MGM University
Dr. G. Y. Pathrikar College of Computer Science
And Information Technology, Chhatrapati Sambhajinagar

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

B.C.A. (Hons. / Hons. With Research) Digital Marketing: Second Year (Syllabus)
W.E.F. ACADEMIC YEAR: 2023-24

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.

<u>विद्यापीठ गीत</u>

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 Sambhajinagar.

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.

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

	Faculty of Engineering and Technology	Faculty of Social Sciences & Humanities	Faculty of Design	Faculty of Management and Commerce	Interdisciplinary Faculty	Performing Arts
Minor options from Other Faculty	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

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	CAD41MML101	Basics of Digital Marketing	Lecture	2	2		30	20	50	-	08	20
MM	CAD41MML102	Design Thinking	Lecture	2	2		30	20	50	-	08	20
MM	CAD41MMP101	Practical Based on Basics of Digital Marketing	Practical	1		2	30	20	50	-	08	20
MM	CAD41MMP102	Practical Based on Design Thinking	Practical	1		2	30	20	50	-	08	20
IKS	CAD41IKT101	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	CAD41VSP101	Office Automation	Practical	2		4	30	20	50	-	08	20
SEC	CAD41SEL101	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:** **M**M-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

Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/ week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
First Year - Semester II												
					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	CAD41MMP103	Practical Based on Content Marketing	Practical	1		2	30	20	50		08	20
MM	CAD41MMP104	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	Blogging	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

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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	CAD41MML201	Social Media Marketing	Lecture	2	2	-	30	20	50		08	20
MM	CAD41MML202	Web Scripting using JavaScript	Lecture	2	2	-	30	20	50		08	20
MM	CAD41MML203	Brand Management	Lecture	2	2	-	30	20	50		08	20
MM	CAD41MMP201	Practical Based on Social Media Marketing	Practical	1	-	2	30	20	50		08	20
MM	CAD41MMP202	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	CAD41VSP201	Advanced Excel with Visualization	Practical	2		4	30	20	50		08	20
FP	CAD41FPJ201	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**			

Second Year - Semester III (table heading)

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

Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/ week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
Second Year - Semester IV												
					L	P	Internal	External	Total	Internal	External	Total
MM	CAD41MML204	E-Mail and Mobile Marketing	Lecture	2	2	-	30	20	50		08	20
MM	CAD41MML205	Angular JS	Lecture	2	2	-	30	20	50		08	20
MM	CAD41MML206	Campaign Management	Lecture	2	2	-	30	20	50		08	20
MM	CAD41MMP204	Practical Based on E-Mail and Mobile Marketing	Practical	1	-	2	30	20	50		08	20
MM	CAD41MMP205	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	CAD41SEP201	Google AdSense	Practical	2		4	30	20	50		08	20
CEP	CAD41CEP201	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:** **M**M-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

Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
Second Year - Semester V												
					L	P	Internal	External	Total	Internal	External	Total
MM	CAD41MML301	Search Engine Optimization- I	Lecture	2	2	-	30	20	50		08	20
MM	CAD41MML302	React JS	Lecture	2	2	-	30	20	50		08	20
MM	CAD41MML303	Cyber Law and Digital Media Laws	Lecture	2	2		30	20	50		08	
MM	CAD41MMP301	Practical Based on Search Engine Optimization- I	Practical	1	-	2	30	20	50		08	20
MM	CAD41MMP302	Practical Based on React JS	Practical	1	-	2	30	20	50		08	20
ME	CAD41MEL301	Trends and Tools for Digital Marketing	Lecture	3	3	-	60	40	100		16	40
	CAD41MEL302	E-Commerce										
ME	CAD41MEP301	Practical Based on Trends and Tools for Digital Marketing	Practical	1	-	2	30	20	50		08	20
	CAD41MEP302	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	CAD41VSP301	Lead Generation tools	Practical	2	-	4	30	20	50		08	20
FP	CAD41FPJ301	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	CAD41MML304	Search Engine Optimization - II	Lecture	2	2	-	30	20	50		08	20
MM	CAD41MML305	Audio & Video Editing	Lecture	2	2	-	30	20	50		08	20
MM	CAD41MML306	Business Strategy	Lecture	2	2	-	30	20	50		08	20
MM	CAD41MMP304	Practical Based on Search Engine Optimization -II	Practical	1	-	2	30	20	50		08	20
MM	CAD41MMP305	Practical Based on Audio & Video Editing	Practical	1	-	2	30	20	50		08	20
ME	CAD41MEL303	Google Adwords	Lecture	3	3	-	60	40	100		16	40
	CAD41MEL304	User Experience and User Interface Design										
ME	CAD41MEP303	Practical Based on Google Adwords	Practical	1	-	2	30	20	50		08	20
	CAD41MEP304	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	CAD41JTP301	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	CAD41MML401	Customer Relationship Management	Lecture	3	3		60	40	100		16	40
MM	CAD41MML402	AI and Marketing Tools	Lecture	3	3		60	40	100		16	40
MM	CAD41MML403	Web and Google Analytics	Lecture	3	3		60	40	100		16	40
MM	CAD41MMP401	Practical Based on Customer Relationship Management	Practical	1		2	30	20	50		08	20
MM	CAD41MMP402	Practical Based on AI and Marketing Tools	Practical	1		2	30	20	50		08	20
MM	CAD41MMP403	Practical Based on Web and Google Analytics	Practical	1		2	30	20	50		08	20
ME	CAD41MEL401	Management Information System	Lecture	3	3		60	40	100		16	40
ME	CAD41MEL402	Decision Support System	Lecture	3	3		60	40	100		16	40
ME	CAD41MEP401	Practical Based on Management Information System	Practical	1		2	30	20	50		08	20
ME	CAD41MEP402	Practical Based on Decision Support System	Practical	1		2	30	20	50		08	20
RM	CAD41RML401	Research Methodology	Lecture	3	3		60	40	100		16	40
RM	CAD41RMP401	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

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 AI and Marketing Tools	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

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Semester: First

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

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)**

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 :	
2.	Complete Reference HTML & CSS, Thomas A. Powell, McGraw-Hill Education, 6th edition
Website Resources:	
2.	**HTML Tutorial (w3schools.com)**

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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 :
1. Essentials of Marketing, William D. Perreault Jr., Joseph P. Cannon, and E. Jerome McCarthy, McGraw-Hill Education, 16th edition
2. Marketing: An Introduction, Gary Armstrong and Philip Kotler, Pearson, 14th edition
Reference Books:
1. Principles of Marketing, Philip Kotler and Gary Armstrong, Pearson, 12th edition

Semester: Third

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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	**Introduction:** About marketing, About social media **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 **The Most Important Social Media Websites:** Facebook, Twitter, Google+, LinkedIn, Other social networks (Pinterest, Instagram, Flickr, YouTube, Vimeo, Foursquare, Yelp) Social Media Engagement	6
2	**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. **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 Approach to Social Media, Dos and Don'ts of Social Media, **Social Media Strategy:** Goals, Planning, Strategies, Monitoring, Analysis, Avoiding mistakes **Tips on Using Social Media in Marketing:** Customization, Social Media Optimization, Guidelines, Evaluation	8
3	**Using Social Media for Promotion:** Paid advertising, Other methods for social media promotion **How to Promote Using Social Media:** What you promote, How you promote Social Media ROI: Define metrics, Set up goals, Quantitative goals, Qualitative goals **Using Social Media for Branding:** About branding, Personal branding Social media and branding Using Social Media for Branding: About branding, Personal branding	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	**Social Media and SEO:** About SEO, Increase ranking in the search results, Increase traffic, Social media and SEO. **Tools for Managing Social Media:** Tools for planning, Tools for managing, Tools for monitoring. **Social Analytics:** Facebook Insights, Google+ Insights, Other ways to track insights, Shortening services, Google Analytics, Management tools, etc. **Automation and Social Media:** What is automation? Automation tools, Benefits & disadvantages of social media automation, **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.	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

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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

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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

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' Garde
	         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.	Crate 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

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

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. Ledford2 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	

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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

	fundamentals, Pay-Per-Click (PPC) campaign management, Remarketing techniques **Performance Marketing**: Conversion rate optimization, Landing page design, Conversion funnel analysis.	
4	**Social Media Tools** 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	10
5	**Emerging Technologies and Future Trends** 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	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 Limited1
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 |

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

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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

MGMUNIVERSITY

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

MGMUNIVERSITY

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. Ledford2 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	
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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.
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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. 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**.**

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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

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