

## MGM University

### Vision

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

### Mission

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

To sustain activities of Indian culture (viz. classical dance, music and fine arts) through establishing institutes like Mahagami, Naturopathy, etc.

## विद्यापीठ गीत

अत्त दिप भव भव प्रदिप भव,

स्वरूप रूप भव हो

ज्ञान सब्ब विज्ञान सब्ब भव ,

सब्ब दिप भव हो

अत्ताहि अत्त नो नाथो ,

अत्ताहि अत्त नो गति

अत्त मार्गपर अप्रमादसे है तुझे चलना

सब्ब का कल्याण हो ,

वो कार्यकुशल करना

सब्ब का उत्तम मंगल , पथप्रदर्शक हो

अत्त दिप भव भव प्रदिप भव ,

स्वरूप रूप भव हो

ज्ञान सब्ब विज्ञान सब्ब भव ,

सब्ब दिप भव हो

बुद्धमं शरनं गच्छामि :

धम्मं शरनं गच्छामि :

संघं शरनं गच्छामि :

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

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

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

### **Vision**

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

### **Mission**

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

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

<b>Undergraduate Programmes</b>	<b>Postgraduate Programmes</b>	<b>PhD Programmes</b>
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.

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**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:**

<b>Major</b>	
<b>Digital Marketing</b>	
<b>Core Major</b>	<b>Core Elective</b>

<b>Minor options for basic and applied science Faculty</b>	<b>GYP</b>	<b>IBT</b>	<b>UDBAS</b>
	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

<b>Minor options from Other Faculty</b>	<b>Faculty of Engineering and Technology</b>	<b>Faculty of Social Sciences &amp; Humanities</b>	<b>Faculty of Design</b>	<b>Faculty of Management and Commerce</b>	<b>Interdisciplinary Faculty</b>	<b>Performing Arts</b>
	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					

First Year - Semester I												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/ week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
MM	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	30	20	50	-	08	20
<b>Total</b>				<b>22</b>	<b>16</b>	<b>12</b>	<b>360</b>	<b>240</b>	<b>600</b>			

**Note:**

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



First Year - Semester II												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/ week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
MM	CAD41MML103	Content Marketing	Lecture	2	2		30	20	50		08	20
MM	CAD41MML104	Web Fundamentals	Lecture	2	2		30	20	50		08	20
MM	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	30	20	50		08	20
<b>Total</b>				<b>22</b>	<b>16</b>	<b>12</b>	<b>390</b>	<b>260</b>	<b>650</b>			

**Note:**

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

Second Year - Semester III												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/ week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
MM	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	Practical	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	Lecture	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	Lecture	1	-	2	30	20	50		08	20
AEC		Basket of AEC From University	Practical	2	2	-	30	20	50		08	20
VSC	CAD41VSP201	Advanced Excel with Visualization	Lecture	2		4	30	20	50		08	20
FP	CAD41FPJ201	Field Project	Lecture	2		4	30	20	50		08	20
CC		Basket of CC From University	Practical	2		4	30	20	50		08	20
<b>Total</b>				<b>22</b>	<b>13</b>	<b>18</b>	<b>390</b>	<b>260</b>	<b>650</b>			

**Note:**

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

Second Year - Semester IV												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/ week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
MM	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	30	20	50		08	20
CC		Basket of CC From University	Practical	2		4	30	20	50		08	20
<b>Total</b>				<b>22</b>	<b>13</b>	<b>18</b>	<b>390</b>	<b>260</b>	<b>650</b>			<b>260</b>

**Note:**

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Second Year - Semester V												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/ week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
MM	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 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	30	20	50		08	20
<b>Total</b>				<b>20</b>	<b>13</b>	<b>10</b>	<b>390</b>	<b>260</b>	<b>650</b>			<b>280</b>

**Note:**

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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	30	20	50		08	20
<b>Total</b>				<b>20</b>	<b>11</b>	<b>18</b>	<b>2</b>	<b>120</b>	<b>600</b>			

**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
	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
	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	18	10	450	300	750			

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Fourth Year- Semester VIII												
Course Category	Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/ week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
					L	P	Internal	External	Total	Internal	External	Total
MM	CAD41MML404	Digital Marketing Project Management	Lecture	3	3		60	40	100		16	40
MM	CAD41MML405	Sales Management	Lecture	3	3		60	40	100		16	40
MM	CAD41MML406	Business Analytics	Lecture	3	3		60	40	100		16	40
MM	CAD41MMP404	Practical based on AI and Marketing Tools	Practical	1		2	30	20	50		08	20
MM	CAD41MMP405	Practical based on Sales Management	Practical	1		2	30	20	50		08	20
MM	CAD41MMP406	Practical based on Business Analytics	Practical	1		2	30	20	50		08	20
ME	CAD41MEL403	Affiliate Marketing	Lecture	3	3		60	40	100		16	40
	CAD41MEL404	IPR for Digital Marketing	Lecture	3	3		60	40	100		16	40
ME	CAD41MEP403	Practical Based on Affiliate Marketing	Practical	1		2	30	20	50		08	20
	CAD41MEP404	Practical Based on IPR for Digital Marketing	Practical	1		2	30	20	50		08	20
OJT	CAD41JTP401	On job Training	Practical	4		8	60	40	100		16	40
<b>Total</b>				<b>20</b>	<b>12</b>	<b>16</b>	<b>420</b>	<b>280</b>	<b>700</b>			

**Note:**

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## Semester I

**Course code:** CAD41MML101  
**Credits:** 2

**Course name:** Basics of Digital Marketing  
**Course category:** Major Mandatory

**Pre-requisites:** Basic Concepts of Marketing.

**Course Objective:** 1. The basic objective of is Understand the Marketing importance, types of marketing and marketing Strategy.

**Course Outcome:** CO1. How to promote product effectively using digital media  
CO2. Understand types of Digital marketing  
CO3. To understand the market research.

### Contents

Unit	Contents	No. of Lect.
1	<b>Digital Marketing Basics</b> <ul style="list-style-type: none"> <li>• What is digital marketing? ,Inbound &amp; Outbound marketing</li> <li>Principles of digital marketing(I's), Market mix, Traditional vs. Digital Marketing, Process of digital marketing</li> </ul> <b>Digital Strategy (DS)</b> <ul style="list-style-type: none"> <li>• Value, Ethics &amp; Vision of company, Basics of strategy, Four Pillars of DS, Five Rules</li> </ul>	10
2	<b>Digital transformation</b> <ul style="list-style-type: none"> <li>• Data driven Culture-4d's</li> <li>• Components of data transform</li> <li>• Stages of digital transform</li> <li>• Inflectional factors for success</li> </ul> <b>Digital Channel(DC)</b> <ul style="list-style-type: none"> <li>• Basics of Channel</li> <li>• Types of channel               <ul style="list-style-type: none"> <li>• Social Media Marketing</li> <li>• Content Marketing</li> <li>• Email &amp; mobile Marketing</li> <li>• Affiliate Marketing</li> <li>• Influencer Marketing</li> <li>• Brand &amp; advertisement Marketing</li> <li>• SEO, SCO, Search Engine Marketing</li> </ul> </li> </ul>	10
3	<b>Digital Market Research</b> <ul style="list-style-type: none"> <li>• Basics of Research and Development</li> <li>• 5A's of Digital Marketing</li> <li>• Types of market Research</li> <li>• Legal Challenges</li> </ul> <b>Digital Market development</b> <ul style="list-style-type: none"> <li>• Concepts of SMART</li> <li>• Market funnel by Roger</li> <li>• Designing a roadmaps as per Value, Ethics and Vision</li> <li>• Insights and emerging trends</li> </ul>	10



**Books and References:**

<b>Sr. No.</b>	<b>Title</b>	<b>Author</b>	<b>Publishers</b>	<b>Edition</b>
1.	Understanding Digital Marketing :Marketing strategies for engaging the digital generation	Damian Ryan	-	4 <sup>th</sup>
2.	eMarketing The essential guide to marketing in a digital world	Rob Stokes and the Minds of Quirk	-	-

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## Semester I

**Course code:** CAD41MMP102

**Course name:** Practical Based on Basics of Digital Marketing

**Credits:** 1

**Course category:** Major Mandatory

**Pre-requisites:** Basic concepts of Marketing.

**Course Objective:** 1. The basic objective of is Understand the Marketing importance, types of marketing and marketing Strategy using different case studies

### Contents:

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.

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## Semester I

**Course code:** CAD41MML102  
**Credits:** 2

**Course Name:** Design Thinking  
**Course Category:** Major Mandatory

**Course Objective:** 1. The main objective is to solve the customer's requirements.  
**Course Outcome:** CO1. Designing a mindset using skills.  
CO2. Techniques used to create empathy.  
CO3. Creating an overall Journey Map.

**Contents:**

Unit	Contents	Teaching Hours.
1	<p><b>Design Thinking(DT)</b></p> <ul style="list-style-type: none"> <li>• Concept of design thinking</li> <li>• Design Thinking Skills</li> <li>• Design Thinking Mindset</li> <li>• Principles Design Thinking</li> </ul> <p><b>Design Thinking Framework</b></p> <ul style="list-style-type: none"> <li>• General approaches of DT</li> <li>• Team building</li> <li>• Workshops and types</li> <li>• Characteristics in DT</li> </ul>	<b>10</b>
2	<p><b>Research Using User Research Process:</b> Exploring the problem, generating ideas, Refining solution, User <b>Research:</b> User interviews, Contextual inquiry, survey, focus group, card sorting, Research Techniques, Empathy map, <b>Personas:</b> what are Personas, why create personas, finding information for personas</p>	<b>10</b>
3	<p><b>Generating Ideas, Content Management, Business Requirement &amp; Solution to Prototype:</b> 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.</p>	<b>10</b>

**Books and References:**

<b>Sr. No.</b>	<b>Title</b>	<b>Author</b>	<b>Publishers</b>	<b>Edition</b>
1.	“Design your thinking”	Pavan Soni	Penguin Random House India Private Limited	-
2	UNDERCOVER User Experience Design	Cennydd bowles and James Box.	New Riders	1 <sup>st</sup>
3	A Project Guide to UX Design	Russ Unger and Carolyn Chandler	New Riders	2 <sup>nd</sup>
4	The Essential Guide to User Interface Design: An Introduction to GUI Design Principles and Techniques.	Wilbert O. Galitz	WILEY	3 <sup>rd</sup>

## Semester I

**Course code:** CAD41MMP102

**Course Name:** Practical Based on Design Thinking

**Credits:** 1

**Course Category:** Major Mandatory

**Pre-requisites:** Basic concepts of Marketing.

**Course Objective:** 1. The basic objective of is Understand the Marketing importance, types of marketing and marketing Strategy using different case studies

Contents:

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

## Semester I

**Course code:** CAD41VSP101

**Course Name:** Office Automation

**Credits:** 2

**Course Category:** Vocational Skill Course

**Course Objective:** 1. 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:**

1. Learn to develop the skills for creating, formatting, and editing documents.
2. Understand the basic concepts and interface of Microsoft Excel.
3. Learn to design an effective presentation.

**Contents:**

Unit	Contents	No. of Practicals
1	Microsoft Word <ol style="list-style-type: none"> <li>1. Practical based on creating and formatting a document.</li> <li>2. Practical based on working with Files and Page Formatting.</li> <li>3. Practical based on Tables and Layout.</li> <li>4. Practical based on References tab.</li> <li>5. Practical based on Mailing tab.</li> </ol>	04
2	Microsoft Word <ol style="list-style-type: none"> <li>1. Practical based on creating and formatting a document.</li> <li>2. Practical based on working with Files and Page Formatting.</li> <li>3. Practical based on Tables and Layout.</li> <li>4. Practical based on References tab.</li> <li>5. Practical based on Mailing tab.</li> </ol>	04
3	Microsoft Excel <ol style="list-style-type: none"> <li>1. Introduction of Microsoft Excel with formatting Cell and Worksheet.</li> <li>2. Practical based on Microsoft Excel Formulas.</li> <li>3. Practical based on Data Sorting, Filter and Advance Filter.</li> <li>4. Practical based on Conditional Formatting.</li> <li>5. Practical based on charts and graphs.</li> </ol>	04

**Books and References:**

<b>Sr. No.</b>	<b>Title</b>	<b>Author</b>	<b>Publishers</b>	<b>Edition</b>
<b>1.</b>	Microsoft Office 2019 Step by Step	Joan Lambert and Curtis Frye	Microsoft Press	1 <sup>st</sup> Edition
<b>2.</b>	Word 2019 For Dummies	Dan Gookin	Wiley	1 <sup>st</sup> Edition
<b>3.</b>	Excel 2019 Bible	Michael Alexander and Richard Kusleika	Wiley	1 <sup>st</sup> Edition
<b>4.</b>	PowerPoint 2019 For Dummies	Doug Lowe	Wiley	1 <sup>st</sup> Edition

1. **Website Resources:** 1. [tutorialspoint.com](http://tutorialspoint.com)

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## Semester I

**Course code:** CAD41SEL101

**Course name:** Consumer facets

**Credits:** 2

**Course category:** Skill Enhancement Course

**Course Objective:** To provide a comprehensive understanding of the different aspects that influence consumer behavior in the marketplace.

**Course Outcome:** 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	No. of Lect.
1	<b>Basics of consumer</b> <ul style="list-style-type: none"> <li>• Types of consumers</li> <li>• Model of Consumer               <ul style="list-style-type: none"> <li>○ <b>Learning Model</b></li> <li>○ <b>Psychoanalytical Model</b></li> <li>○ Sociological Model</li> <li>○ Economic Model</li> </ul> </li> <li>• Understanding Consumer Behavior</li> <li>• Consumer Segmentation</li> </ul>	10
2	<b>Consumer Involvement</b> <ul style="list-style-type: none"> <li>➤ Models of involvement</li> <li>➤ Decision Making Process</li> <li>➤ Marketing Impacts on Consumers need</li> </ul> <b>Consumer Behavior</b> <ul style="list-style-type: none"> <li>➤ Behavior model</li> <li>➤ Consumer Behavior Environment</li> <li>➤ Reference groups</li> </ul>	10
3	<b>Basics of Facets</b> <ul style="list-style-type: none"> <li>➤ Basics of facets</li> <li>➤ Areas of facets</li> <li>➤ Consumer facets</li> <li>➤ Consumer culture and life style</li> </ul> <b>Culture of Consumption</b> <ul style="list-style-type: none"> <li>➤ Buying habit</li> <li>➤ Research, Applications &amp; Ethics</li> </ul>	10

**Books and References:**

Sr. No.	Title	Author	Publishers	Edition
1.	Consumer Behavior	Leon G. Schiffman, Joe Wisenblit, S. Ramesh Kumar	Pearson Education India	12 <sup>th</sup> edition
2.	Consumer Behavior Buying, Having, Being	Michael R Solomon Rebekah Russell-Bennett Josephine Previte	Pearson Education India	4 <sup>th</sup> edition



**Semester: Second**

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## Semester II

**Course code:** CAD41MML103

**Course Name:** Content Marketing

**Credits:** 2

**Course Category:** Major Mandatory

**Course Objective:** The basic objective is to understand the basics of content and its importance in Market sector.

**Course Outcome:** 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	No. of Lect
1	<p><b>Content Marketing</b></p> <ul style="list-style-type: none"> <li>• What is Content Marketing</li> <li>• Content Marketing framework</li> <li>• Resources need to create meaningful content</li> </ul> <p><b>Defining your content Niche and Strategy</b></p> <ul style="list-style-type: none"> <li>• The audience Persona</li> <li>• Engagement cycle</li> <li>• Epic Content Marketing</li> <li>• Reference Groups</li> </ul>	10
2	<p><b>Create Content</b></p> <ul style="list-style-type: none"> <li>• Creating Content</li> <li>• Hiring/team Positions</li> <li>• 3R's of Content Marketing</li> <li>• Content marketing subscription</li> </ul> <p><b>Managing Content</b></p> <ul style="list-style-type: none"> <li>• The Business Model of Content Marketing</li> <li>• Business case for Content Marketing.</li> <li>• Building calendar</li> <li>• Content platform and promotions</li> <li>• ROI Mystery</li> </ul>	10
3	<p><b>Design and Development</b></p> <ul style="list-style-type: none"> <li>• Content Design</li> <li>• Repositories</li> <li>• Content marketing pyramid</li> </ul> <p><b>Content Process</b></p> <ul style="list-style-type: none"> <li>• Content creation process</li> <li>• Ethics/Diversity in Content Marketing</li> <li>• Content type</li> <li>• Finding content Assets and tracking key metrics</li> </ul>	10

**Books and References:**

<b>Sr. No.</b>	<b>Title</b>	<b>Author</b>	<b>Publishers</b>	<b>Edition</b>
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	-

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## Semester II

**Course code:** CAD41MMP103

**Course Name:** Practical Based on Content Marketing

**Credits:** 1

**Course Category:** Major Mandatory

**Course Objective:** Creating, developing and promoting the content.

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

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## Semester II

**Course code:** CAD41MML104

**Course Name:** Web Fundamentals

**Credits:** 2

**Course Category:** Major Mandatory

**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:** 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	No. of Lect.
1	<b>Introduction to HTML</b> <ul style="list-style-type: none"> <li>• Structure and semantics of HTML program</li> <li>• HTML Paired tags, Singular Tag</li> <li>• <b>Webpage Formatting:</b> paragraph, line break, headings, drawing lines, horizontal rules (&lt;hr&gt; tag), comments etc..</li> <li>• <b>Text styles:</b> Bold, Italic, Underline.</li> <li>• <b>Alignments &amp; Spacing</b></li> </ul>	
2	<b>HTML Tags</b> <ul style="list-style-type: none"> <li>• <b>Lists:</b> Types of lists viz. unordered, ordered, definition lists</li> <li>• <b>Adding graphics:</b> Image, background, border, using width and height attributes.</li> <li>• <b>Linking documents (Links):</b> External document references, internal document references.</li> <li>• <b>Tables:</b> Creation and setting attributes of table, width &amp; border attribute, Cell Padding, Cell Spacing, Colspan &amp; Rowspan Attributes, background color.</li> <li>• <b>Frames:</b> Frameset and frame tag.</li> <li>• Span tag, Div Tag.</li> </ul> <b>HTML Forms</b> <ul style="list-style-type: none"> <li>• Form Attributes</li> <li>• Form Elements</li> <li>• Input Types</li> <li>• Input Attributes</li> <li>• Input Form Attribute</li> </ul>	10
3	<b>Introduction to Cascading Style Sheets (CSS)</b> <ul style="list-style-type: none"> <li>• The style tag</li> <li>• Tag selectors</li> <li>• Text Formatting</li> <li>• Line-height property in CSS</li> <li>• Colors</li> <li>• Box Model</li> <li>• Hexadecimal color codes</li> <li>• Table Formatting</li> </ul>	10

	<ul style="list-style-type: none"> <li>• CSS Layout - The position Property</li> </ul> <b>CSS Class Selectors</b> <ul style="list-style-type: none"> <li>• The class attribute</li> <li>• CSS class selectors</li> <li>• The span tag</li> <li>• CSS opacity</li> </ul>	
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### Books and References:

Sr. No.	Title	Author	Publishers	Edition
1.	Complete Reference HTML & CSS	Thomas A. Powell	McGraw-Hill Education	6th edition

### Website Resources:

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

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## Semester II

**Course code:** CAD41MMP104

**Course Name:** Practical Based on Web Fundamentals

**Credits:** 2

**Course Category:** Major Mandatory

**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:** **CO1** To Understand basic of HTML.

**CO2** To understand the tag and implements the tags of HTML.

**CO3** To create and style the web pages using CSS.

**Contents:**

Unit	Practical to be covered	No. of Practical
1	1. Study of web standard 2. Study of Protocol. 3. Practical based on Text formatting. 4. Practical based on Text styles. 5. Created web page of personal Information.	04
2	1. Practical Based on ordered list and unordered List. 2. Practical Based on adding graphics. 3. Practical based on Tables and Frames. 4. Practical based on linking documents. 5. Practical based on Forms.	04
3	1. Practical Based on Text formatting. 2. Practical Based on Table Formatting 3. Practical Based on CSS Layout - The position Property 4. Practical based on CSS Class Selectors. 5. Practical based on span tag and CSS opacity.	04

**Books and References:**

Sr. No.	Title	Author	Publishers	Edition
1.	Complete Reference HTML & CSS	Thomas A. Powell	McGraw-Hill Education	6th edition

**Website Resources:**

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

## Semester II

**Course code:** CAD41VSP102

**Course Name:** Blogging

**Credits:** 2

**Course Category:** Vocational Skill Courses

**Course Objective:** This course aims to equip students with the essential skills and knowledge required to create engaging and effective blogs. Students will learn the principles of blog creation, including selecting the right platform, developing unique content. Additionally, students will explore various strategies for Vlog and podcasting.

**Course Outcome:** **CO1** Understand the basics of Blogging.

**CO2** Create successful blogs using popular blogging platforms.

**CO3** Create and manage the Vlogs and Podcasts.

**Contents:**

Unit	Practical to be covered	No. of Practical
1	<p><b>Blogging Basics</b></p> <ol style="list-style-type: none"> <li>1. Blogging basics and study of Blogging types.</li> <li>2. Study of Blogging Strategy:               <ul style="list-style-type: none"> <li>• Decide your goal</li> <li>• Target Audience</li> <li>• Budget</li> <li>• Content idea etc.</li> </ul> </li> <li>3. Study of Blogging Essentials:               <ul style="list-style-type: none"> <li>• Unique content</li> <li>• Multimedia (Images, Audio, Videos)</li> <li>• Social Media accounts for blogs</li> </ul> </li> <li>4. Study of Plugins, Templates, Domain name, Hosting etc.</li> <li>5. Study of Blogging Platforms: Blogger, WordPress, LinkedIn, Medium, Tumblr, Wix etc.</li> </ol>	04
2	<p><b>Creation of Blogs</b></p> <ol style="list-style-type: none"> <li>1. Steps to create blog in Blogger.</li> <li>2. Create a blog post using Blogger.</li> <li>3. Steps to create blog in WordPress:               <ul style="list-style-type: none"> <li>• Sign up</li> <li>• Register a domain</li> <li>• Choose a theme/template</li> <li>• Install essential plugins</li> <li>• Create a Post</li> </ul> </li> <li>4. Create a complete blog using WordPress.</li> <li>5. Publish and promote the blog.</li> </ol>	04
3	<p><b>Creation of Vlog and Podcasting</b></p> <ol style="list-style-type: none"> <li>1. Create and edit an effective Vlog.</li> <li>2. Steps to upload a Vlog on YouTube and managing YouTube Channel.</li> <li>3. Study of Podcasting.</li> <li>4. Create Podcasts using audio tools.</li> <li>5. Steps to upload a Podcast on music streaming app.</li> </ol>	04



## Semester II

**Course code:** CAD41SEL102

**Course Name:** Introduction to Marketing Essentials

**Credits:** 2

**Course Category:** Skill Enhancement Course

**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:** **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	No. of Lect.
1	<p><b>Marketing Basics</b></p> <ul style="list-style-type: none"> <li>• What is marketing?</li> <li>• Basics of Product &amp; services</li> <li>• value satisfaction &amp; quality</li> <li>• Integrated Approach, P's, M's, C's of Market</li> <li>• Process of marketing:</li> </ul> <p><b>Marketing planning, Marketing Environment, Macro marketing, Micro Marketing</b></p> <ul style="list-style-type: none"> <li>• Customer Equity: creating, focusing, managing &amp; understanding Customer needs</li> <li>• Competitive analysis &amp; Profit contribution</li> <li>• Marketing research &amp; information</li> </ul>	10
2	<p><b>Strategic Marketing Planning</b></p> <ul style="list-style-type: none"> <li>• Strategic audit</li> <li>• SWOT Analysis</li> <li>• PEST Analysis</li> <li>• Business Portfolio</li> <li>• Developing Growth Strategies</li> <li>• - Three levels of strategy development</li> <li>• A marketing planning and management model               <ul style="list-style-type: none"> <li>- strategic and tactical planning</li> </ul> </li> </ul>	10
3	<p><b>The Marketing Environment</b></p> <ul style="list-style-type: none"> <li>• Internal Environment &amp; External Environment</li> <li>• Porter's five forces factors</li> <li>• The supply chain of market               <ul style="list-style-type: none"> <li>- Customers, Suppliers, Intermediaries, Competitors, Public groups</li> </ul> </li> </ul> <p>Marketing ethics and social responsibility</p> <ul style="list-style-type: none"> <li>• Legislation versus ethics</li> <li>• Ethics and marketing , ethical behavior</li> <li>• Social responsibility</li> </ul>	10

	<p>Marketing Research</p> <ul style="list-style-type: none"> <li>• What is marketing research?</li> <li>• Objective of marketing research</li> <li>• Marketing research process</li> <li>• Developing the research plan</li> <li>• Secondary data research</li> <li>• Refining the research design</li> <li>• Collecting primary data: survey methods</li> <li>• Motivation research</li> </ul>	
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**Books and References:**

Sr. No.	Title	Author	Publishers	Edition
1.	Essentials of Marketing	William D. Perreault Jr., Joseph P. Cannon, and E. Jerome McCarthy	McGraw-Hill Education	16 <sup>th</sup> edition
2.	Marketing: An Introduction	Gary Armstrong and Philip Kotler	Pearson	14 <sup>th</sup> edition
3.	Principles of Marketing	Philip Kotler and Gary Armstrong	Pearson	12 <sup>th</sup> edition

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