, AI in CRM Integration	9

5	<p>Emerging Technologies in Marketing: Advancement of Artificial Intelligence in Marketing, Metaverse, AR/VR & AI, AI Agents, Advanced AI Video Tools</p> <p>Futuristic Innovations in Marketing: Evolution to Futuristic Platforms, AI-Powered MarTech: From Personalization to Prediction, Automation & CDPs: Unified Customer Journeys in real time, Ethical MarTech: Bias, Privacy & Responsible Innovation</p>	9
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<p>Reference Book / Hand Books/ Lab Manual</p>

- | |
|---|
| <p>1. “Artificial Intelligence for Marketing” – Jim Sterne</p> |
| <p>2. “AI for Marketing and product innovation” Author by Dr. A. K. Pradeep, Andrew appel Published by John Wiley & Sons, Inc.2019.</p> |
| <p>3. “Marketing Analytics: Strategic Models and Metrics” – Stephan Sorger.</p> |

<p>Online Resources:</p>

- | |
|---|
| <p>1. https://onlinecourses.swyam2.ac.in/imb26_mg141/preview</p> |
|---|

Syllabus Semester VII

Course Code: CAD41MML403	Course Name: Web and Google Analytics	
Course Category: Major Mandatory		
Credits: 3	Teaching Scheme: L-3 P-0	Evaluation Scheme: CA-60, ESE-40
Pre-requisites:		
<ol style="list-style-type: none"> 1. Computer fundamentals and Internet usage 2. Basics of websites and web browsers 3. Fundamentals of digital marketing 		
Course Objectives:		
<ol style="list-style-type: none"> 1. Introduce students to the fundamentals and importance of web analytics in digital marketing. 2. Provide basic understanding of Google Analytics and its interface. 3. Enable students to track, measure, and analyze website traffic and user behavior. 4. Develop skills to interpret analytics data for marketing decision-making. 5. Familiarize students with reporting tools and performance measurement techniques. 		
Course Outcomes: At the end of the course, the students will be able to -		
CO1: Explain the basic concepts, terminology, and importance of web analytics in digital marketing.		
CO2: Set up and configure Google Analytics for a website and understand its interface and reports.		
CO3: Analyze audience, acquisition, and behavior reports to evaluate website performance.		
CO4: Track goals, events, and campaigns to measure conversions and marketing effectiveness.		
CO5: Prepare simple analytics reports and use insights to improve digital marketing strategies.		

Course Contents –

Unit	Content	Teaching hours
1	Introduction to Web Analytics: Meaning and importance of web analytics, Objectives and benefits for digital marketing, Types of web analytics: Off-site vs. On-site, Key Performance Indicators (KPIs) in web analytics, Overview of digital marketing metrics	9
2	Introduction to Google Analytics: Overview of Google Analytics (GA4), setting up Google Analytics account, Understanding account, property, and data streams, Installing tracking code on websites, Introduction to dashboards and reports	9
3	Google Analytics Interface and Reports: Real-time reports and audience overview, Acquisition reports (traffic sources, campaigns, referrals), Behavior reports (site content, events, landing pages), Conversion reports and goals, Creating custom reports.	9
4	Tracking and Measurement: Goals and Conversions, Event Tracking, Campaign Tracking using UTM Parameters, Introduction to Google Tag Manager, Basic Filters and Segments	9
5	Analysis and Reporting: Website Traffic Analysis, User Behavior Analysis, Conversion Rate Optimization Basics, Creating Simple Reports and Dashboards, Using Google Analytics Data for Marketing Strategy.	9

Text Books:**Reference Books:**

1. Introduction to Google Analytics: A Guide for Absolute Beginners **by Todd Kelsey**
2. Advanced Web Metrics with Google Analytics (3rd Edition) **by Brian Clifton**
3. Web Analytics: An Hour a Day **by Avinash Kaushik**

Online Resources: 1.NPTEL / SWAYAM lectures.

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Syllabus Semester VII

Course Code: CAD41MMP401	Course Name: Practical Based on Customer Relationship Management	Course Category: Major Mandatory
Credits: 1	Teaching Scheme: L-0,P-2	Evaluation Scheme: CA-30, ESE-20
Pre-requisites: Basic understanding of marketing, customer behavior, and digital communication tools.		
Course Objectives: To enable learners to apply CRM concepts using real-world cases, CRM platforms, and analytical exercises to enhance customer engagement and retention skills.		
Course Outcomes: At the end of the course, the students will be able to -		
CO1: Explain the evolution, scope, and principles of CRM.		
CO2: Analyze CRM linkages with marketing and other organizational functions.		
CO3: Apply analytical CRM approaches including CLTV and profitability models.		
CO4: Evaluate CRM technologies, tools, and implementation frameworks.		
CO5: Identify strategic challenges, issues, and best practices in CRM adoption.		

List of Practicals:

Sr.No	Title of the Experiment	Practical Hours
1	Case study on Customer Churn Identification	2
2	Case study on Customer Lifetime Value (CLTV) Estimation	2
3	Case study on Web-Based Customer Support System	2
4	Case study on CRM for Campaign Management	2
5	Case study on Complaint Resolution in Service Sector	2
6	Case study on CRM in B2B Sales Force Automation	2
7	Case study on Vendor Selection for CRM Software	2
8	Case study on CRM Implementation Failure	2
9	Case study on Loyalty Program Based Retention	2
10	Case study on Data-Driven Personalization in E-Commerce	2
11	Capstone on overall in brief	10

Text Books:

1. Francis Buttle & Stan Maklan, Customer Relationship Management: Concepts and Technologies, Routledge, 3rd Ed., 2015
2. Kumar V. & Werner Reinartz, Customer Relationship Management – Concept, Strategy and Tools, Springer, 2014

Reference Books:

1. Ken Burnett, The Handbook of Key Customer Relationship Management, Pearson, 2021
2. Jagdish N. Sheth, Atul Parvatiyar & G. Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", 2010, TMH.

Syllabus

Semester VII

Course Code: CAD41MMP402	Course Name: Practical Based on AI and Marketing Tools	
Course Category: Major Mandatory		
Credits: 1	Teaching Scheme: L-0,P-2	Evaluation Scheme: CA-30, ESE-20
Pre-requisites: Basic understanding of Marketing concepts, Foundational knowledge of Digital Marketing & Willingness to learn emerging technologies.		
Course Objectives: The course aims to develop the ability to design, execute, and evaluate AI-driven marketing strategies by leveraging data, automation, analytics, and emerging technologies.		
Course Outcomes: At the end of the course, the students will be able to -		
CO1: Understand AI and ML concepts applied to marketing		
CO2: Apply generative AI and prompt engineering techniques		
CO3: Use AI tools for content, social media, and automation		
CO4: Analyze marketing data using AI-driven insights		
CO5: Design ethical, personalized, and future-ready marketing strategies		

List of Practicals:

Sr.No.	Title of the Experiment	Practical Hours
1	Study about the Introduction to AI Marketing Tools.	2
2	Study about the Designing prompts for ads, blogs, product descriptions, and emails.	2
3	Study About the Creating social media posts, landing page copy, and ad creative.	2
4	Study About the AI-based image and video content generation.	2
5	Study About the Keyword research using AI tools.	2
6	Study About the Predictive SEO and content optimization techniques.	2
7	Study About the Content curation and scheduling.	2
8	Study About the Performance tracking and AI-based recommendations.	2
9	Study About the Identifying influencers using AI tools.	2
10	Study About the Analyzing influencer engagement and audience fit.	2
11	Project	10

Reference Book / Hand Books/ Lab Manual

1. "Artificial Intelligence for Marketing" – Jim Sterne
2. "AI for Marketing and product innovation" Author by Dr. A. K. Pradeep, Andrew Appel Published by John Wiley & Sons, Inc.2019.
3. "Marketing Analytics: Strategic Models and Metrics" – Stephan Sorger.

Syllabus

Semester VII

Course Code: CAD41MMP403	Course Name: Practical Based on Web and Google Analytics
Course Category: Major Mandatory	
Credits: 1	Teaching Scheme: L-0,P-2
Evaluation Scheme: CA-30, ESE-20	
Pre-requisites: Students should have basic knowledge of: <ol style="list-style-type: none"> 1. Computer fundamentals and Internet usage 2. Basics of websites and web browsing 3. Fundamental concepts of digital marketing 	
Course Objectives: <ol style="list-style-type: none"> 1. Provide hands-on understanding of basic web analytics concepts. 2. Enable students to set up and use Google Analytics for websites. 3. Help students analyze website traffic and user behavior. 4. Develop skills to track goals and measure website performance. 5. Train students to prepare basic analytics reports for digital marketing decisions. 	
Course Outcomes: At the end of the course, the students will be able to -	
CO1: Understand basic web analytics concepts and key performance metrics.	
CO2: Set up and configure Google Analytics for a website.	
CO3: Analyze basic audience, acquisition, and behavior data.	
CO4: Track simple goals or conversions to measure website performance.	
CO5: Prepare and interpret basic web analytics reports to support digital marketing strategies.	

List of Practicals:

Sr.No.	Title of the Experiment	Practical Hours
1	Study the meaning and importance of web analytics.	2
2	Create a Google Analytics account.	2
3	Set up a GA4 property for a website.	2
4	Add Google Analytics tracking code to a website.	2
5	Explore the Google Analytics interface and dashboard.	2
6	View real-time website visitor data.	2
7	Study audience overview reports.	2
8	Study traffic sources using acquisition reports.	2
9	Check basic website behavior such as page views and bounce rate.	2
10	Create a simple goal or conversion.	2
11	Prepare a basic website performance report using Google Analytics.	10

Reference Book / Hand Books/ Lab Manual

1. Introduction to Google Analytics: A Guide for Absolute Beginners *by Todd Kelsey*
2. Advanced Web Metrics with Google Analytics (3rd Edition) *by Brian Clifton*
3. Web Analytics: An Hour a Day *by Avinash Kaushik*

Syllabus **Semester-VII**

Course Code: CAD41MEL401	Course Name: Management Information System	
Course Category: Major Elective		
Credits: 3	Teaching Scheme: L-3 P-0	Evaluation Scheme: CA-60, ESE-40
Pre-requisites: Basic Knowledge of Marketing and Information System		
Course Objectives: The course objective is to understand MIS concepts, integrate MIS with Digital Marketing and to develop Data-Driven Decision Skills		
Course Outcomes: At the end of the course, the students will be able to -		
CO1: To understand MIS concepts in the context of digital marketing		
CO2: Understand the role of MIS in digital marketing strategy and execution		
CO3: Apply data-driven decision-making using marketing information systems		
CO4: To analyse different types of information systems used in organizations		
CO5: Understand the role of data, databases, and information flow in organizational performance.		

Course Contents –

Unit	Content	Teaching hours
1	Basic Concepts of Information System : Foundations of MIS in Digital Marketing Introduction to Management Information Systems, Evolution of MIS in the Digital Economy, Role of MIS in Marketing Decision-Making, Digital Marketing Ecosystem Overview, Types of Information Systems: Transaction Processing Systems (TPS) Management Information Systems (MIS), Decision Support Systems (DSS), Executive Information Systems (EIS), MIS Architecture and Components, Data vs. Information vs. Knowledge, Marketing Information Systems (MkIS) Framework.	9
2	Data Management and Digital Marketing Intelligence Data Sources in Digital Marketing: Websites, Social Media, Mobile Apps, CRM, ERP, CDP, Big Data Concepts in Marketing, Data Warehousing and Data Mining, Marketing Intelligence Systems, Customer Data Management and Segmentation, Ethical Issues, Data Privacy, and Regulations (GDPR, Data Protection Acts), Role of AI and Machine Learning in Marketing MIS	9
3	Digital Marketing Analytics and Performance Measurement Digital Marketing Metrics and KPIs, Web Analytics Systems, Social Media Analytics, SEO and SEM Analytics, Email Marketing and Mobile Marketing Analytics, Conversion Funnel and Customer Journey Analytics, Marketing Dashboards and Visualization, Overview of Tools: Google Analytics, Google Ads, Social Media Insights	9

4	<p>Decision Support Systems, Automation, and CRM Decision-Making Process in Marketing Decision Support Systems (DSS) for Digital Marketing, Predictive Analytics and Marketing Forecasting, Marketing Automation Systems, Customer Relationship Management (CRM) Systems, Personalization and Recommendation Engines, Omni-Channel Marketing and MIS Integration, Use of AI and Machine Learning in Marketing Systems</p>	9
5	<p>Strategic Applications, Security, and Emerging Trends MIS in Digital Marketing Strategy Formulation, E-Commerce and Digital Business Information Systems, Cyber security Issues in Digital Marketing, Ethical, Legal, and Privacy Issues (GDPR, Data Protection Laws), Risk Management and Control in Marketing Information Systems Emerging Trends: AI-Driven Marketing, Chatbots and Virtual Assistants, Blockchain in Digital Marketing, Voice Search and Metaverse Marketing, Case Studies of MIS-Driven Digital Marketing Success</p>	9

Text Books:

1. Laudon, K. & Laudon, J. – Management Information Systems
2. Chaffey, D. – Digital Marketing
3. Kotler, P. – Marketing Management / Marketing 5.0

Reference Books:

1. Turban et al. – Information Technology for Management
2. Ryan, D. – Understanding Digital Marketing

Online Resources: 1.NPTEL / SWAYAM lectures.

Syllabus **Semester-VII**

Course Code: CAD41MEL402	Course Name: Decision Support System	
Course Category: Major Elective		
Credits: 3	Teaching Scheme: L-3 P-0	Evaluation Scheme: CA-60, ESE-40
Pre-requisites: Basic Knowledge of Marketing and Information System		
Course Objectives: To deliver accurate and up-to-date information to managers at the right time for effective decision-making, To help managers at all levels (top, middle, and operational) make informed strategic, tactical, and operational decisions.		
Course Outcomes: At the end of the course, the students will be able to -		
CO1: To understand DSS concepts and models in marketing decision-making		
CO2: apply analytical tools for digital marketing decisions		
CO3: design and use DSS for campaign planning, optimization, and forecasting		
CO4: To analyse customer and market data for strategic decisions		
CO5: Understand the role of data, databases, and information flow in organizational performance.		

Course Contents –

Unit	Content	Teaching hours
1	Basics of Decision Support Systems Meaning of Decision and Decision Making, Types of Decisions (Structured, Semi-Structured, Unstructured), Introduction to Decision Support System (DSS), Importance of DSS in Business, DSS vs MIS, Components of DSS (Data, Model, User Interface) Role of DSS in Digital Marketing	9
2	Data and Models for Marketing Decisions Data used in Digital Marketing, Sources of Data (Website, Social Media, CRM), Basic Data Preparation, Simple Decision Models, Forecasting Basics, What-if Analysis in Marketing	9
3	DSS Applications in Digital Marketing DSS for Marketing Campaign Planning, Budget Allocation Decisions, Customer Segmentation, Target Audience Selection, Conversion Funnel Analysis, A/B Testing for Marketing Decisions	9
4	DSS Tools and Automation DSS Tools used in Digital Marketing, Marketing Dashboards, Role of Analytics Tools, Marketing Automation Basics, Introduction to AI in Decision Making, Use of Chatbots and Recommendation Systems	9
5	Strategic Decisions and Emerging Trends DSS for Strategic Marketing Decisions, DSS in E-Commerce, Executive Dashboards, Risk and Uncertainty in Marketing Decisions, Data Privacy and Ethics, Emerging Trends in DSS for Digital Marketing, Simple Case Studies	9

Text Books:

1. Decision Support and Business Intelligence Systems by Efraim Turban, Ramesh Sharda, Dursun Delen
2. Digital Marketing Analytics by Chuck Hemann & Ken Burbary

Reference Books: Business Intelligence & Analytics by Ramesh Sharda, Dursun Delen & Efraim Turban

Online Resources: Google Analytics Academy (free courses) – for hands-on analytics understanding

- HubSpot Academy (free certification courses) – covers automation, CRM, and data-driven marketing
- Power BI / Looker Studio Courses (online tutorials) – for dashboards and decision visualization

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Syllabus Semester VII

Course Code: CAD41MEP401 Course Name: Practical Based on Management Information System
Course Category: Major Elective
Credits: 1 Teaching Scheme: L-0,P-2 Evaluation Scheme: CA-30, ESE-20
Pre-requisites: Basic Knowledge of Marketing and Information System
Course Objectives: The course objective is to understand MIS concepts, integrate MIS with Digital Marketing and to develop Data-Driven Decision Skills
Course Outcomes: At the end of the course, the students will be able to -
CO1: To understand MIS concepts in the context of digital marketing
CO2: Understand the role of MIS in digital marketing strategy and execution
CO3: Apply data-driven decision-making using marketing information systems
CO4: To analyze different types of information systems used in organizations

List of Practicals:

Sr.No.	Title of the Experiment	Practical Hours
1	Study of MIS components in a digital marketing organization	2
2	Identify TPS, MIS, DSS, and EIS using real-world examples	2
3	Gather website, social media, and email campaign data (sample datasets)	2
4	Create a customer database using MS Excel / Google Sheets	2
5	Analyze website performance using Google Analytics (demo account)	2
6	Study traffic sources, user behavior, and conversions	2
7	Study CRM features using HubSpot / Zoho CRM (free version)	2
8	Study AI Tools in Digital Marketing	2
9	Create dashboards using Excel / Google Data Studio / Power BI	2
10	MIS-Based Digital Marketing Campaign Analysis	2
11	Dashboard Design for Digital Marketing Performance	10

Reference Book / Hand Books/ Lab Manual

1. Laudon, K. & Laudon, J. – Management Information Systems
2. Chaffey, D. – Digital Marketing
3. Kotler, P. – Marketing Management / Marketing 5.0

Reference Books:

- Turban et al. – Information Technology for Management
 Ryan, D. – Understanding Digital Marketing

Tools / Software Suggested

- MS Excel / Google Sheets
- Google Analytics (Demo)
- Google Ads (Demo)
- Google Data Studio / Power BI
- Mailchimp (Free Version)
- HubSpot / Zoho CRM
- Canva / Looker Studio

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Syllabus Semester VII

Course Code: CAD41MEP402	Course Name: Practical Based on Decision Support System	
Course Category: Major Elective		
Credits: 1	Teaching Scheme: L-0,P-2	Evaluation Scheme: CA-30, ESE-20
Pre-requisites: : Basic Knowledge of Marketing and Information System		
Course Objectives: To deliver accurate and up-to-date information to managers at the right time for effective decision-making, To help managers at all levels (top, middle, and operational) make informed strategic, tactical, and operational decisions.		
Course Outcomes: At the end of the course, the students will be able to -		
CO1: understand DSS concepts and models in marketing decision-making		
CO2: apply analytical tools for digital marketing decisions		
CO3: design and use DSS for campaign planning, optimization, and forecasting		
CO4: analyse customer and market data for strategic decisions		

List of Practicals:

Sr.No.	Title of the Experiment	Practical Hours
1	To understand decision-making using real data	2
2	To apply DSS concepts with simple tools	2
3	To create reports and dashboards	2
4	Identify different marketing decisions and classify them	2
5	Draw DSS structure for a digital marketing firm	2
6	Collect and organize digital marketing data using Excel	2
7	Perform simple forecasting using historical data	2
8	Conduct what-if analysis for marketing budget	2
9	Customer segmentation using basic data	2
10	Analyze conversion funnel data	2
11	Create a marketing dashboard using Excel / Power BI Case study analysis of DSS in digital marketing	10

Reference Book / Hand Books/ Lab Manual

1. Decision Support and Business Intelligence Systems by Efraim Turban, Ramesh Sharda, Dursun Delen
2. Digital Marketing Analytics by Chuck Hemann & Ken Burbary
3. Business Intelligence & Analytics by Ramesh Sharda, Dursun Delen & Efraim Turban

Online Resources:

- Google Analytics Academy (free courses) – for hands-on analytics understanding
- HubSpot Academy (free certification courses) – covers automation, CRM, and data-driven marketing
- Power BI / Looker Studio Courses (online tutorials) – for dashboards and decision visualization

Syllabus Semester-VII

Course code: CAD41RML401	Course Name: Research Methodology		
Course Category: Research Methodology			
Credits: 3	Teaching Scheme: L-3 P-0	Evaluation Scheme: CA-60	ESE-40
Pre-requisites: Basic understanding of subject fundamentals, elementary statistics, and academic reading and writing skills.			
Course Objectives: To develop an understanding of research methodology principles and techniques applicable to problem identification, analysis			
Course Outcomes: At the end of the course, the students will be able to -			
CO1: To develops the ability to identify research problems and formulate objectives and hypotheses.			
CO2: To familiarizes students with research design, data collection, and analysis techniques relevant to robotics.			
CO3: To enhances skills in technical writing, documentation, and research ethics.			
CO4: Analyze and apply statistical techniques such as data processing, descriptive statistics, correlation, regression, and hypothesis testing to interpret and validate research data.			
CO5: Evaluate research findings and create a structured research report or mini proposal using appropriate referencing styles, ethical practices, and computer-based research tools.			

Contents -

Unit	Contents	Teaching Hours.
1	Introduction to Research & Research Process: Meaning of Research, objectives, motivation, and significance of research, Types of research (basic/applied, qualitative/quantitative, conceptual/empirical) Research methods vs. research methodology, Research Approaches, Significance of Research, Scientific method and research ethics, Steps in the research process, Criteria of Good Research, Problems Encountered by Researchers in India	9
2	Research Problem Formulation & Research Design: Identification and definition of research problems in engineering/robotics (Meaning and sources of research problems, Criteria for selecting a research problem, Defining and formulating research problems), Review of literature and research gap identification, Formulation of objectives and hypotheses, Research design: exploratory, descriptive, experimental, Features of a good research design	9
3	Sampling Design & Data Collection Methods: Sampling concepts, population, sample, sampling errors , Probability and non-probability sampling techniques (Sample size (basic concept)Types of sampling errors (Sampling error, Non-sampling error, Bias and sources of bias), Methods of data collection: observation, interview, questionnaire, experiments, Selection of appropriate sampling and data collection methods (Nature of research problem, Objectives of the study, Time, cost, and resource constraints, Accuracy and reliability requirements, Relevance to robotics and engineering research)	9
4	Data Processing, Analysis & Hypothesis Testing: Data processing (Editing, coding, classification, tabulation), Descriptive statistics) Measures of central tendency, Measures of dispersion, Correlation and regression, Hypothesis testing	9

	(Concepts and Procedure, parametric and non-parametric tests), Interpretation of Statistical results.	
5	Research Reporting: Interpretation of research results, Research report writing (Structure of research report technical paper, and project report), Referencing styles and bibliography, Plagiarism and ethical issues in research, Role of computers in research (Data analysis tools, Documentation and presentation tools), Preparation of a mini research proposal / report	9

Text Books :

- 1.C.R. Kothari — Research Methodology: Methods & Techniques
- 2.Ranjit Kumar — Research Methodology: A Step-by-Step Guide for Beginners

Reference Books:

- 1.Garg, B.L., Karadia, R., Agarwal, R., & Agarwal, U.K. — An Introduction to Research Methodology
- 2.Paul D. Leedy& Jeanne Ellis Ormrod — Practical Research: Planning and Design

Online Resources: 1.Alison – Essentials of Research Methodology

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Syllabus Semester-VII

Course code: CAD41RMP401	Course name: Practical Based on Research Methodology	
Course category: Research Methodology		
Credits: 1	Teaching Scheme: L-0 P-2	Evaluation Scheme: CA-30 ESE-20
Pre-requisites: Research Methodology practical is a basic understanding of research design, data collection methods, and fundamental statistical and analytical tools.		
Course Objectives: The Research Methodology course is to equip students with the skills to design, conduct, analyze, and interpret research systematically and ethically		
Course Outcomes: At the end of the course, the students will be able to -		
CO1: To develops the ability to identify research problems and formulate objectives and hypotheses.		
CO2: To familiarizes students with research design, data collection, and analysis techniques relevant to robotics.		
CO3: To enhances skills in technical writing, documentation, and research ethics.		
CO4: Analyze and apply statistical techniques such as data processing, descriptive statistics, correlation, regression, and hypothesis testing to interpret and validate research data.		
CO5: Evaluate research findings and create a structured research report or mini proposal using appropriate referencing styles, ethical practices, and computer-based research tools.		

Content -

Sr.no.	Description of Practical	Practical Hours
1	Identify research papers from journals/conferences and prepare a structured literature review.	2
2	Select a domain in computer fraternity and define a clear research problem with objectives.	2
3	Write research objectives and formulate null and alternative hypotheses.	2
4	Develop a suitable research design for a selected problem (exploratory/descriptive/experimental).	2
5	Identify population, sample size, sampling technique, and justify the choice.	2
6	Design a questionnaire for data collection related to a computer fraternity problem.	2
7	Collect sample data using questionnaire/observation and enter data in spreadsheet/software.	2
8	Perform basic statistical analysis (mean, median, standard deviation, graphs).	2
9	Apply an appropriate statistical test (t-test / chi-square) and interpret results.	2
10	Prepare and present a mini research report standard research paper format.	2
11	Project:	10

Text Books :

- 1.C.R. Kothari Research Methodology: Methods & Techniques
- 2.Ranjit Kumar Research Methodology: A Step-by-Step Guide for Beginners

Reference Books:

1. Garg, B.L., Karadia, R., Agarwal, R., & Agarwal, U.K. An Introduction to Research Methodology
- 2.Paul D. Leedy& Jeanne Ellis Ormrod — Practical Research: Planning and Design

Online Resources: 1.Alison – Essentials of Research Methodology

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Semester: Eight

Syllabus

Semester-VIII

Course Code: CAD41MML404	Course Name: Digital Marketing Project Management	
Course Category: Major Mandatory		
Credits: 3	Teaching Scheme: L-3 P-0	Evaluation Scheme: CA-60, ESE-40
Pre-requisites: Basic knowledge of Digital Marketing concepts such as SEO, SEM, Social Media Marketing, Content Marketing, and Analytics.		
Course Objectives: Introduce students to project management concepts in the context of digital marketing, develop skills for planning, executing, monitoring, and closing digital marketing projects, enable learners to manage teams, budgets, timelines, and risks in digital campaigns, familiarize students with digital marketing project tools and documentation & prepare students for industry-oriented digital marketing project roles.		
Course Outcomes: At the end of the course, the students will be able to -		
CO1: Understand the fundamentals of project management applied to digital marketing projects.		
CO2: Plan and structure digital marketing projects with defined scope, timelines, and resources.		
CO3: Apply project management tools and techniques for campaign execution and monitoring.		
CO4: Manage risks, quality, communication, and stakeholders in digital marketing projects.		
CO5: Evaluate project performance and prepare professional digital marketing project reports.		

Course Contents –

Unit	Content	Teaching hours
1	Introduction to Digital Marketing Project Management: Meaning and scope of project management in digital marketing, characteristics of digital marketing projects, fundamentals of project management, project life cycle phases (initiation, planning, execution, monitoring and control, closure), roles and responsibilities of a digital marketing project manager, comparison between traditional project management and digital marketing project management, overview of agile and flexible approaches, alignment of digital marketing projects with NEP 2020 skill-based and outcome-based education framework	9
2	Project Planning for Digital Marketing: Project identification and feasibility analysis, project charter preparation, definition of project scope and objectives, scope statement and scope control, development of Work Breakdown Structure (WBS), activity sequencing, estimation of time and cost, resource identification and allocation, budgeting for digital marketing campaigns, preparation of project schedule and baseline planning	9
3	Execution and Monitoring of Digital Marketing Projects: Implementation of digital marketing project plans, campaign execution workflow, coordination among cross-functional teams, content planning and management, use of content calendars, monitoring project progress, performance tracking using Key Performance Indicators (KPIs),	9

	reporting mechanisms, introduction to project management tools such as Trello, Asana, and Monday.com for task tracking and collaboration	
4	Risk, Quality and Communication Management: Identification and classification of risks in digital marketing projects, qualitative and quantitative risk analysis, risk mitigation and contingency planning, quality planning and quality assurance in digital campaigns, managing communication with clients and stakeholders, stakeholder analysis and engagement strategies, ethical issues in digital marketing, legal and regulatory considerations including data privacy and compliance	9
5	Project Closure and Reporting: Project closure procedures and documentation, evaluation of project outcomes against objectives, return on investment (ROI) analysis for digital marketing campaigns, interpretation of analytics data, preparation of final project reports and dashboards, knowledge transfer and lessons learned, case studies of successful and failed digital marketing projects	9

Text Books:

Schwalbe, K., Information Technology Project Management, Cengage Learning.

Kerzner, H., Project Management: A Systems Approach, Wiley.

Reference Books:

Chaffey, D., Digital Marketing: Strategy, Implementation and Practice, Pearson.

Heldman, K., PMP Project Management Professional Exam Study Guide, Wiley.

Online Resources: 1.NPTEL / SWAYAM lectures.

Syllabus
Semester-VIII

Course Code: CAD41MML405	Course Name: Sales Management	
Course Category: Major Mandatory		
Credits: 3	Teaching Scheme: L-3 P-0	Evaluation Scheme: CA-60, ESE-40
Pre-requisites: Fundamental knowledge of marketing and selling concepts with basic quantitative and communication skills.		
Course Objectives: This course focuses on the principles and practices of managing sales in a digital-first business environment. Learners will develop an understanding of sales strategy formulation, buyer engagement, digital selling tools, analytics, CRM, sales force motivation, and performance evaluation.		
Course Outcomes: At the end of the course, the students will be able to -		
CO1: Explain the core concepts and evolution of sales management.		
CO2: Apply digital tools and approaches for lead generation and customer acquisition.		
CO3: Formulate effective sales strategies and plans aligned with business goals.		
CO4: Manage sales force performance including training, motivation, and compensation.		
CO5: Evaluate sales performance metrics and utilize CRM for decision-making.		

Course Contents –

Unit	Content	Teaching hours
1	Introduction to Sales & Digital Context: Meaning & Importance of Sales Management; Roles & Responsibilities of Sales Manager; Sales Organizations; Types of Sales Models; Digital Sales Ecosystem; Digital Channels vs Traditional Channels; Inside Sales & Remote Selling; International Sales Overview	9
2	Personal & Digital Selling Techniques: Selling Skills; Business Selling; Social Selling; Sales Presentations; Digital Prospecting; Handling Customer Objections; Email & Chat-Based Selling; Follow-up Mechanisms; Sales Funnels & Lead Pipelines	9
3	Sales Planning & Budgeting: Sales Budgeting Approaches & Techniques; Budgeting Process; Sales Forecasting; Digital Forecasting Tools; Sales Control Systems; KPIs & Funnel Metrics; Cost Control in Digital Sales	9
4	Sales Territories, Quotas & CRM: Designing Sales Territories; Types of Quotas; Quota Allocation Methods; Recruitment & Selection of Sales Force; Training Sales Personnel; CRM & Salesforce Automation Tools; Customer Data Utilization; Sales Enablement Platforms	9
5	Sales Motivation, Compensation & Performance: Nature & Factors of Motivation; Monetary & Non-Monetary Incentives; Compensation Structures; Performance Appraisal Methods; Digital Performance Dashboards; Sales Gamification; Sales Analytics; Sales Force Productivity Metrics	9

Text Books:

1. **Jobber, D. & Lancaster, G. (2015).**
Selling and Sales Management, **10th Edition, Pearson Education.**
2. **Johnston, M.W. & Marshall, G.W. (2017).**
Sales Force Management: Leadership, Innovation, Technology, **12th Edition, Routledge / Pearson.**
3. **Tanner, J.F., Honeycutt, E.D. & Erffmeyer, R.C. (2009).**
Sales Management: Shaping Future Sales Leaders, **1st Edition, Pearson Prentice Hall.**

Reference Books:

1. **Futrell, C. (2014).**
Fundamentals of Selling: Customers for Life, **13th Edition, McGraw-Hill Education.**
2. **Still, R.R., Cundiff, E.W. & Govoni, N.A.P. (2011).**
Sales Management: Decision, Strategies and Cases, **5th Edition, Pearson Education.**
3. **Kotler, P. & Keller, K.L. (2016).**
Marketing Management, **15th Edition, Pearson Education.**
(Sales Modules applicable for Sales Management)
4. **Ingram, T.N., LaForge, R.W., Avila, R.A., Schwepker, C.H. & Williams, M.R. (2019).**
Professional Selling: A Trust-Based Approach, **7th Edition, Cengage Learning.**

Online Resources: 1.NPTEL / SWAYAM lectures.

Syllabus
Semester-VIII

Course Code: CAD41MML406	Course Name: Business Analytics
Course Category: Major Mandatory	
Credits: 3	Teaching Scheme: L-3 P-0
Evaluation Scheme: CA-60, ESE-40	
Pre-requisites: Basic computer skills and introductory understanding of digital marketing concepts	
Course Objectives: It's to introduce students to digital business analytics practices, tools, and techniques used for measuring, analyzing, and optimizing digital marketing and online business performance through structured data interpretation and reporting.	
Course Outcomes: At the end of the course, the students will be able to -	
CO1: Explain the role and importance of analytics in digital business environments.	
CO2: Identify and collect relevant digital data from web, social media, and campaign platforms.	
CO3: Interpret digital metrics and KPIs for performance measurement and decision making.	
CO4: Apply basic analytical tools to generate dashboards and performance reports.	
CO5: Recommend data-driven improvements for digital campaigns, customer engagement, and business growth.	

Course Contents –

Unit	Content	Teaching hours
1	Foundations of Business Analytics Introduction to Business Analytics: Concept, Scope, Relevance in Digital Ecosystems, Types of Analytics, Data Measurement Scale Data in Digital Marketing: Types, Sources, 4V's Veracity, Variety, Volume & Velocity, Business vs. Marketing Analytics Distinction KPIs & Metrics in Digital Marketing, Decision-Making Frameworks Using Data Business Analytics Framework and Common models PESTEL Porter's Five Forces framework	9
2	Digital Data Collection & Tools Data Sources, Digital Data Collection Mechanisms, ETL Concepts for Marketing Data, Tools Overview: Google Analytics/CRM Platforms/LinkedIn Campaign Manager/Meta Ads Manager	9
3	Customer & Market Insights Customer Segmentation Analytics, Customer Lifetime Value (CLV) Modeling, Customer Journey Analytics, Attribution Models (First Touch, Last Touch, Multi-Touch, Data-Driven Attribution), Market & Competitor Analytics (Share of Search, Share of Voice, Benchmarking), Basic KPI Interpretation	9
4	Performance Measurement, Predictive & Prescriptive Analytics Digital Campaign Measurement Principles, Traffic, Conversion & Funnel Analytics, A/B Testing & Experimentation Techniques, Performance Metrics, Budget Allocation & Performance Optimization,	9

	Predictive Modeling for Demand & Behavior Forecasting, Personalization & Automation using Data, Dash boarding & Reporting Practices using Use Cases in Digital Marketing	
5	Market Data Visualization & Ethics Introduction to BI Tools, Data Storytelling in Marketing Context, Designing Analytical Dashboards for Marketing, Real-time Analytics & Marketing Automation, Digital Data Governance in Marketing, Consumer Privacy Laws, Ethical Data Usage in Targeting & Profiling, Future Trends in Privacy-First Digital Analytics	9

Text Books:

1. Digital Marketing Analytics by Chuck Hemann and Ken Burbary, 2nd Edition, published by Pearson (2023).
2. Marketing Metrics: The Manager's Guide to Measuring Marketing Performance by Paul W. Farris et al., 4th Edition, published by Pearson/Prentice Hall (2020)
3. Digital Analytics for Marketing by Gohar Feroz Khan and Marshall Sponder, 2nd Edition, published by Routledge (2024)

Reference Books:

1. Data Science for Business by Foster Provost and Tom Fawcett, published by O'Reilly Media (2013).
2. Competing on Analytics: The New Science of Winning by Thomas H. Davenport and Jeanne G. Harris, published by Harvard Business Review Press (2017)

Online Resources: 1.NPTEL / SWAYAM lectures.

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Semester-VIII

Course Code: CAD41MMP404 Course Name: Practical based on Digital Marketing Project Management Course Category: Major Mandatory		
Credits: 1	Teaching Scheme: L-0,P-2	Evaluation Scheme: CA-30, ESE-20
Pre-requisites: Enrollment in or completion of the theory course Digital Marketing Project Management		
Course Objectives: To provide hands-on experience in managing digital marketing projects. Enable students to use project management tools for digital campaigns, develop teamwork, documentation, and reporting skills & implement real-time digital marketing project workflows.		
Course Outcomes: At the end of the course, the students will be able to -		
CO1: Prepare digital marketing project plans and schedules.		
CO2: Use project management tools for task allocation and tracking.		
CO3: Execute and monitor digital marketing campaigns practically.		
CO4: Analyze performance using digital analytics tools.		
CO5: Prepare and present a comprehensive digital marketing project report		

List of Practicals:

Sr. No.	Title of the Experiment	Practical Hours
1	Identification and justification of a digital marketing project idea, defining project vision, objectives, target audience, and expected outcomes	2
2	Preparation of digital marketing project scope document and development of Work Breakdown Structure (WBS) for project deliverables	2
3	Design and development of project timeline using Gantt chart, including task sequencing and dependency mapping	2
4	Budget planning and cost estimation for a digital marketing campaign, including resource and contingency planning	2
5	Task allocation, role assignment, and workflow management using digital project management tools	2
6	Content strategy development, content calendar creation, and campaign scheduling across digital marketing platforms	2
7	Identification, assessment, and mitigation planning of risks involved in digital marketing projects	2
8	Execution and monitoring of digital marketing campaigns with performance tracking and corrective action measures	2
9	Performance measurement and analytics using Google Analytics, including KPI tracking and report generation	2
10	Preparation of digital marketing project documentation, progress reports, and final project presentation	2
11	Mini Project: End-to-End Digital Marketing Project (Group / Individual)	10

	Planning, execution, monitoring, and closure of a complete digital marketing project covering strategy formulation, implementation, analytics, documentation, and final presentation demonstrating industry-ready skills.	
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Reference Book / Hand Books/ Lab Manual

1. Digital Marketing Project Management Lab Manual – Department Publication
2. Google Analytics Academy Documentation
3. HubSpot Project & Campaign Management Guides

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Syllabus

Semester-VIII

Course Code: CAD41MMP405	Course Name: Practical based on Sales Management	
Course Category: Major Mandatory		
Credits: 1	Teaching Scheme: L-0,P-2	Evaluation Scheme: CA-30, ESE-20
Pre-requisites: Fundamental knowledge of selling concepts, communication skills, and basic quantitative abilities.		
Course Objectives: To develop practical competence in sales planning, pitching, negotiation, CRM-enabled selling, and performance evaluation through scenario-based and simulation activities.		
Course Outcomes: At the end of the course, the students will be able to -		
CO1: Demonstrate professional selling skills through role-plays, presentations, and negotiation exercises.		
CO2: Apply digital selling tools, CRM platforms, and pipeline management techniques in sales scenarios.		
CO3: Prepare sales budgets, forecasts, and quota plans using quantitative methods and decision-support tools.		
CO4: Design compensation, motivation, and performance evaluation mechanisms for sales force management.		
CO5: Analyze sales dashboards, funnel metrics, and market data to recommend performance improvement strategies.		

List of Practicals:

Sr.No.	Title of the Experiment	Practical Hours
1	Students will analyze a company mapping Sales Organization Structure	2
2	Identify and compare Digital vs Traditional Sales Channel Comparison	2
3	prepare a sales pitch for a chosen product using consultative selling techniques and digital presentation tools	2
4	Students will create a sales funnel (ToFU→MoFU→BoFU) for a real or hypothetical business and map lead qualification criteria (BANT, MEDDIC, ICP)	2
5	Students will prepare a quarterly sales forecast based on assumptions such as price, quantity, seasonality, and conversion rates.	2
6	Given a region-based scenario, students will allocate territories and quotas among five sales representatives considering market potential, competition, and capacity.	2
7	Create Survey based analysis on a simulated buyer-seller interaction focusing on objections (price, quality, competitor advantage, delay, trust issues).	2
8	Create a sandbox environment to add leads, graphical along with pipelines of a product. Generate reports also	2
9	Students must design a compensation structure for Cost Estimation as per the reports generated.(Fixed,variable, bonuses,incentives)	2

10	Using sample sales data, students will calculate performance metrics such as: Conversion rate, Revenue per rep, CAC (Customer Acquisition Cost), CLV (Customer Lifetime Value), Quota Attainment	2
11	Capstone on overall in brief	10

Reference Book / Hand Books/ Lab Manual

1. **Jobber, D. & Lancaster, G. (2015).**
Selling and Sales Management, **10th Edition, Pearson Education.**
2. **Johnston, M.W. & Marshall, G.W. (2017).**
Sales Force Management: Leadership, Innovation, Technology, **12th Edition, Routledge / Pearson.**

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Semester-VIII

Course Code: CAD41MMP406	Course Name: Practical based on Business Analytics	
Course Category: Major Mandatory		
Credits: 1	Teaching Scheme: L-0,P-2	Evaluation Scheme: CA-30, ESE-20
Pre-requisites: Basic computer operation skills and familiarity with internet-based digital platforms.		
Course Objectives: It aims to enable students to acquire practical skills in collecting, analyzing, and interpreting digital business data using analytics tools, dashboards, and reporting techniques to support operational and marketing decisions.		
Course Outcomes: At the end of the course, the students will be able to -		
CO1: Identify relevant digital data sources used in business analytics.		
CO2: Operate basic analytics and reporting tools for data collection and visualization.		
CO3: Calculate and interpret performance metrics and KPIs for digital business activities.		
CO4: Prepare analytical dashboards and performance reports for decision-making.		
CO5: Recommend practical improvements based on insights derived from real or simulated digital datasets.		

List of Practicals:

Sr.No.	Title of the Experiment	Practical Hours
1	Any one KPI Data set and Report writing as per E-Commerce Sector:	2
2	Any one KPI Data set and Report writing as per Banking & Financial Services Sector:	2
3	Any one KPI Data set and Report writing as per Healthcare Sector	2
4	Any one KPI Data set and Report writing as per Education Sector	2
5	Any one KPI Data set and Report writing as per Retail/FMCG Sector	2
6	Any one KPI Data set and Report writing as per Hospitality & Tourism Sector	2
7	Any one KPI Data set and Report writing as per Entertainment/OTT Sector	2
8	Any one KPI Data set and Report writing as per Automotive Sector	2
9	Any one KPI Data set and Report writing as per Telecom Sector	2
10	Any one KPI Data set and Report writing as per Logistics & Delivery Sector	2
11	Capstone project Overall analysis with Performance KPIs, Dashboards & reporting, Funnel, attribution & conversions, Business insights for decision-making	10

Reference Book / Hand Books/ Lab Manual

1. Marketing Analytics by Seema Gupta and Avadhoot Jathar, published by Wiley India
2. Hands-on Data Analytics for Business by Tang (1st Edition, Routledge)
3. Competing on Analytics: The New Science of Winning by Thomas H. Davenport and Jeanne G. Harris, published by Harvard Business Review Press (2017)

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Semester-VIII

Course Code: CAD41MEL403	Course Name: Affiliate Marketing
Course Category: Major Elective	
Credits: 3	Teaching Scheme: L-3 P-0
	Evaluation Scheme: CA-60, ESE-40
Pre-requisites: Basics of Digital Marketing Marketing Management	
Course Objectives:	
<ol style="list-style-type: none"> 1. To introduce the fundamental concepts, ecosystem, and participants of affiliate marketing. 2. To understand various affiliate compensation models and strategy formulation. 3. To provide knowledge on selecting niches, affiliate networks, and building affiliate assets. 4. To learn techniques for generating traffic and optimizing conversion rates for affiliate products. 5. To analyze performance metrics, legal compliance, and future trends in the industry. 	
Course Outcomes: At the end of the course, the students will be able to -	
CO1: Define the key terminology, history, and the role of stakeholders in the affiliate marketing ecosystem	
CO2: Evaluate different affiliate pricing models (CPA, CPC, and CPL) and select appropriate strategies for specific products.	
CO3: Apply methods for niche selection, keyword research, and content creation to build effective affiliate platforms	
CO4: Implement promotional strategies using SEO, social media, and email marketing to drive traffic.	
CO5: Analyze campaign performance using data analytics and ensure adherence to ethical/legal guidelines.	

Course Contents –

Unit	Content	Teaching hours
1	Introduction to Affiliate Marketing: Definition and History; The Affiliate Ecosystem: The Merchant (Advertiser), The Affiliate (Publisher), The Consumer, and The Network. Pros and Cons of Affiliate Marketing. Types of Affiliates (Content sites, Coupons, Review sites, Influencers).	9
2	Strategic Planning & Compensation Models: Niche Selection: Finding profitable niches and competitor analysis. Compensation Models: Cost Per Action (CPA), Cost Per Sale (CPS), Cost Per Lead (CPL), Revenue Share. Cookie life and attribution models. Setting up an Affiliate Program (Merchant perspective vs. Affiliate perspective).	9
3	Affiliate Networks & Platform Building: Overview of Top Networks: Amazon Associates, ClickBank, ShareASale, CJ Affiliate, Rakuten. How to apply and get approved.	9

	Building the Asset: Website/Blog setup essentials, Landing Page design principles, and "Bridge" pages.	
4	Traffic Generation & Promotion Techniques: Content Marketing strategies (Reviews, Comparisons, Tutorials). Targeting the online customer- DIY and unboxing videos, paid reviews, blogs, complimentary products, Webinars, Training of usage of products, TV Time, product previews, Email and SMS burst with links, Discount codes on click, free coupon online stores. Using Social Media and Influencer strategies. Paid Traffic basics (PPC) for scaling.	9
5	Analytics, Optimization & Ethics: Tracking and Reporting: Key Performance Indicators (EPC - Earnings Per Click, CTR, and Conversion Rate). Affiliate Links and Cloaking. Split Testing (A/B testing). Legal & Ethical Issues: FTC Guidelines, Disclosure requirements, Fraud detection. Future trends in Affiliate Marketing.	9

Text Books:

1. Affiliate Marketing: Launch a Six Figure Business with Clickbank Products, Affiliate Links, Amazon Affiliate Program, and Internet Marketing by Noah Gray.
2. From Nothing to Nothing: Everything You Need to Profit from Affiliate Marketing by Ian Pribyl.
3. Affiliate Marketing 2023 - Step by Step Michael Gordon Cohen

Reference Books: Reference Books:

1. Performance Partnerships: The Checkered Past, Changing Present and Exciting Future of Affiliate Marketing by Robert Glazer.
2. **The Complete Guide to Affiliate Marketing on the Web by Bruce C. Brown**

Online Resources:

<https://youtu.be/EfZ0YCPo73Y?si=8QXoTBAZuiU0PRo>

<https://youtu.be/pMoXjYC3wro?si=Bi9tuul9r76lo7sF>

<https://www.coursera.org/courses?query=affiliate%20marketing>

https://www.udemy.com/course/free-affiliate-marketing-course-for-beginners/?srsltid=AfmBOoptoOYMGgtwyi-xPUeSxuZgWmDDUGrZIXyliwe5qj_8indrDZXW

Syllabus
Semester-VIII

Course Code: CAD41MEL404	Course Name: IPR for Digital Marketing	
Course Category: Major Elective		
Credits: 3	Teaching Scheme: L-3 P-0	Evaluation Scheme: CA-60, ESE-40
Pre-requisites: Basic understanding of digital content creation, digital marketing platforms, and online business models.		
Course Objectives: To introduce the fundamentals of Intellectual Property Rights (IPR) in the digital environment, Create awareness about legal protection of digital content, brands, and innovations, Understand copyright, trademark, patent, and design laws relevant to digital marketing, familiarize students with IPR issues in online platforms, social media, and e-commerce and develop ethical and legal compliance skills for digital professionals.		
Course Outcomes: At the end of the course, the students will be able to -		
CO1: Understand the concept, scope, and importance of Intellectual Property Rights in the digital domain.		
CO2: Identify and apply copyright laws related to digital content and media.		
CO3: Understand trademark and branding protection in digital marketing.		
CO4: Analyze IPR issues related to patents, designs, and digital innovations.		
CO5: Apply IPR laws ethically in digital marketing practices and online businesses.		

Course Contents –

Unit	Content	Teaching hours
1	Introduction to Intellectual Property Rights: Meaning and scope of IPR, types of intellectual property, importance of IPR in the digital economy, evolution of IPR, role of IPR in innovation and creativity, overview of Indian IPR framework, relevance of IPR to digital marketing and online businesses.	9
2	Copyright and Related Rights in Digital Media: Concept of copyright, copyrightable digital works, ownership and duration, moral and economic rights, copyright infringement, fair use and fair dealing, copyright issues in social media, blogs, videos, memes, software, and online advertisements	9
3	Trademark and Brand Protection in Digital Marketing: Trademark concept and types, trademark registration process, domain names and trademark conflicts, brand identity protection, logo and tagline protection, trademark infringement and passing off, case studies related to digital branding	9
4	Patents, Designs and Digital Innovations: Patent fundamentals, patentability criteria, patents in software and technology-based products, industrial designs, protection of UI/UX designs, digital product innovations, overview of patent filing process, limitations and challenges	9

5	IPR Enforcement, Cyber Laws and Ethical Issues: IPR enforcement mechanisms, remedies for infringement, cyber laws related to IPR, digital piracy, plagiarism, data protection and privacy issues, ethical issues in digital marketing, case studies of IPR violations in the digital domain.	9
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Text Books: Bansal, R.K., Intellectual Property Rights, Oxford University Press.

Narayanan, P., Intellectual Property Law, Eastern Book Company

Reference Books: Cornish, W., Intellectual Property: Patents, Copyright, Trade Marks and Allied Rights, Sweet & Maxwell.

WIPO, Understanding Intellectual Property, WIPO Publications.

Online Resources: 1.NPTEL / SWAYAM lectures.

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Semester-VIII

Course Code: CAD41MEP403	Course Name: Practical Based on Affiliate Marketing	
Course Category: Major Elective		
Credits: 1	Teaching Scheme: L-0,P-2	Evaluation Scheme: CA-30, ESE-20
Pre-requisites: Basic Computer Skills, Understanding of Web Navigation		
Course Objectives:		
<ol style="list-style-type: none"> 1. To provide hands-on experience in selecting niches and researching products. 2. To develop practical skills in setting up affiliate accounts and generating tracking links. 3. To create and optimize content assets (blogs/landing pages) for affiliate campaigns. 		
CO1: Conduct market research to identify profitable niches and high-converting affiliate programs.		
CO2: Demonstrate the ability to sign up for affiliate networks and navigate their dashboards		
CO3: Create compliant and optimized affiliate content (reviews/articles) with proper link placement.		
CO4: Set up basic tracking mechanisms and analyze traffic data		
CO5: Design a comprehensive affiliate marketing campaign plan		

List of Practicals:

Sr.No.	Title of the Experiment	Practical Hours
1	Niche Research: Identify 3 potential niches using tools like Google Trends and Keyword Planner.	2
2	Competitor Analysis: Analyze top 3 affiliate websites in a chosen niche (Content structure, traffic sources, and monetization).	2
3	Network Registration: Simulation of signing up for an Affiliate Network (e.g., Amazon Associates or ShareASale) and profile setup.	2
4	Product Selection: Select 5 products to promote based on commission rates, gravity (ClickBank), and competition.	2
5	Link Generation: Workshop on generating, customizing, and shortening/cloaking affiliate links (using tools like Bitly or Pretty Links).	2
6	Content Creation - Review: Write a structured "Product Review" article for a selected affiliate product including Pros/Cons.	2
7	Content Creation - Comparison: Draft a "Best X for Y" comparison table/article comparing 3 similar products.	2

8	Landing Page Design: Design a simple Bridge Page or Landing Page using a free page builder (e.g., WordPress/Wix/Canva).	2
9	Disclosure & Compliance: Draft a standard Affiliate Disclosure statement and Privacy Policy for a mock website.	2
10	Social Media Promotion: Create 3 social media creatives (Instagram Story/Pinterest Pin) with call-to-actions for an affiliate offer.	2
11	Mini-Project: Launch a Mock Campaign: Select a niche, choose a product, create a content piece, and outline a traffic plan. (Capstone Activity)	10

Reference Book / Hand Books/ Lab Manual

1. Affiliate Marketing for Dummies by Ted Sudol and Paul Mladjenovic.

Digital Marketing Lab Manual (Departmental Publication).

Documentation from major networks (Amazon Associates Operating Agreement, ClickBank Knowledge Base).

Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

<https://youtu.be/EfZ0YCPo73Y?si=8QXoTBAdZuiU0PRo>

<https://youtu.be/pMoXjYC3wro?si=Bi9tuul9r76lo7sF>

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Semester-VIII

Course Code: CAD41MEP404 Course Name: Practical Based on IPR for Digital Marketing		
Course Category: Major Elective		
Credits: 1	Teaching Scheme: L-0,P-2	Evaluation Scheme: CA-30, ESE-20
Pre-requisites: Completion or concurrent enrollment in the theory course IPR for Digital Marketing.		
Course Objectives: To provide practical exposure to IPR issues in digital content and marketing, enable students to identify IPR violations and protection mechanisms, develop skills in documentation and compliance with IPR laws and promote ethical practices in digital media creation and marketing.		
Course Outcomes: At the end of the course, the students will be able to -		
CO1: Identify different types of IPR applicable to digital content.		
CO2: Analyze copyright and trademark violations in digital platforms.		
CO3: Apply IPR protection strategies for digital marketing assets.		
CO4: Understand online registration and enforcement procedures.		
CO5: Prepare basic IPR-related documentation and reports.		

List of Practicals:

Sr.No.	Title of the Experiment	Practical Hours
1	Identification of Intellectual Property in Digital Marketing Content: Identify and classify copyrights, trademarks, and designs used in digital marketing materials.	2
2	Copyright Protection for Digital Images, Videos, and Content: Study copyright ownership, usage rights, and licensing of digital media content.	2
3	Trademark Usage in Online Branding and Advertisements: Analyze correct and incorrect use of trademarks in online branding and ads.	2
4	Copyright Infringement in Social Media Platforms: Study a case of copyright infringement on social media and identify violations.	2
5	Domain Name Disputes and Trademark Conflicts: Examine domain name disputes and their relation to trademark rights.	2
6	Plagiarism and Digital Piracy Identification: Identify cases of plagiarism and digital piracy in online content.	2
7	Online Trademark and Copyright Registration Process: study the steps involved in online registration of trademarks and copyrights.	2
8	Ethical and Legal Compliance in Digital Marketing: Analyze ethical issues and legal compliance requirements in digital campaigns.	2
9	Cyber Laws Related to IPR in India: Study Indian cyber laws related to intellectual property rights.	2
10	IPR Compliance Checklist for Digital Marketers: Prepare a basic IPR compliance checklist for digital marketing activities.	2

11	Mini Project: IPR Issues in a Digital Marketing Campaign: Analyze IPR compliance and issues in a real-world digital marketing campaign.	10
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Reference Book / Hand Books/ Lab Manual

1. IPR for Digital Marketing – Lab Manual (Department Publication)
2. WIPO IPR Learning Resources
3. Indian Patent Office & Copyright Office Guidelines

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