



CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY, KANPUR

PROGRAMME: B.Sc. Digital marketing and Advertising

Apprenticeship Embedded Degree Programme

Course Structure (with effect from 2026-27)

Semester 1				
S. No.	Paper Code	Paper	Paper Title	Credits
1	B340101T	Core Course 1	Introduction to Digital Marketing and Advertising	4
2	B340102T	Core Course 2	SEO Optimization	4
3	B340103T	Core Course 3	Introduction to CRM	4
4	B340104T	Minor Course	Outreach Analysis	3
5	VOC183	Skill Enhancement Course (SEC)	Email Marketing	3
6	Z011102	Co-curricular Course	Communicative English-I	2
Total Credits				20

Semester 2				
S. No.	Paper Code	Paper	Paper Title	Credits
1.	B340201T	Core Course 1	Market Research & Niche Potential	4
2.	B340202T	Core Course 2	Content Creation, Management & Promotion	4
3.	B340203T	Core Course 3	Advertising Theory and Global Advertising	4
4.	B340204T	Minor Course	Introduction to Web Analytics	3
5.	VOC184	Skill Enhancement Course (SEC)	Mobile Marketing	3
6.	Z021202	CO-CURRICULAR	Communicative English-II	2
Total Credits				20

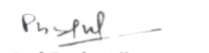

Prof. Virendra Kr Vyas


Dr. Om Shankar Gupta


Dr. Hariom Kumar


Prof. Manukonda Rabindranath


Dr. Hoimawati Talukdar


Prof. Prashant Kumar

Dr. Divakar Awasthi
(Coordinator)

Semester 3				
S. No.	Paper Code	Paper	Paper Title	Credits
1	B340301T	Core Course 1	Social Media Marketing	4
2	B340302T	Core Course 2	Digital Marketing Budgeting, Planning & Forecast	4
3	B340303T	Core Course 3	Product Marketing (Facebook, Instagram, Google Ads)	4
4	B340304T	Minor Course	Public Relations, and Strategic Brand Communication	3
5	VOC185	Skill Enhancement Course (SEC)	Digital Marketing Project Management	3
6	Z031301	Co-Curricular	Physical Education and yoga	2
Total Credits				20

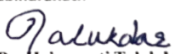
Semester 4				
S. No.	Paper Code	Paper	Paper Title	Credits
1	B340401T	Core Course 1	Computer Science & Advertising	4
2	B340402T	Core Course 2	Web Design fundamentals	4
3	B340403T	Core Course 3	Consumer Behaviour & Psychology,	4
4	B340404T	Minor Course	Search Engine Optimization	3
5	VOC186	Skill Enhancement Course (SEC)	Web Analytics & Google Analytics	3
6	Z041403	Co-Curricular	Community Connect	2
Total Credits				20

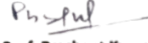

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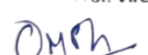

 Dr. Hoimawati Talukdar


 Prof. Prashant Kumar

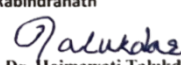
 Dr. Diwakar Awasthi
 (Coordinator)

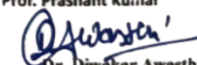
Semester 5				
S. No.	Paper Code	Paper	Paper Title	Credits
1	B340501T	Core Course 1	Affiliate Marketing	5
2	B340502T	Core Course 2	Website Data Analytics	5
3	B340503T	Core Course 3	Paid Ads Optimization Strategies	5
4	B340504T	Specialisation Course	Neuro-Marketing Fundamentals	5
5	B340505R	Project	Live Project	5
Total Credit				25

Semester 6				
S. No.	Paper Code	Paper	Paper Title	Credits
1	B340601A	25	Apprenticeship with Industry	25
Total Credits				25


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Programme: B.Sc. Digital marketing and Advertising	Year: First	Semester: First
Course Code: B340101T	Course Title: Introduction to Digital Marketing and Advertising	

Course Outcomes

After completing this course, students will be able to:

- Explain the fundamentals of marketing and digital marketing.
- Differentiate between traditional and digital marketing approaches.
- Understand consumer behaviour and the digital marketing funnel.
- Apply the 7Ps of digital marketing in business scenarios.
- Identify major digital marketing channels and emerging industry trends.

This module structure is appropriate for a **3-credit undergraduate course** under the **NEP/AEDP** framework and progresses logically from marketing fundamentals to digital marketing concepts and current trends.

Credit : 4	Core Course - 1
Max Marks : 25+75	Min Passing Marks : 10+25

Unit	Topics	No. of Lectures Total=60
I	Module I: Fundamentals of Marketing Chapters 1. Meaning, Nature and Scope of Marketing 2. Evolution of Marketing Concepts 3. Functions and Objectives of Marketing 4. Marketing Environment (Micro and Macro) 5. Marketing Mix – Introduction to 7Ps	15
II	Module II: Introduction to Digital Marketing Chapters 1. Meaning and Evolution of Digital Marketing 2. Traditional Marketing vs. Digital Marketing 3. Scope and Importance of Digital Marketing 4. Digital Marketing Ecosystem 5. Benefits and Challenges of Digital Marketing	15
III	Module III: Consumer Journey and Marketing Strategy Chapters 1. Consumer Buying Behaviour in the Digital Age 2. Marketing Funnel (AIDA Model) 3. Customer Journey Mapping 4. Target Market, Segmentation, Targeting and Positioning (STP) 5. Branding and Online Customer Engagement	15
IV	Module IV: Digital Marketing Mix and Emerging Trends Chapters 1. Digital Marketing Mix (7Ps) 2. Introduction to Digital Marketing Channels, Search Engines, Social Media, Email Marketing, Content Marketing 3. Mobile Marketing and E-commerce Basics	

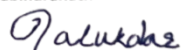
Prof. Virendra Kr Vyas

Prof. Manukonda Rabindranath

Prof. Prashant Kumar

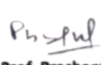
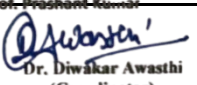

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	4. Emerging Trends in Digital Marketing 5. Artificial Intelligence and the Future of Digital Marketing	15
Suggested Readings 1. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Haque, E. (2023). <i>Principles of Marketing</i> (18th Global Edition). Pearson. 2. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). <i>Marketing 5.0: Technology for Humanity</i>. Wiley. 3. Chaffey, D., & Ellis-Chadwick, F. (2022). <i>Digital Marketing: Strategy, Implementation and Practice</i> (8th Edition). Pearson. 4. Ryan, D. (2021). <i>Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation</i> (5th Edition). Kogan Page. 5. Kingsnorth, S. (2022). <i>Digital Marketing Strategy: An Integrated Approach to Online Marketing</i> (3rd Edition). Kogan Page. 6. Tuten, T. L., & Solomon, M. R. (2023). <i>Social Media Marketing</i> (4th Edition). Sage Publications. 7. Strauss, J., Frost, R., & Sinha, N. (2022). <i>E-Marketing</i> (9th Edition). Pearson. 8. Charlesworth, A. (2020). <i>Digital Marketing: A Practical Approach</i> (3rd Edition). Routledge. 9. Kapoor, N. (2022). <i>Principles of Marketing</i>. PHI Learning Pvt. Ltd. 10. Saxena, R. (2021). <i>Marketing Management</i> (6th Edition). McGraw-Hill Education.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
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Programme: B.Sc. Digital marketing and Advertising		Year: First	Semester: First
Course Code: B340102T		Course Title: SEO Optimization	
Course Outcomes: After successful completion of this course, students will be able to: • Understand the concepts, importance and evolution of Search Engine Optimization. • Explain how search engines crawl, index and rank websites. • Apply on-page and off-page SEO techniques to improve website visibility. • Analyze website performance using basic SEO tools and metrics. • Identify emerging trends such as AI-driven SEO, voice search and mobile optimization			
Credit : 4		Core Course - 2	
Max Marks : 25+75		Min Passing Marks : 10+25	
Unit	Topics		No. of Lectures Total=60
	 Prof. Virendra Kr Vyas		 Prof. Manukonda Rabindranath
	 Prof. Prashant Kumar		
	 Dr. Om Shankar Gupta	 Dr. Hariom Kumar	 Dr. Hoimawati Talukdar
			 Dr. Diwakar Awasthi (Coordinator)

I	Module I: Fundamentals of Search Engine Optimization Chapters 1. Introduction to Search Engine Optimization (SEO) 2. Evolution and Importance of SEO 3. Types of SEO (On-page, Off-page and Technical SEO) 4. Role of SEO in Digital Marketing 5. SEO Terminology and Best Practices	15
II	Module II: Search Engines and Website Optimization Chapters 1. Search Engines: Functions and Working Process 2. Website Crawling, Indexing and Ranking 3. Search Engine Algorithms 4. Search Engine Results Pages (SERPs) 5. Organic Search vs. Paid search	15
III	Module III: On-Page SEO Techniques Chapters 1. Keyword Research and Analysis 2. Meta Title, Meta Description and Header Tags 3. URL Structure and Internal Linking 4. Image Optimization and Content Optimization 5. User Experience (UX) and Core Web Vitals	15
IV	Module IV: Off-Page SEO, Technical SEO and Emerging Trends Chapters 1. Off-Page SEO and Link Building Techniques 2. Technical SEO (Sitemaps, Robots.txt, Canonical Tags) 3. Local SEO and Mobile SEO 4. SEO Analytics and Performance Measurement (Google Search Console & Google Analytics Basics) 5. AI, Voice Search and Future Trends in SEO	15
Suggested Readings 1. Fishkin, R., & Høgenhaven, T. (2013). The Art of SEO: Mastering Search Engine Optimization (3rd Edition). O'Reilly Media. 2. Enge, E., Spencer, S., Fishkin, R., & Stricchiola, J. (2015). The Art of SEO (3rd Edition). O'Reilly Media. 3. Ledford, J. L. (2015). SEO: Search Engine Optimization Bible. Wiley. 4. Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing: Strategy, Implementation and Practice (8th Edition). Pearson. 5. Kingsnorth, S. (2022). Digital Marketing Strategy (3rd Edition). Kogan Page. 6. Ryan, D. (2021). Understanding Digital Marketing (5th Edition). Kogan Page. 7. Patel, N. (2020). The Definitive Guide to SEO. Neil Patel Digital (Reference). 8. Google. Search Engine Optimization (SEO) Starter Guide. Google Search Central (Reference).		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
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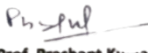

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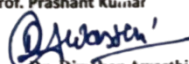

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Programme: B.Sc. Digital marketing and Advertising		Year: First	Semester: First
Course code: B340103T		Course Title:Introduction to CRM	
Course Outcomes After successful completion of this course, students will be able to: • Explain the concepts, objectives and significance of Customer Relationship Management. • Differentiate between Operational, Analytical and Collaborative CRM systems. • Understand CRM processes, customer lifecycle and relationship-building strategies. • Apply CRM technologies and digital tools for customer acquisition and retention. • Analyze emerging CRM trends, including AI, analytics, social CRM and ethical issues.			
Credit : 4		Core Course - 3	
Max Marks : 25+75		Min Passing Marks : 10+25	
Unit	Topics	No. of Lectures Total=60	
I	Module I: Fundamentals of Customer Relationship Management Chapters 1. Introduction to Customer Relationship Management (CRM) 2. Evolution and Development of CRM 3. Objectives and Importance of CRM 4. Customer Life Cycle and Relationship Building 5. Benefits and Challenges of CRM	15	
II	Module II: CRM Types and Framework Chapters 1. Types of CRM , Operational CRM ,Analytical CRM , Collaborative CRM 2. CRM Process and Framework 3. Customer Acquisition, Retention and Loyalty 4. Customer Value and Customer Satisfaction 5. CRM Strategies in Different Business Sectors	15	
III	Module III: CRM Technologies and Applications Chapters 1. CRM Software and Tools 2. Database Management in CRM 3. Sales Force Automation (SFA) 4. Marketing Automation and Customer Service 5. Digital Channels for Customer Relationship Management	15	
IV	Module IV: Emerging Trends and Future of CRM Chapters 1. Artificial Intelligence and CRM 2. Social CRM and Mobile CRM 3. Customer Analytics and Personalization 4. Data Privacy, Ethics and Security in CRM		

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	5. Emerging Trends and Future Scope of CRM	15
Suggested Readings 1. Buttle, F., & Maklan, S. (2019). <i>Customer Relationship Management: Concepts and Technologies</i> (4th Edition). Routledge. 2. Peelen, E., & Beltman, R. (2018). <i>Customer Relationship Management</i> (3rd Edition). Pearson. 3. Kumar, V., & Reinartz, W. (2018). <i>Customer Relationship Management: Concept, Strategy, and Tools</i> (3rd Edition). Springer. 4. Payne, A., & Frow, P. (2017). <i>Strategic Customer Management: Integrating Relationship Marketing and CRM</i>. Cambridge University Press. 5. Chaffey, D., & Ellis-Chadwick, F. (2022). <i>Digital Marketing: Strategy, Implementation and Practice</i> (8th Edition). Pearson. 6. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Haque, E. (2023). <i>Principles of Marketing</i> (18th Global Edition). Pearson. 7. Kumar, V. (2017). <i>Managing Customers for Profit</i>. Pearson. 8. Turban, E., Pollard, C., & Wood, G. (2021). <i>Information Technology for Management</i>. Wiley.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
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Programme: B.Sc. Digital marketing and Advertising	Year: First	Semester: First
Course Code: B340104T	Course Title: Outreach Analysis	
Course Outcomes (COs) After successful completion of this course, students will be able to: • Understand the concepts, objectives and importance of digital outreach. • Identify various outreach methods and their applications in digital marketing. • Develop effective outreach strategies by identifying target audiences and stakeholders. • Execute and evaluate digital outreach campaigns using appropriate communication channels. • Analyze campaign performance and apply best practices and emerging technologies to improve outreach effectiveness.		
Credits:3		Minor Course
Max.Marks:25+75		Min.PassingMarks:10+25
Unit	Topics	No.of Lectures Total=60


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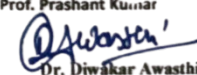

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I	Module I: Fundamentals of Outreach Analysis Chapters 1. Introduction to Outreach Analysis 2. Concept and Importance of Digital Outreach 3. Evolution of Outreach in Digital Marketing 4. Types of Outreach o Email Outreach o Social Media Outreach o Influencer Outreach o Public Relations (PR) Outreach o Content Outreach 5. Role of Outreach in Brand Building and Customer Engagement	15
II	Module II: Outreach Planning and Strategy Chapters 1. Outreach Strategy and Planning 2. Target Audience Identification and Segmentation 3. Stakeholder and Influencer Mapping 4. Campaign Objectives and Goal Setting 5. Budgeting and Resource Planning for Outreach Campaigns	15
III	Module III: Outreach Execution and Communication Chapters 1. Outreach Communication Channels 2. Email Campaign Planning and Management 3. Social Media and Influencer Collaboration 4. Content Creation for Outreach Campaigns 5. Outreach Process and Workflow	15
IV	Module IV: Performance Analysis and Emerging Trends Chapters 1. Outreach Metrics and Key Performance Indicators (KPIs) 2. Campaign Performance Analysis and Reporting 3. Challenges in Digital Outreach 4. Best Practices in Outreach Campaign Management 5. AI, Automation and Emerging Trends in Outreach Analysis	15

Suggested Readings

1. Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation and Practice* (8th Edition). Pearson.
2. Kingsnorth, S. (2022). *Digital Marketing Strategy: An Integrated Approach to Online Marketing* (3rd Edition). Kogan Page.
3. Ryan, D. (2021). *Understanding Digital Marketing* (5th Edition). Kogan Page.
4. Tuten, T. L., & Solomon, M. R. (2023). *Social Media Marketing* (4th Edition). Sage Publications.
5. Halligan, B., & Shah, D. (2014). *Inbound Marketing: Attract, Engage, and Delight Customers Online*. Wiley.
6. Scott, D. M. (2022). *The New Rules of Marketing and PR* (8th Edition). Wiley.
7. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley.
8. Safko, L. (2020). *The Social Media Bible* (4th Edition). Wiley.


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Suggested Continuous Evaluation Methods:

Suggested equivalent online courses:

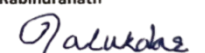
Programme: B.Sc. Digital marketing and Advertising	Year: First	Semester: First
Course Code: VOC183	Course Title: Email Marketing	
Course Outcomes (COs) After successful completion of this course, students will be able to: • Explain the concepts, importance and applications of email marketing in digital business. • Design and plan effective email marketing campaigns for different business objectives. • Utilize email marketing platforms to create, automate and manage campaigns. • Measure campaign performance using appropriate metrics and optimize results. • Evaluate emerging trends, AI applications and legal considerations in email marketing.		
Credits:3		SEC
Max.Marks:25+75		Min.PassingMarks:10+25
Unit	Topics	No.of Lectures Total=60
I	Module I: Fundamentals of Email Marketing Chapters 1. Introduction to Email Marketing 2. Evolution and Importance of Email Marketing 3. Role of Email Marketing in Digital Marketing 4. Benefits and Limitations of Email Marketing 5. Types of Email Marketing Campaigns o Promotional Emails o Transactional Emails o Newsletter Campaigns o Drip Campaigns o Re-engagement Campaigns	15
II	Module II: Email Marketing Strategy and Planning Chapters 1. Email Marketing Process 2. Customer Journey through Email Marketing 3. Building and Managing Email Lists 4. Audience Segmentation and Personalization 5. Campaign Planning and Goal Setting	15


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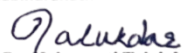

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III	Module III: Email Campaign Creation and Automation Chapters 1. Designing Effective Email Campaigns 2. Email Copywriting and Call-to-Action (CTA) 3. Email Marketing Platforms and Service Providers 4. Marketing Automation and Workflow 5. A/B Testing and Email Optimization	15
IV	Module IV: Performance Analysis and Emerging Trends Chapters 1. Email Marketing Metrics and Key Performance Indicators (KPIs) 2. Deliverability, Spam Filters and Email Compliance 3. Customer Engagement and Retention Strategies 4. Trends in Email Marketing 5. Future Scope of Email Marketing and AI-driven Automation	15
Suggested Readings 1. Chaffey, D., & Ellis-Chadwick, F. (2022). <i>Digital Marketing: Strategy, Implementation and Practice</i> (8th Edition). Pearson. 2. Ryan, D. (2021). <i>Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation</i> (5th Edition). Kogan Page. 3. Kingsnorth, S. (2022). <i>Digital Marketing Strategy: An Integrated Approach to Online Marketing</i> (3rd Edition). Kogan Page. 4. Halligan, B., & Shah, D. (2014). <i>Inbound Marketing: Attract, Engage, and Delight Customers Online</i>. Wiley. 5. Scott, D. M. (2022). <i>The New Rules of Marketing and PR</i> (8th Edition). Wiley. 6. Tuten, T. L., & Solomon, M. R. (2023). <i>Social Media Marketing</i> (4th Edition). Sage Publications. 7. Strauss, J., Frost, R., & Sinha, N. (2022). <i>E-Marketing</i> (9th Edition). Pearson. 8. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Haque, E. (2023). <i>Principles of Marketing</i> (18th Global Edition). Pearson.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		

Programme: B.Sc. Digital marketing & Advertsing	Year: First	Semester: I
Course Code: Z011102	Course Title: Communicative English-1	
Course outcomes: • Proficient written and verbal communication in media settings. • Critical analysis and interpretation of media-related content. • Effective presentation and public speaking abilities. • Collaborative communication skills suitable for team environments. • Application of language skills in media and entertainment contexts.		
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 Dr. Om Shankar Gupta	 Dr. Hariom Kumar	 Dr. Hoimawati Talukdar
		 Dr. Diwakar Awasthi (Coordinator)

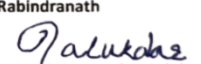
Credits: 2		Co -Curricular
Max.Marks:25+75		Min.PassingMarks:10+25
Unit	Topics	No.of Lectures Total=30
I	• Foundations of English Language • Reading Comprehension Strategies • Writing Techniques for Media • Verbal and Non-verbal Communication • Media Literacy and Critical Analysis • Presentation Skills for Media Professionals • Group Communication Dynamics • Cultural Sensitivity in Communications	

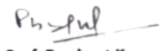

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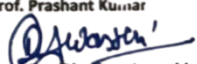

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Programme: B.Sc. Digital marketing and Advertising		Year: First	Semester: Second
Course Code: B340201T		Course Title: Market Research & Niche Potential	
Course Outcome: • After successful completion of this course, students will be able to: • Explain the concepts, scope and significance of market research in digital marketing. • Design and conduct market research using appropriate research methods and data sources. • Identify niche markets through consumer and competitor analysis. • Analyze market data to support business and marketing decisions. • Utilize digital research tools and evaluate emerging trends in market research			
Credits : 4			Core Course - 1
Max. Marks : 25+75			Min. Passing Marks : 10+25
Unit	Topics		No.of Lectures Total=60
I	Module I: Fundamentals of Market Research Chapters 1. Introduction to Market Research		15

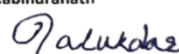
	2. Nature and Scope of Market Research 3. Importance of Market Research in Digital Marketing 4. Evolution of Market Research 5. Applications of Market Research in Business Decision Making	
II	Module II: Market Research Process and Research Design Chapters 1. Market Research Process 2. Research Problem Identification 3. Research Design and Planning 4. Primary and Secondary Data Sources 5. Data Collection Methods (Surveys, Interviews, Observation, Focus Groups)	15
III	Module III: Market Analysis and Niche Identification Chapters 1. Market Segmentation, Targeting and Positioning (STP) 2. Consumer Behaviour Analysis 3. Competitor Analysis 4. Niche Market Identification and Evaluation 5. Market Opportunity Assessment	15
IV	Module IV: Data Analysis, Reporting and Emerging Trends Chapters 1. Data Analysis and Interpretation 2. Market Research Reports and Presentation 3. Digital Market Research Tools (Google Trends, Google Forms, SurveyMonkey, Statista) 4. Ethical Issues in Market Research 6. AI, Big Data and Emerging Trends in Market Research	15
Suggested Readings 1. Malhotra, N. K., Nunan, D., & Birks, D. F. (2022). <i>Marketing Research: An Applied Approach</i> (7th Edition). Pearson. 2. Aaker, D. A., Kumar, V., & Leone, R. P. (2020). <i>Marketing Research</i> (13th Edition). Wiley. 3. Burns, A. C., & Veeck, A. (2020). <i>Marketing Research</i> (9th Edition). Pearson. 4. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Haque, E. (2023). <i>Principles of Marketing</i> (18th Global Edition). Pearson. 5. Chaffey, D., & Ellis-Chadwick, F. (2022). <i>Digital Marketing: Strategy, Implementation and Practice</i> (8th Edition). Pearson. 6. Kingsnorth, S. (2022). <i>Digital Marketing Strategy: An Integrated Approach to Online Marketing</i> (3rd Edition). Kogan Page. 7. Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2021). <i>Business Research Methods</i> (10th Edition). Cengage Learning. Hair, J. F., Page, M., & Brunsveld, N. (2020). <i>Essentials of Business Research Methods</i> (5th Edition). Routledge.		
Suggested Continuous Evaluation Methods:		

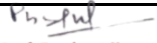

 Prof. Virendra Kr Vyas

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 Dr. Hariom Kumar


 Dr. Hoimawati Talukdar


 Prof. Prashant Kumar

 Dr. Diwakar Awasthi
 (Coordinator)

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Suggested equivalent online courses:
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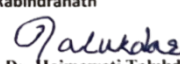
Programme: B.Sc. Digital marketing and Advertising		Year: First	Semester: Second
CourseCode: B340202T		Course Title: Content Creation, Management & Promotion	
Course Outcome:			
After successful completion of this course, students will be able to:			
• Explain the concepts and significance of digital content and content marketing. • Plan and develop effective content strategies using content calendars. • Create and promote engaging digital content across multiple platforms. • Evaluate content performance using analytics and optimization techniques. • Apply ethical, legal and AI-assisted practices in digital content creation and management.			
Credits:4		Core Course-2	
Max.Marks:25+75		Min.PassingMarks:10+25	
Unit	Topics		No.of Lectures Total=60
I	Module I: Fundamentals of Digital Content Chapters 1. Introduction to Digital Content and Content Marketing 2. Evolution and Importance of Content Marketing 3. Principles of Content Creation 4. Types of Digital Content 5. o Text Content o Images o Audio Content o Video Content o Infographics 5. Role of Content in Digital Marketing		15
II	Module II: Content Planning and Management Chapters 1. Content Planning and Strategy 2. Content Calendar Development 3. Audience Research and Content Personalization 4. Content Management Systems (CMS) 5. Brand Storytelling and Content Branding		15


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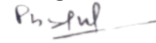
 Dr. Hariom Kumar


 Dr. Haimawati Talukdar


 Prof. Prashant Kumar

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III	Module III: Content Creation and Promotion Chapters 1. Content Writing Techniques and Copywriting 2. Visual Content Design and Multimedia Production 3. Search Engine Optimized (SEO) Content 4. Content Distribution and Promotion 5. Social Media Content Marketing	15
IV	Module IV: Content Performance and Emerging Trends Chapters 1. Content Performance Measurement and Analytics 2. Ethical and Legal Issues in Content Creation 3. Copyright, Plagiarism and Intellectual Property Rights 4. AI Tools for Content Creation and Automation 5. Emerging Trends and Future of Content Marketing	15
Suggested Readings 1. Pulizzi, J. (2014). <i>Epic Content Marketing</i>. McGraw-Hill Education. 2. Handley, A. (2022). <i>Everybody Writes: Your New and Improved Go-To Guide to Creating Ridiculously Good Content</i> (2nd Edition). Wiley. 3. Rose, R., & Pulizzi, J. (2011). <i>Managing Content Marketing</i>. CMI Books. 4. Chaffey, D., & Ellis-Chadwick, F. (2022). <i>Digital Marketing: Strategy, Implementation and Practice</i> (8th Edition). Pearson. 5. Kingsnorth, S. (2022). <i>Digital Marketing Strategy: An Integrated Approach to Online Marketing</i> (3rd Edition). Kogan Page. 6. Ryan, D. (2021). <i>Understanding Digital Marketing</i> (5th Edition). Kogan Page. 7. Scott, D. M. (2022). <i>The New Rules of Marketing and PR</i> (8th Edition). Wiley. 8. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). <i>Marketing 5.0: Technology for Humanity</i>. Wiley.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
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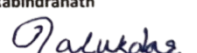
Programme: B.Sc. Digital marketing and Advertising	year: First	Semester: Second
Course Code: B340203T	Course Title: Advertising Theory and Global Advertising	
Course Outcome: After successful completion of this course, students will be able to:		
• Explain the concepts, evolution and significance of advertising in marketing communication. • Apply advertising theories and models to develop effective advertising campaigns. • Analyze global advertising strategies and cross-cultural communication practices. • Evaluate advertising campaigns using appropriate media planning and creative strategies. • Examine ethical, legal and technological issues shaping the future of advertising.		
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 Dr. Om Shankar Gupta	 Dr. Hariom Kumar	 Dr. Hoimawati Talukdar
		 Dr. Diwaker Awasthi (Coordinator)

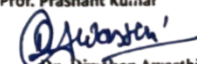
Credits:4		Core Course-3
Max.Marks:25+75		Min.PassingMarks:10+25
Unit	Topics	No.of Lectures Total=60
I	Module I: Fundamentals of Advertising Chapters 1. Introduction to Advertising: Meaning, Nature and Scope 2. Evolution and History of Advertising 3. Functions and Objectives of Advertising 4. Role of Advertising in Marketing and Brand Building 5. Types of Advertising - o Commercial Advertising - o Institutional Advertising - o Public Service Advertising - o Digital Advertising	15
II	Module II: Advertising Theories and Campaign Planning Chapters 1. Advertising Models - o AIDA Model - o DAGMAR Model - o Hierarchy of Effects Model 2. Consumer Behaviour and Advertising 3. Advertising Appeals and Creative Strategies 4. Advertising Campaign Planning 5. Media Planning and Budgeting	15
III	Module III: Global Advertising and Digital Trends Chapters 1. Concept of Global Advertising 2. International Advertising Strategies 3. Standardization vs. Localization in Advertising 4. Cross-Cultural Communication in Advertising 5. Digital and Social Media Advertising	15
IV	Module IV: Ethics, Regulation and Future Trends Chapters 1. Ethics and Social Responsibility in Advertising 2. Advertising Laws and Regulatory Framework in India 3. Advertising Standards and Self-Regulation 4. AI and Emerging Technologies in Advertising 5. Future Trends in Global Advertising	15


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Suggested Readings

1. Belch, G. E., & Belch, M. A. (2024). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (13th Edition). McGraw-Hill Education.
2. Moriarty, S., Mitchell, N., & Wells, W. (2023). *Advertising & IMC: Principles and Practice* (12th Edition). Pearson.
3. Bovee, C. L., & Arens, W. F. (2021). *Contemporary Advertising* (16th Edition). McGraw-Hill Education.
4. Clow, K. E., & Baack, D. (2022). *Integrated Advertising, Promotion, and Marketing Communications* (9th Edition). Pearson.
5. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Haque, E. (2023). *Principles of Marketing* (18th Global Edition). Pearson.
6. Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation and Practice* (8th Edition). Pearson.
7. Kapoor, N. (2022). *Advertising and Sales Promotion*. PHI Learning.
8. Jethwaney, J., & Jain, S. (2021). *Advertising Management* (2nd Edition). Oxford University Press.

Suggested Continuous Evaluation Methods:

Suggested equivalent online courses:

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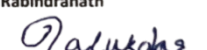
Programme: B.Sc. Digital marketing and Advertising	year: First	Semester: Second
Course Code: B340204T		Course Title: Introduction to Web Analytics
Course Outcome: After successful completion of this course, students will be able to: • Explain the concepts and significance of global advertising in international business. • Analyze the influence of culture and consumer behaviour on advertising strategies. • Develop advertising strategies suitable for diverse international markets. • Evaluate global advertising campaigns from ethical, legal and strategic perspectives. • Assess emerging technologies and trends shaping the future of global advertising.		
Credits:3		Minor Course
Max.Marks:25+75		Min.PassingMarks:10+25
Unit	Topics	No.of Lectures Total=60

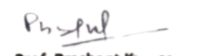

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I	DMA205 – Global Advertising Module I: Fundamentals of Global Advertising Chapters 1. Introduction to Global Advertising 2. Evolution and Scope of Global Advertising 3. Globalization and International Advertising 4. Importance of Global Advertising in International Business 5. Challenges and Opportunities in Global Advertising	15
II	Module II: Culture and Consumer Behaviour Chapters 1. Cultural Dimensions in Advertising 2. Cross-Cultural Communication 3. Consumer Behaviour in International Markets 4. Social and Cultural Influences on Advertising 5. Global Consumer Trends	15
III	Module III: Global Advertising Strategies Chapters 1. International Advertising Strategies 2. Standardization vs. Adaptation in Advertising 3. Media Selection for Global Markets 4. Digital and Social Media Advertising in International Markets 5. Brand Positioning in Global Markets	15
IV	Module IV: Ethics, Regulations and Emerging Trends Chapters 1. Ethics and Social Responsibility in Global Advertising 2. International Advertising Regulations 3. Case Studies of Global Advertising Campaigns 4. Artificial Intelligence and Data-Driven Advertising 5. Emerging Trends and Future of Global Advertising	15

Suggested Readings

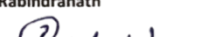
1. Belch, G. E., & Belch, M. A. (2024). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (13th Edition). McGraw-Hill.
2. Moriarty, S., Mitchell, N., & Wells, W. (2023). *Advertising & IMC: Principles and Practice* (12th Edition). Pearson.
3. Bovee, C. L., & Arens, W. F. (2021). *Contemporary Advertising* (16th Edition). McGraw-Hill.
4. Clow, K. E., & Baack, D. (2022). *Integrated Advertising, Promotion, and Marketing Communications* (9th Edition). Pearson.
5. Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation and Practice* (8th Edition). Pearson.
6. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Haque, E. (2023). *Principles of Marketing* (18th Global Edition). Pearson.
7. Keegan, W. J., & Green, M. C. (2020). *Global Marketing* (9th Edition). Pearson.
8. Cateora, P. R., Gilly, M. C., & Graham, J. L. (2021). *International Marketing* (18th Edition). McGraw-Hill.

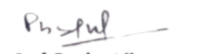

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Suggested Continuous Evaluation Methods:

Suggested equivalent online courses:

Programme: B.Sc. Digital marketing and Advertising	year: First	Semester: Second
Course Code: VOC184	Course Title: Mobile Marketing	

Course Outcome:

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

- Explain the concepts, scope and significance of mobile marketing in the digital ecosystem.
- Develop effective mobile marketing strategies and campaigns for diverse target audiences.
- Utilize mobile marketing platforms, tools and analytic to enhance customer engagement.
- Evaluate mobile marketing performance using appropriate metrics and optimization techniques.
- Assess emerging technologies, ethical issues and future trends in mobile marketing.

Credits:3		SEC
Max.Marks:25+75		Min.PassingMarks:10+25
Unit	Topics	No.of Lectures Total=60
I	Module I: Fundamentals of Mobile Marketing Chapters 1. Introduction to Mobile Marketing 2. Evolution and Growth of Mobile Marketing 3. Scope and Importance of Mobile Marketing 4. Mobile Marketing Ecosystem 5. Types of Mobile Marketing - o SMS Marketing - o MMS Marketing - o App-Based Marketing - o Push Notifications - o QR Code Marketing - o Location-Based Marketing	15
II	Module II: Mobile Marketing Strategy and Planning Chapters 1. Mobile Marketing Strategy Development 2. Mobile Consumer Behaviour 3. Target Audience Identification and Segmentation 4. Mobile Customer Journey 5. Mobile Marketing Campaign Planning	15


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(Coordinator)

III	Module III: Mobile Marketing Platforms and Tools Chapters 1. Mobile Applications and App Store Optimization (ASO) 2. Mobile Advertising Networks 3. Mobile Search and Mobile SEO 4. Mobile Commerce (M-Commerce) 5. Mobile Marketing Analytics and Performance Measurement	15
IV	Module IV: Ethics, Emerging Trends and Future Scope Chapters 1. Privacy, Security and Ethical Issues in Mobile Marketing 2. Mobile Marketing Regulations and Permissions 3. Artificial Intelligence and Automation in Mobile Marketing 4. Trends and Future of Mobile Marketing 5. Case Studies of Successful Mobile Marketing Campaign	15

Suggested Readings

1. Shankar, V., & Balasubramanian, S. (2009). *Mobile Marketing: A Synthesis and Prognosis*. Journal of Interactive Marketing.
2. Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation and Practice* (8th Edition). Pearson.
3. Kingsnorth, S. (2022). *Digital Marketing Strategy: An Integrated Approach to Online Marketing* (3rd Edition). Kogan Page.
4. Ryan, D. (2021). *Understanding Digital Marketing* (5th Edition). Kogan Page.
5. Tuten, T. L., & Solomon, M. R. (2023). *Social Media Marketing* (4th Edition). Sage Publications.
6. Strauss, J., Frost, R., & Sinha, N. (2022). *E-Marketing* (9th Edition). Pearson.
7. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley.
8. Kapoor, N. (2022). *Digital Marketing*. PHI Learning Pvt. Ltd.

Suggested Continuous Evaluation Methods:

Suggested equivalent online courses:


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Programme: B.Sc. Digital Marketing & Advertising	Year: First	Semester: II
Course Code: Z021202	Course Title: Communicative English-II	
Course outcomes: • Apply fundamental English language skills for effective communication. • Analyse and interpret texts using reading comprehension strategies. • Create clear and professional written content for media. • Demonstrate effective verbal and non-verbal communication skills. • Evaluate media content using critical thinking and media literacy. • Deliver effective presentations and collaborate confidently in group discussions.		
Credits: 2	Co-Curricular	
Max. Marks:	Min. Passing Marks:	

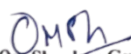
Unit	Topics	No.of Lectures Total=30
I	- Foundations of English Language - Reading Comprehension Strategies - Writing Techniques for Media - Verbal and Non-verbal Communication - Media Literacy and Critical Analysis - Presentation Skills for Media Professionals - Group Communication Dynamics	

Programme: B.Sc. Digital marketing and Advertising	Year: Second	Semester: Third
Course Code: B340301T	Course Title: Social Media Marketing	
Course Outcomes (COs): After successful completion of this course, students will be able to: • Explain the concepts, evolution, scope, and significance of social media marketing in the digital marketing landscape. • Analyze consumer behaviour and audience engagement across various social media platforms. • Develop effective social media marketing strategies and content plans for different business objectives. • Utilize social media platforms, tools, and analytics to execute and optimize marketing campaigns. • Evaluate ethical issues, emerging trends, and best practices in social media marketing.		
Credits:4		Core Course-1
Max.Marks:25+75		Min.PassingMarks:10+25
Unit	Topics	No.of Lectures Total=60
I	Module I: Introduction to Social Media Marketing Chapters 1. Introduction to Social Media Marketing 2. Evolution and Growth of Social Media 3. Importance and Scope of Social Media Marketing 4. Social Media Marketing Ecosystem 5. Major Social Media Platforms and Their Features 6. Role of social media in Digital Marketing 7. Types of Social Media Platforms	15
II	Module II: Consumer Behaviour and Social Media Strategy Chapters 1. Consumer Behaviour on Social Media 2. Target Audience Identification and Segmentation 3. Social Media Marketing Strategy Development 4. Social Media Content Planning and Calendar 5. Brand Building through Social Media 6. Community Engagement and Customer Relationship Management (CRM) 7. Benefits and Challenges of Social Media Marketing	15

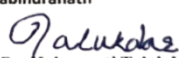
Prof. Virendra Kr Vyas

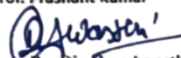
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Dr. Diwakar Awasthi
(Coordinator)

III	Module III: Social Media Platforms, Campaigns and Analytics Chapters 1. Organic and Paid Social Media Marketing 2. Social Media Advertising Campaigns 3. Influencer Marketing and Creator Economy 4. Social Media Analytics and Performance Measurement 5. Social Media Marketing Tools and Automation 6. Key Performance Indicators (KPIs) and ROI Measurement 7. Social Media Campaign Optimization	15
IV	Module IV: Ethics, Emerging Trends and Future Scope Chapters 1. Ethics in Social Media Marketing 2. Privacy, Security and Legal Issues in Social Media 3. Artificial Intelligence in Social Media Marketing 4. Emerging Social Media Trends 5. Future Scope of Social Media Marketing 6. Case Studies of Successful Social Media Campaigns 7. Best Practices for Sustainable Social Media Marketing.	15
Suggested Readings 1. Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing: Strategy, Implementation and Practice (8th Edition). Pearson. 2. Tuten, T. L., & Solomon, M. R. (2023). Social Media Marketing (4th Edition). Sage Publications. Kingsnorth, S. (2022). Digital Marketing Strategy: An Integrated Approach to Online Marketing (3rd Edition). Kogan Page. 3. Ryan, D. (2021). Understanding Digital Marketing (5th Edition). Kogan Page. 4. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. Wiley. 5. Strauss, J., Frost, R., & Sinha, N. (2022). E-Marketing (9th Edition). Pearson. 6. Kapoor, N. (2022). Digital Marketing. PHI Learning Pvt. Ltd. 7. Zarrella, D. (2019). The Social Media Marketing Book. O'Reilly Media.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
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Programme: B.Sc. Digital marketing and Advertising	year: Second	Semester: Third
Course Code: B340302T	Course Title: Digital Marketing Budgeting, Planning & Forecast	
After Successful Completion of this course, students will be able to : • Explain the concepts, importance, and principles of digital marketing budgeting and planning. • Develop Marketing objectives, budgets, and resources allocation strategies for digital campaigns • Apply forecasting techniques to estimate marketing performance and return on investment (ROI) • Analyze factors influencing budget decisions and evaluate campaign effectiveness using financial metrics. • Assess emerging trends, budgeting tools, and best practices for strategic digital marketing planning		
Credits: 4	Core Course : 2	
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 Dr. Om Shankar Gupta	 Dr. Hariom Kumar	 Dr. Hoimawati Talukdar
		 Dr. Diwakar Awasthi (Coordinator)

Max Marks : 25+75		Min. Passing Marks : 10+25
Unit	Topics	No. of Lectures Total = 60
I	Module I: Fundamentals of Digital Marketing Budgeting Chapters 1. Introduction to Digital Marketing Budgeting 2. Importance of Budget Planning 3. Marketing Objectives and Goals 4. Role of Budgeting in Digital Marketing Strategy 5. Budget Allocation Principles 6. Types of Marketing Budgets 7. Budgeting Process and Planning Cycle	15
II	Module II: Budget Planning and Resource Allocation Chapters 1. Budget Allocation Across Digital Channels 2. Factors Affecting Budget Decisions 3. Cost Estimation for Digital Campaigns 4. Resource Planning and Scheduling 5. Campaign Planning Framework 6. Media Planning and Budget Distribution 7. Budget Optimization Techniques	15
III	Module III: Forecasting and Performance Measurement Chapters 1. Introduction to Marketing Forecasting 2. Sales and Demand Forecasting Methods 3. Forecasting Digital Marketing Performance 4. Return on Investment (ROI) Analysis 5. Key Performance Indicators (KPIs) 6. Budget Tracking and Performance Evaluation 7. Digital Marketing Dashboards and Reporting	15
IV	Module IV: Emerging Trends and Best Practices Chapters 1. AI and Automation in Marketing Planning 2. Predictive Analytics in Digital Marketing 3. Risk Management and Contingency Budgeting 4. Ethical and Legal Considerations in Budget Planning 5. Emerging Trends in Digital Marketing Budgeting 6. Case Studies of Successful Budget Planning 7. Best Practices for Sustainable Digital Marketing Investment	15
Suggested Readings 1. Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing: Strategy, Implementation and Practice (8th Edition). Pearson. 2. Kingsnorth, S. (2022). Digital Marketing Strategy: An Integrated Approach to Online Marketing (3rd Edition). Kogan Page. 3. Ryan, D. (2021). Understanding Digital Marketing (5th Edition). Kogan Page. 4. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. Wiley. 5. Strauss, J., Frost, R., & Sinha, N. (2022). E-Marketing (9th Edition). Pearson.		

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Dr. Diwakar Awasthi
(Coordinator)

6. Kapoor, N. (2022). Digital Marketing. PHI Learning Pvt. Ltd.
7. Kotler, P., & Keller, K. L. (2022). Marketing Management (16th Edition). Pearson.
Farris, P. W., Bendle, N., Pfeifer, P., & Reibstein, D. (2020). Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (4th Edition). Pearson.
Suggested Continuous Evaluation Methods:
Suggested equivalent online courses:
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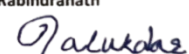
Programme: B.Sc. Digital marketing and Advertising		Year: Second	Semester: Third
Course Code: B340303T		Course Title: Product Marketing (Facebook, Instagram, Google Ads)	
Course Outcomes: After Successful Completion of this course, students will be able to : • Explain the concepts, scope, and significance of product marketing in the digital marketing ecosystem. • Develop product marketing strategies using Facebook, Instagram, and Google Ads platforms. • Identify target audiences, create buyer personas, and position products effectively for different market segments. • Design, execute, and evaluate paid advertising campaigns using appropriate digital marketing tools and performance metrics. • Assess emerging advertising trends, ethical practices, and optimization techniques in digital product marketing.			
Credits:4		Core Course-3	
Max.Marks:25+75		Min.PassingMarks:10+25	
Unit	Topics		No. of Lectures Total = 60
I	Module I: Fundamentals of Product Marketing Chapters 1. Introduction to Product Marketing 2. Digital Product Marketing 3. Importance and Scope of Product Marketing 4. Marketing Funnel and Customer Journey 5. Product Life Cycle and Marketing Strategy 6. Marketing Objectives and Goal Setting 7. Product Marketing in the Digital Ecosystem		15
II	Module II: Audience Research and Product Positioning Chapters 1. Target Audience Identification 2. Market Segmentation and Targeting 3. Buyer Persona Development 4. Product Positioning Strategies 5. Competitive Analysis 6. Value Proposition and Brand Messaging		15

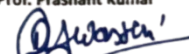
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Dr. Haimawati Talukdar

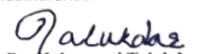
Prof. Prashant Kumar

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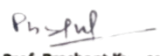
	7. Customer Needs and Buying Behaviour	
III	Module III: Facebook, Instagram and Google Ads Chapters 1. Facebook Ads Manager and Campaign Setup 2. Instagram Advertising Strategies 3. Google Ads Fundamentals (Search, Display and Video Ads) 4. Ad Creative Design and Copywriting 5. Budgeting and Bid Strategies 6. Campaign Performance Measurement and Analytics 7. Campaign Optimization Techniques	15
IV	Module IV: Emerging Trends and Best Practices Chapters 1. Artificial Intelligence in Product Marketing 2. Automation and Smart Campaigns 3. Ethics and Privacy in Digital Advertising 4. Emerging Trends in Paid Digital Marketing 5. Return on Investment (ROI) and Performance Metrics 6. Case Studies of Successful Product Marketing Campaigns 7. Best Practices for Facebook, Instagram and Google Ads	15
Suggested Readings 1. Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing: Strategy, Implementation and Practice (8th Edition). Pearson. 2. Kingsnorth, S. (2022). Digital Marketing Strategy: An Integrated Approach to Online Marketing (3rd Edition). Kogan Page. 3. Ryan, D. (2021). Understanding Digital Marketing (5th Edition). Kogan Page. 4. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. Wiley. 5. Strauss, J., Frost, R., & Sinha, N. (2022). E-Marketing (9th Edition). Pearson. 6. Kapoor, N. (2022). Digital Marketing. PHI Learning Pvt. Ltd. 7. Tuten, T. L., & Solomon, M. R. (2023). Social Media Marketing (4th Edition). Sage Publications. Kotler, P., & Keller, K. L. (2022). Marketing Management (16th Edition). Pearson.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
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 Prof. Virendra Kr Vyas

 Dr. Om Shankar Gupta


 Prof. Manukonda Rabindranath

 Dr. Hariom Kumar

 Dr. Hoimawati Talukdar


 Prof. Prashant Kumar

 Dr. Diwakar Awasthi
 (Coordinator)

Programme: B.Sc. Digital marketing and Advertising		year: Second	Semester: Third
Course Code: B340304T		Course Title:Public Relations, and Strategic Brand Communication	
Credits:3		Minor Course	
Max.Marks:25+75		Min.PassingMarks:10+25	
Unit	Topics		No.of Lectures Total=60
Course Outcomes (COs) After successful completion of this course, students will be able to:			
• Explain the concepts, scope, functions, and significance of public relations in organizational communication. • Develop strategic public relations and brand communication plans for diverse stakeholders. • Apply public relations tools, techniques, and digital media platforms to build and maintain brand reputation. • Evaluate the effectiveness of public relations campaigns using appropriate communication and performance metrics. • Assess ethical issues, crisis communication strategies, and emerging trends in public relations and brand communication.			
I	Module I: Fundamentals of Public Relations Chapters 1. Meaning and Scope of Public Relations 2. Evolution and Importance of Public Relations 3. Objectives and Functions of Public Relations 4. Public Relations Process and Models 5. Stakeholders and Publics in PR 6. Role of PR in Organizations 7. Public Relations in the Digital Era		15
II	Module II: Strategic Brand Communication Chapters 1. Introduction to Strategic Brand Communication 2. Brand Identity and Brand Image 3. Brand Positioning and Reputation Management 4. Integrated Marketing Communication (IMC) 5. Corporate Communication Strategies 6. Internal and External Communication 7. Brand Storytelling and Content Strategy		15
III	Module III: Public Relations Tools and Digital Media Chapters 1. PR Tools and Techniques 2. Press Releases, Media Kits and Press Conferences 3. Event Management and Sponsorship 4. Public Relations in Digital Media 5. Social Media and Online Reputation Management (ORM) 6. Influencer Relations and Media Engagement 7. PR Campaign Planning and Evaluation		15

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(Coordinator)

IV	Module IV: Ethics, Crisis Communication and Emerging Trends	15
	Chapters 1. Ethics in Public Relations 2. Public Relations Laws and Professional Standards 3. Crisis Communication and Reputation Recovery 4. Artificial Intelligence in Public Relations 5. Emerging Trends in Strategic Brand Communication 6. Case Studies of Successful PR Campaigns 7. Future Scope of Public Relations and Brand Communication	
Suggested Readings 1. Cutlip, S. M., Center, A. H., & Broom, G. M. (2022). Effective Public Relations (12th Edition). Pearson. 2. Gregory, A. (2020). Planning and Managing Public Relations Campaigns (5th Edition). Kogan Page. 3. Theaker, A. (2022). The Public Relations Handbook (6th Edition). Routledge. 4. Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing: Strategy, Implementation and Practice (8th Edition). Pearson. 5. Ryan, D. (2021). Understanding Digital Marketing (5th Edition). Kogan Page. 6. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. Wiley. 7. Kapoor, N. (2022). Digital Marketing. PHI Learning Pvt. Ltd. 8. Smith, R. D. (2020). Strategic Planning for Public Relations (6th Edition). Routledge.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
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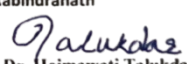
Programme: B.Sc. Digital marketing and Advertising	year: Second	Semester: Third
Course Code: VOC185	Course Title: Digital Marketing Project Management	
Course Outcomes (COs): After successful completion of this course, students will be able to:Explain the concepts, principles, and significance of project management in digital marketing. • Develop project plans by defining objectives, scope, timelines, resources, and budgets for digital marketing projects. • Apply project management tools and techniques to coordinate digital marketing campaigns effectively. • Evaluate project performance using appropriate monitoring, reporting, and risk management practices. • Assess emerging trends, agile methodologies, and ethical considerations in digital marketing project management.		
Credits:3		SEC
Max.Marks:25+75		Min.PassingMarks:10+25
Unit	Topics	No.of Lectures Total=60


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(Coordinator)

I	Module I: Fundamentals of Digital Marketing Project Management Chapters 1. Introduction to Project Management 2. Importance of Project Management in Digital Marketing 3. Project Life Cycle 4. Types of Digital Marketing Projects 5. Project Management Processes 6. Role of Project Manager 7. Project Documentation	15
II	Module II: Project Planning and Execution Chapters 1. Project Planning 2. Project Objectives and Scope 3. Work Breakdown Structure (WBS) 4. Resource Planning and Budgeting 5. Project Scheduling and Time Management 6. Project Team and Roles 7. Project Communication Plan	15
III	Module III: Managing Digital Marketing Projects Chapters 1. Digital Marketing Projects and Campaign Management	15

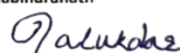
	2. Agile Project Management for Marketing 3. Risk Management in Digital Marketing Projects 4. Quality Assurance and Performance Monitoring 5. Collaboration and Productivity Tools 6. Project Reporting and Documentation 7. Project Evaluation and Closure	
IV	Module IV: Emerging Trends and Best Practices Chapters 1. Artificial Intelligence in Project Management 2. Automation Tools for Digital Marketing Projects 3. Ethical and Legal Issues in Project Management 4. Leadership and Team Collaboration 5. Emerging Trends in Digital Marketing Project Management 6. Case Studies of Successful Digital Marketing Projects 7. Best Practices for Effective Project Delivery	15


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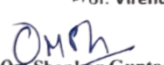
Dr. Hariom Kumar


Dr. Hoimawati Talukdar


Prof. Prashant Kumar

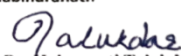
Dr. Diwakar Awasthi
(Coordinator)

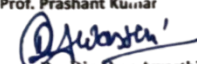
Programme: B.Sc. Digital marketing and Advertising		Year: Second	Semester: Third
Course Code: Z031301		Course Title; Physical Education and Yoga	
Course outcomes: - Students will learn the introduction of Physical Education, Concept of fitness and wellness, Weight management and lifestyle of an individual. - The student will also learn about the relation of Yoga with mental health and value Education. - In this course student will also learn about the aspects of the Traditional games of India.			
Credits:2		Co- Curricular	
Max.Marks:25+75		Min.PassingMarks:10+25	
Unit	Topics		No.of Lectures Total=60
I	Physical Education: Meaning, Definition, Aim and Objective. Misconception About Physical Education. Need, Importance and Scope of Physical Education in the Modern Society. Physical Education Relationship with General Education. Physical Education in India before Independence. Physical Education in India after Independence		15
II	Concept of Fitness and Wellness: Meaning, Definition and Importance of Fitness and Wellness, Components of Fitness, Factor Affecting Fitness and Wellness. Weight Management: Meaning and Definition of Obesity. Causes of Obesity. Management of Obesity. Health problems due to Obesity. Lifestyle: Meaning, Definition, Importance of Lifestyle. Factor affecting Lifestyle. Role of Physical activity in the maintains of Healthy Lifestyle.		15
III	Yoga and Meditation: Historical aspect of yoga. Definition, types scopes & importance of yoga. Yoga relation with mental health and value education. Yoga relation with Physical Education and sports. Definition of Asana, differences between asana and physical exercise. Definition and classification of pranayama. Difference between pranayama and deep breathing. Practical: Asana, Suraya-Namaskar, Bhujang Asana, Naukasana, Halasana, Vajrasan, Padmasana, Shavasana, Makrasana, Dhanurasana, Tad Asana. Pranayam: Anulom, Vilom.		15
IV	Traditional Games of India: Meaning. Types of Traditional Games - Gilli- Danda Kanche Stapu Gutte, etc. Importance/ Benefits of Traditional Games. • How to Design Traditional Games. Recreation in Physical Education: Meaning, Definition of Recreation, Scope and Importance of Recreation, General Principles of Recreation, Types of Recreational Activities. Aerobics and Zumba.(Fit India Movement)		15


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 (Coordinator)

Suggested Readings

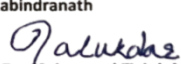
1. Singh, Ajmer, Physical Education and Olympic Abhiyan, "Kalayani Publishers", New Delhi, Revised Addition, 2006
2. Patel, Shri Krishna, Physical Education, "Agrawal Publishers", Agra, 2014-15
3. Panday, Preeti, Sharirik Shiksha Sankalan, " Khel Sanskriti Prakashan, Kanpur
4. Kamlesh M.L., "Physical Education, Facts and foundations", Faridabad P.B. Publications.
5. B.K.S. Yengar, "Light and Yog. Yoga Deepika", George Allen of Unwin Ltd., London, 1981.
6. Braj Bilari Nigam, Yoga Power "The Kpath of Personal achievement", Domen and Publishers, New Delhi, 2001.
7. Indira Devi, "Yoga for You", Gibbs, Smith Publishers, Salt Lake City, 2002 Domenand Publishers, New Delhi - 2001.
8. Jack Peter, "Yoga Master the Yogic Powers", Abhishek Publications, Chandigarh, 2004.
9. Janice Jerusalem, "A Guide To Yoga", Parragon Bath, Baiihe-2004.
10. नारंग, प्रियंका, परम्परागत भारतीय खेल, "स्पोर्ट्स पब्लिकेशन", नई दिल्ली, 2007

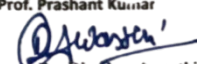

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(Coordinator)

Programme: B.Sc. Digital marketing and Advertising		year: Second	Semester: FOURTH
Course Code: B340401T		Course Title: Computer Science & Advertising	
Course Outcomes (COs): After successful completion of this course, students will be able to: • Explain the fundamentals of computer science and their applications in advertising and digital marketing. • Demonstrate the use of computer applications, internet technologies, and information systems in advertising. • Apply database concepts and web technologies to support digital advertising campaigns. • Evaluate the role of computer technology in managing, analyzing, and optimizing advertising activities. • Assess emerging technologies, ethical issues, and future trends in computer science and digital advertising.			
Credits:4		Core Course-1	
Max.Marks:25+75		Min.PassingMarks:10+25	
Unit	Topics		No.of Lectures Total=60
	Module I: Fundamentals of Computer Science Chapters 1. Introduction to Computer Science 2. Evolution and Generations of Computers		15

	3. Computer Hardware and Software Fundamentals 4. Operating Systems and File Management 5. Computer Networks and Communication 6. Internet Fundamentals 7. Role of Computer Science in Digital Marketing	
	Module II: Computer Applications in Advertising Chapters 1. Computer Applications in Advertising 2. Digital Advertising Basics 3. Internet and Web Technologies 4. Website Structure and Content Management Systems (CMS) 5. Graphic Design and Multimedia Tools for Advertising 6. Online Collaboration and Productivity Tools 7. Role of Technology in Advertising	15
	Module III: Database and Information Systems Chapters 1. Database Fundamentals 2. Data Collection and Data Management 3. Information Systems and Decision Support Systems 4. Customer Relationship Management (CRM) Systems 5. Cloud Computing in Advertising 6. Data Analytics and Reporting Tools 7. Cybersecurity Basics for Digital Marketing	15
	Module IV: Emerging Technologies and Future Scope Chapters 1. Artificial Intelligence in Advertising 2. Automation and Digital Transformation 3. Ethical and Legal Issues in Digital Technology 4. Privacy and Data Protection in Advertising 5. Emerging Technologies in Digital Marketing 6. Case Studies of Technology-Driven Advertising Campaigns 7. Future Scope of Computer Science in Advertising	15

Suggested Readings

Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing: Strategy, Implementation and Practice (8th Edition). Pearson.

Kapoor, N. (2022). Digital Marketing. PHI Learning Pvt. Ltd.

Morley, D., & Parker, C. S. (2021). Understanding Computers: Today and Tomorrow (16th Edition). Cengage Learning.

Shelly, G. B., & Vermaat, M. E. (2020). Discovering Computers. Cengage Learning.

Stair, R., & Reynolds, G. (2021). Principles of Information Systems (14th Edition). Cengage Learning.

Coronel, C., & Morris, S. (2022). Database Systems: Design, Implementation, and Management (14th Edition). Cengage Learning.

Ryan, D. (2021). Understanding Digital Marketing (5th Edition). Kogan Page.

Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. Wiley.


Prof. Virendra Kr Vyas


Dr. Om Shankar Gupta


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Dr. Hariom Kumar


Prof. Hoimawati Talukdar

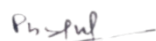
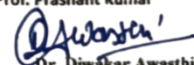

Prof. Prashant Kumar


Dr. Diwakar Awasthi
(Coordinator)

Programme: B.Sc. Digital marketing and Advertising	year: Second	Semester: FOURTH
Course Code: B340402T	Course Title: Web Design Fundamentals	
Course Outcomes (COs) After successful completion of this course, students will be able to: • Explain the concepts, principles, and significance of web design in the digital marketing ecosystem. • Develop well-structured and responsive web pages using HTML and CSS fundamentals. • Apply web design principles and modern design tools to create user-friendly websites. • Evaluate website performance, usability, and accessibility using appropriate web design practices. • Assess emerging technologies, design trends, and ethical considerations in web development.		
Credits:4		Core Course-2
Max.Marks:25+75		Min.PassingMarks:10+25
Unit	Topics	No.of Lectures Total=60
I	Module I: Fundamentals of Web Design Chapters 1. Introduction to Web Design 2. Evolution of the World Wide Web 3. Website Structure and Components 4. Types of Websites 5. Web Design Process 6. Importance of Web Design in Digital Marketing 7. Website Planning	15
	Module II: HTML and CSS Fundamentals Chapters 1. HTML Basics and Document Structure 2. HTML Elements, Tags and Attributes 3. Forms, Tables and Multimedia in HTML 4. CSS Basics and Syntax 5. Styling Text, Images and Layouts 6. Responsive Web Design Concepts 7. Introduction to CSS Frameworks	15
	Module III: Web Design Principles and Tools Chapters 1. Web Design Principles 2. User Interface (UI) and User Experience (UX) Basics 3. Color Theory and Typography for the Web 4. Navigation and Information Architecture 5. Web Design Tools (Figma, Adobe XD, Canva, Visual Studio Code) 6. Content Management Systems (CMS) Overview 7. Website Testing and Optimization	15

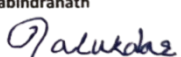

Prof. Virendra Kr Vyas


Prof. Manukonda Rabindranath


Prof. Prashant Kumar

Dr. Diwakar Awasthi
(Coordinator)


Dr. Om Shankar Gupta


Dr. Hariom Kumar


Dr. Hoimawati Talukdar

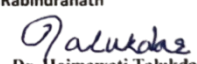
	Module IV: Emerging Trends and Best Practices Chapters 1. Search Engine Friendly Web Design 2. Website Accessibility Standards 3. Web Security Basics 4. Artificial Intelligence in Web Design 5. Emerging Trends in Web Design 6. Case Studies of Successful Website Designs 7. Best Practices for Modern Website Development	15
Suggested Readings 1. Duckett, J. (2021). HTML and CSS: Design and Build Websites. Wiley. 2. Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing: Strategy, Implementation and Practice (8th Edition). Pearson. 3. Robbins, J. N. (2023). Learning Web Design (6th Edition). O'Reilly Media. 4. Krug, S. (2014). Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition). New Riders. 5. Niederst Robbins, J. (2023). Learning Web Design (6th Edition). O'Reilly Media. 6. Morville, P., & Rosenfeld, L. (2015). Information Architecture for the Web and Beyond (4th Edition). O'Reilly Media. 7. Kapoor, N. (2022). Digital Marketing. PHI Learning Pvt. Ltd. 8. Ryan, D. (2021). Understanding Digital Marketing (5th Edition). Kogan Page.		

Programme: B.Sc. Digital marketing and Advertising	year: Second	Semester: FOURTH
Course Code: B340403T	Course Title:Consumer Behavior & Psychology	
Course Outcomes (COs) After successful completion of this course, students will be able to: • Explain the concepts, theories, and significance of consumer behaviour and psychology in marketing. • Analyze consumer needs, motivations, and decision-making processes to understand purchasing behaviour. • Apply consumer behaviour principles to develop effective marketing and advertising strategies. • Evaluate consumer responses using behavioural insights, market research, and analytical techniques. • Assess emerging trends, ethical issues, and the impact of digital technologies on consumer behaviour.		
Credits:4		Core Course-3
Max.Marks:25+75		Min.PassingMarks:10+25
Unit	Topics	No.of Lectures Total=60


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(Coordinator)

I	Module I: Fundamentals of Consumer Behaviour Chapters 1. Introduction to Consumer Behaviour 2. Nature and Scope of Consumer Behaviour 3. Consumer Behaviour Models 4. Consumer Needs and Wants 5. Consumer Motivation 6. Role of Consumer Psychology in Marketing 7. Importance of Consumer Behaviour in Digital Marketing	15
II	Module II: Consumer Decision-Making and Buying Behaviour Chapters 1. Consumer Decision-Making Process 2. Buying Behaviour and Purchase Decisions 3. Types of Consumers 4. Consumer Involvement and Perceived Risk 5. Customer Journey and Purchase Funnel 6. Post-Purchase Behaviour and Customer Satisfaction 7. Consumer Loyalty and Retention Strategies	15
III	Module III: Factors Influencing Consumer Behaviour Chapters 1. Cultural Factors 2. Social Factors 3. Personal Factors 4. Psychological Factors 5. Lifestyle, Values, and Personality 6. Digital Consumer Behaviour and Online Buying Patterns 7. Market Research and Consumer Insights	15
IV	Module IV: Emerging Trends and Applications Chapters 1. Consumer Behaviour in the Digital Age 2. Neuromarketing and Behavioural Economics 3. Artificial Intelligence and Personalization in Marketing 4. Ethical Issues in Consumer Behaviour Research 5. Emerging Trends in Consumer Psychology 6. Case Studies of Consumer Behaviour in Marketing Campaigns 7. Future Scope of Consumer Behaviour and Psychology	15


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Prof. Prashant Kumar

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(Coordinator)

Suggested Readings

1. Kotler, P., & Keller, K. L. (2022). Marketing Management (16th Edition). Pearson.
2. Solomon, M. R. (2023). Consumer Behavior: Buying, Having, and Being (14th Edition). Pearson.
3. Schiffman, L. G., & Wisenblit, J. (2023). Consumer Behavior (13th Edition). Pearson.
4. Hawkins, D. I., Mothersbaugh, D. L., & Best, R. J. (2020). Consumer Behavior: Building Marketing Strategy (14th Edition). McGraw-Hill.
5. Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing: Strategy, Implementation and Practice (8th Edition). Pearson.
6. Ryan, D. (2021). Understanding Digital Marketing (5th Edition). Kogan Page.
7. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. Wiley.
8. Kapoor, N. (2022). Digital Marketing. PHI Learning Pvt. Ltd.

Programme: B.Sc. Digital marketing and Advertising		year: Second	Semester: FOURTH
Course Code: B340404T		Course Title: Search Engine Optimization	
Course Outcomes (COs) After successful completion of this course, students will be able to: • Explain the concepts, scope, and significance of Search Engine Optimization (SEO) in digital marketing. • Apply keyword research techniques and on-page optimization strategies to improve website visibility. • Utilize off-page SEO methods and technical SEO practices to enhance search engine rankings. • Evaluate SEO performance using analytics, auditing tools, and optimization techniques. • Assess emerging trends, ethical practices, and future developments in search engine optimization			
Credits:3		Minor Course	
Max.Marks:25+75		Min.PassingMarks:10+25	
Unit	Topics		No.of Lectures Total=60
I	Module I: Fundamentals of Search Engine Optimization Chapters 1. Introduction to SEO 2. Search Engine Basics and Working Mechanism 3. Evolution and Importance of SEO 4. Types of Search Engines 5. Search Engine Ranking Factors 6. SEO in Digital Marketing Strategy 7. SEO Terminology and Concepts		15

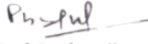

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II	Module II: Keyword Research and On-Page SEO Chapters 1. Keyword Research Fundamentals 2. Search Intent and Keyword Mapping 3. On-Page SEO Techniques 4. Title Tags, Meta Descriptions and Header Tags 5. URL Structure and Internal Linking 6. Content Optimization for SEO 7. Image Optimization and User Experience	15
III	Module III: Off-Page and Technical SEO Chapters 1. Off-Page SEO Fundamentals 2. Link Building Strategies 3. Technical SEO Basics 4. Website Speed and Mobile Optimization 5. XML Sitemap and Robots.txt 6. Structured Data and Schema Markup 7. SEO Audit and Performance Monitoring	15
IV	Module IV: SEO Analytics, Ethics and Emerging Trends Chapters 1. SEO Best Practices 2. Google Search Console and Google Analytics Basics 3. SEO Performance Metrics and Reporting 4. Ethical SEO Practices (White Hat vs. Black Hat SEO) 5. Artificial Intelligence in SEO 6. Case Studies of Successful SEO Campaigns 7. Future Trends in Search Engine Optimization	15
Suggested Readings 1. Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing: Strategy, Implementation and Practice (8th Edition). Pearson. 2. Fishkin, R., & Høgenhaven, T. (2013). The Art of SEO (3rd Edition). O'Reilly Media. 3. Enge, E., Spencer, S., Fishkin, R., & Stricchiola, J. (2015). The Art of SEO: Mastering Search Engine Optimization (3rd Edition). O'Reilly Media. 4. Kingsnorth, S. (2022). Digital Marketing Strategy: An Integrated Approach to Online Marketing (3rd Edition). Kogan Page. 5. Ryan, D. (2021). Understanding Digital Marketing (5th Edition). Kogan Page. 6. Strauss, J., Frost, R., & Sinha, N. (2022). E-Marketing (9th Edition). Pearson. 7. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. Wiley. 8. Kapoor, N. (2022). Digital Marketing. PHI Learning Pvt. Ltd.		

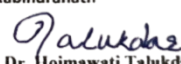
Programme: B.Sc. Digital marketing and Advertising	year: Second	Semester: FOURTH
Course Code: VOC186	Course Title: Web Analytics & Google Analytics	

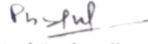

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Dr. Diwakar Awasthi
(Coordinator)

Course Outcomes (COs)

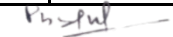
After successful completion of this course, students will be able to:

- Explain the concepts, scope, and significance of web analytics in digital marketing.
- Apply Google Analytics and other web analytics tools to measure website and campaign performance.
- Analyze user behaviour, website traffic, and key performance indicators (KPIs) to generate actionable insights.
- Evaluate digital marketing performance using reports, dashboards, and optimization techniques.
- Assess emerging trends, ethical issues, and future developments in web analytics and data-driven marketing.

Credits:3		SEC
Max.Marks:25+75		Min.PassingMarks:10+25
Unit	Topics	No.of Lectures Total=60
I	Module I: Fundamentals of Web Analytics Chapters 1. Introduction to Web Analytics 2. Importance and Scope of Web Analytics 3. Evolution of Web Analytics 4. Web Analytics Process 5. Website Performance Metrics 6. Role of Web Analytics in Digital Marketing 7. Digital Marketing Insights	15
II	Module II: Google Analytics and Website Measurement Chapters 1. Introduction to Google Analytics 2. Google Analytics Account and Property Setup 3. Website Traffic Analysis 4. User Behaviour Analysis 5. Audience, Acquisition, Behaviour and Conversion Reports 6. Event Tracking and Goal Configuration 7. Google Tag Manager Basics	15
III	Module III: Performance Measurement and Optimization Chapters 1. Key Performance Indicators (KPIs) 2. Conversion Rate Optimization (CRO) 3. Campaign Performance Analysis 4. Dashboard Creation and Report Generation 5. Data Visualization Techniques 6. A/B Testing and Performance Improvement 7. ROI Measurement in Digital Marketing	15


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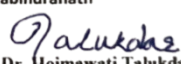
IV	Module IV: Emerging Trends and Best Practices Chapters 1. Artificial Intelligence in Web Analytics 2. Predictive Analytics and Marketing Intelligence 3. Privacy, Cookies and Data Protection Regulations 4. Ethical Issues in Web Analytics 5. Emerging Trends in Digital Analytics 6. Case Studies of Successful Analytics-Driven Marketing Campaigns 7. Best Practices for Data-Driven Decision Making	15
Suggested Readings 1. Kaushik, A. (2020). Web Analytics 2.0: The Art of Online Accountability and Science of CustomerCentricity. Wiley. 2. Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing: Strategy, Implementation and Practice (8th Edition). Pearson. 3. Kingsnorth, S. (2022). Digital Marketing Strategy: An Integrated Approach to Online Marketing (3rd Edition). Kogan Page. 4. Ryan, D. (2021). Understanding Digital Marketing (5th Edition). Kogan Page. 5. Strauss, J., Frost, R., & Sinha, N. (2022). E-Marketing (9th Edition). Pearson. 6. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. Wiley. 7. Clifton, B. (2012). Advanced Web Metrics with Google Analytics (3rd Edition). Wiley. 8. Kapoor, N. (2022). Digital Marketing. PHI Learning Pvt. Ltd.		


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Programme: B.Sc. Digital marketing and Advertising		year: Second	Semester: FOURTH
Course Code: Z041402		Course Title: Community Connect	
Course Outcomes (COs) After successful completion of this course, students will be able to: • Explain the concepts, scope, and significance of community engagement and community connect in media and digital communication. • Identify stakeholders and develop effective community communication strategies for social and organizational initiatives. • Apply participatory communication techniques to promote community development and public engagement. • Evaluate community outreach programs using appropriate communication, participation, and impact assessment methods. • Assess ethical issues, emerging trends, and the role of digital media in strengthening community relationships.			
Credits:2		Co- Curricular	
Max.Marks:25+75		Min.PassingMarks:10+25	
Unit	Topics		No.of Lectures Total=60
I	Module I: Fundamentals of Community Connect Chapters 1. Introduction to Community Engagement 2. Meaning and Scope of Community Connect 3. Importance of Community Connect 4. Media and Society 5. Principles of Community Communication 6. Role of Media in Community Development 7. Community Connect in the Digital Era		15
II	Module II: Community Communication and Stakeholder Engagement Chapters 1. Community Communication Strategies 2. Stakeholder Identification and Analysis 3. Public Participation and Civic Engagement 4. Community Relationship Building 5. Communication for Social Change 6. Leadership and Community Mobilization 7. Planning Community Outreach Programs		15

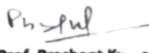
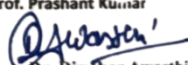

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III	Module III: Community Development and Digital Engagement Chapters 1. Community Development Concepts 2. Digital Platforms for Community Engagement 3. Social Media for Community Building 4. Community Awareness Campaigns 5. Monitoring and Evaluation of Community Programs 6. Case Studies of Successful Community Initiatives 7. Sustainable Community Development Practices	15
IV	Module IV: Ethics, Emerging Trends and Future Scope Chapters 1. Ethics in Community Communication 2. Legal and Social Responsibilities in Community Engagement 3. Artificial Intelligence and Digital Technologies in Community Connect 4. Emerging Trends in Community Engagement 5. Inclusive and Participatory Communication Practices 6. Best Practices in Community Outreach and Development 7. Future Scope of Community Connect in Media and Digital Marketing	15

Suggested Readings

Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2022). Public Relations: Strategies and Tactics (12th Edition). Pearson.

Cutlip, S. M., Center, A. H., & Broom, G. M. (2022). Effective Public Relations (12th Edition). Pearson.

Servaes, J. (2020). Handbook of Communication for Development and Social Change. Springer.

Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing: Strategy, Implementation and Practice (8th Edition). Pearson.

Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. Wiley.

Ryan, D. (2021). Understanding Digital Marketing (5th Edition). Kogan Page.

Kapoor, N. (2022). Digital Marketing. PHI Learning Pvt. Ltd.

Melkote, S. R., & Steeves, H. L. (2015). Communication for Development: Theory and Practice for Empowerment and Social Justice (3rd Edition). Sage Publications.


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Programme: B.Sc. Digital marketing and Advertising	year: Third	Semester: Fifth
Course Code: B240501T	Course Title: Affiliate Marketing	
Course Outcomes (COs) After successful completion of this course, students will be able to: • Explain the concepts, ecosystem and importance of affiliate marketing. • Differentiate between various affiliate programs, networks and commission models. • Develop and manage affiliate marketing campaigns using appropriate digital strategies. • Analyze campaign performance using affiliate marketing metrics and analytics. • Evaluate ethical, legal and technological developments influencing affiliate marketing.		
Credits:5		Core Course-1
Max.Marks:25+75		Min.PassingMarks:10+25
Unit	Topics	No.of Lectures Total=60
I	Module I: Fundamentals of Affiliate Marketing Chapters Introduction to Affiliate Marketing Evolution and Importance of Affiliate Marketing Affiliate Marketing Ecosystem Types of Affiliate Programs Benefits and Challenges of Affiliate Marketing	15
II	Module II: Affiliate Networks and Commission Models Chapters 1. Affiliate Networks and Platforms 2. Merchant, Affiliate and Customer Relationships 3. Commission Models a. Cost Per Sale (CPS) b. Cost Per Lead (CPL) c. Cost Per Click (CPC) d. Revenue Sharing 4. Affiliate Tracking Technologies 5. Payment Systems and Performance Metrics	15
III	Module III: Affiliate Marketing Strategy and Campaign Management Chapters 1. Affiliate Marketing Strategy Development 2. Affiliate Recruitment and Management 3. Content Marketing for Affiliate Promotion 4. SEO, Social Media and Email Marketing for Affiliates	15


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	5. Campaign Planning, Monitoring and Optimization	
IV	Module IV: Ethics, Analytics and Emerging Trends Chapters 1. Affiliate Marketing Analytics and Performance Measurement 2. Fraud Prevention and Compliance 3. Ethical and Legal Issues in Affiliate Marketing 4. Artificial Intelligence and Automation in Affiliate Marketing 5. Emerging Trends and Future Scope of Affiliate Marketing	15
Suggested Readings 1. Evgenii Prussakov (2020). <i>Affiliate Program Management: An Hour a Day</i> (2nd Edition). Wiley. 2. Evgenii Prussakov (2011). <i>Affiliate Marketing: Launch a Six Figure Business with Clickbank Products, Affiliate Links, Amazon Affiliate Program and More</i>. CreateSpace. 3. Chaffey, D., & Ellis-Chadwick, F. (2022). <i>Digital Marketing: Strategy, Implementation and Practice</i> (8th Edition). Pearson. 4. Kingsnorth, S. (2022). <i>Digital Marketing Strategy: An Integrated Approach to Online Marketing</i> (3rd Edition). Kogan Page. 5. Ryan, D. (2021). <i>Understanding Digital Marketing</i> (5th Edition). Kogan Page. 6. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). <i>Marketing 5.0: Technology for Humanity</i>. Wiley. 7. Tuten, T. L., & Solomon, M. R. (2023). <i>Social Media Marketing</i> (4th Edition). Sage Publications. 8. Strauss, J., Frost, R., & Sinha, N. (2022). <i>E-Marketing</i> (9th Edition). Pearson.		

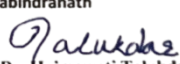
Programme: B.Sc. Digital marketing and Advertising	year: Third	Semester: Fifth
Course Code: B340502T	Course Title: Website Data Analytics	
Course Outcomes (COs) After successful completion of this course, students will be able to: • Explain the concepts and significance of website analytics in digital marketing. • Use Google Analytics and related tools to monitor website performance. • Analyze user behaviour, traffic sources and conversion metrics. • Interpret website data and generate analytical reports for decision-making. • Evaluate emerging technologies, AI applications and ethical considerations in website analytics.		
Credits:5	Core Course-2	
Max.Marks:25+75	Min.PassingMarks:10+25	


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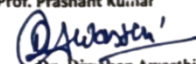

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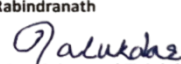

Dr. Diwaker Awasthi
(Coordinator)

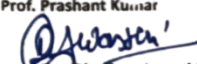
Unit	Topics	No.of Lectures Total=60
I	Module I: Fundamentals of Website Data Analytics Chapters 1. Introduction to Website Analytics 2. Evolution and Importance of Web Analytics 3. Website Traffic and Key Metrics 4. Key Performance Indicators (KPIs) 5. Role of Website Analytics in Digital Marketing	15
II	Module II: Web Analytics Tools and User Behaviour Chapters 1. Google Analytics Basics 2. Google Analytics 4 (GA4): Features and Interface 3. User Behavior Analysis 4. Audience Segmentation and Traffic Sources 5. Website Navigation and User Journey Analysis	15
III	Module III: Website Performance Measurement Chapters 1. Website Performance Measurement 2. Bounce Rate, Session Duration and Engagement Metrics 3. Conversion Tracking and Goal Setting 4. Event Tracking and Funnel Analysis 5. Website Speed and Performance Optimization	15
IV	Module IV: Data Interpretation and Reporting Chapters 1. Data Interpretation and Report Generation 2. Dashboard Creation and Visualization 3. Website Analytics for Business Decision Making 4. Privacy, Ethics and Data Protection in Web Analytics 5. Artificial Intelligence and Emerging Trends in Website Analytics	15


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Suggested Readings

1. Kaushik, A. (2020). *Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity*. Sybex.
2. Clifton, B. (2012). *Advanced Web Metrics with Google Analytics* (3rd Edition). Wiley.
3. Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation and Practice* (8th Edition). Pearson.
4. Kingsnorth, S. (2022). *Digital Marketing Strategy: An Integrated Approach to Online Marketing* (3rd Edition). Kogan Page.
5. Ryan, D. (2021). *Understanding Digital Marketing* (5th Edition). Kogan Page.
6. Strauss, J., Frost, R., & Sinha, N. (2022). *E-Marketing* (9th Edition). Pearson.
7. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley.
8. Google. *Google Analytics Academy* (Reference Resource).

Programme: B.Sc. Digital marketing and Advertising	year: Third	Semester: Fifth
Course Code: B340503T	Course Title: Paid Ads Optimization	
Course Outcomes (COs): After successful completion of this course, students will be able to: 1. Explain the concepts and significance of paid advertising in digital marketing. 2. Design and manage advertising campaigns using Google Ads and social media platforms. 3. Apply audience targeting, budgeting, and keyword strategies for effective advertising. 4. Analyze campaign performance using KPIs and optimize ads for improved ROI. 5. Evaluate AI-driven tools, automation, and emerging trends in paid advertising		
Credits:5		Core Course-3
Max.Marks:25+75		Min.PassingMarks:10+25
Unit	Topics	No.of Lectures Total=60
I	Module I: Fundamentals of Paid Advertising Chapters 1. Introduction to Paid Advertising 2. Evolution and Importance of Paid Advertising 3. Types of Online Paid Ads o Search Ads o Display Ads o Video Ads o Shopping Ads o Native Ads 4. Paid Advertising Ecosystem 5. Benefits and Challenges of Paid Advertising	15
II	Module II: Google Ads and Social Media Advertising <i>Adoption</i> <i>DK</i>	<i>Practical</i> 15


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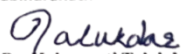
	Chapters 1. Google Ads Basics 2. Google Search, Display and Video Campaigns 3. Social Media Advertising 4. Meta (Facebook & Instagram) Ads Manager 5. LinkedIn, X (Twitter) and YouTube Advertising	
III	Module III: Ad Campaign Creation and Management Chapters 1. Creating Ad Campaigns 2. Campaign Objectives and Budget Planning 3. Audience Targeting and Segmentation 4. Keyword Research and Ad Copywriting 5. Landing Pages and Conversion Optimization	15
IV	Module IV: Ad Performance and Optimization Chapters 1. Ad Performance Measurement and Key Performance Indicators (KPIs) 2. Campaign Optimization Techniques 3. A/B Testing and Performance Improvement 4. Return on Investment (ROI) and Conversion Tracking 5. Artificial Intelligence and Emerging Trends in Paid Advertising	15
Suggested Readings 1. Chaffey, D., & Ellis-Chadwick, F. (2022). <i>Digital Marketing: Strategy, Implementation and Practice</i> (8th Edition). Pearson. 2. Kingsnorth, S. (2022). <i>Digital Marketing Strategy: An Integrated Approach to Online Marketing</i> (3rd Edition). Kogan Page. 3. Ryan, D. (2021). <i>Understanding Digital Marketing</i> (5th Edition). Kogan Page. 4. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Haque, E. (2023). <i>Principles of Marketing</i> (18th Global Edition). Pearson. 5. Strauss, J., Frost, R., & Sinha, N. (2022). <i>E-Marketing</i> (9th Edition). Pearson. 6. Tuten, T. L., & Solomon, M. R. (2023). <i>Social Media Marketing</i> (4th Edition). Sage Publications. 7. Halligan, B., & Shah, D. (2014). <i>Inbound Marketing: Attract, Engage, and Delight Customers Online</i>. Wiley. 8. Kaushik, A. (2020). <i>Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity</i>. Sybex.		


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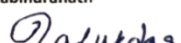
Programme: B.Sc. Digital marketing and Advertising	year: Third	Semester: Fifth
Course Code: B340504T	Course Title: Neuro-Marketing fundamentals	
Course Outcomes (COs) After successful completion of this course, students will be able to: • Explain the concepts, principles and applications of neuro-marketing. • Analyze consumer psychology and brain responses influencing purchasing decisions. • Apply neuro-marketing tools and techniques to evaluate consumer behavior. • Design consumer-focused digital advertising campaigns using neuro-marketing insights. • Assess ethical issues and emerging technologies in neuro-marketing.		
Credits:5		SEC
Max.Marks:25+75		Min.PassingMarks:10+25
Unit	Topics	No.of Lectures Total=60
I	Module I: Fundamentals of Neuro-Marketing Chapters 1. Introduction to Neuro-Marketing 2. Evolution and Scope of Neuro-Marketing 3. Importance of Neuro-Marketing in Digital Marketing 4. Consumer Psychology and Buying Behavior 5. Decision-Making Process and Consumer Perception	15
II	Module II: Brain Science and Consumer Behaviour Chapters 1. Brain Responses to Digital Advertising 2. Attention, Memory and Learning in Marketing 3. Emotional Marketing Techniques 4. Cognitive Biases and Consumer Decision-Making 5. Sensory Marketing and Brand Experience	15
III	Module III: Neuro-Marketing Tools and Applications Chapters 1. Neuro-Marketing Tools and Methods 2. Eye Tracking and Heat Maps 3. EEG, fMRI and Biometric Techniques 4. Consumer Behaviour Analytics 5. Applications of Neuro-Marketing in Digital Advertising and Branding	15

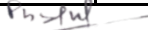
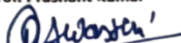

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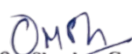

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IV	Module IV: Digital Advertising and Emerging Trends Chapters 1. Creating Effective Digital Advertisements 2. Personalization and Consumer Engagement 3. Ethics and Privacy in Neuro-Marketing 4. Artificial Intelligence and Predictive Consumer Analytics 5. Emerging Trends and Future Scope of Neuro-Marketing	15
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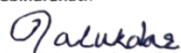
Suggested Readings

1. Lindstrom, M. (2011). *Buyology: Truth and Lies About Why We Buy*. Crown Business.
2. Pradeep, A. K. (2010). *The Buying Brain: Secrets for Selling to the Subconscious Mind*. Wiley.
3. Morin, C. (2011). "Neuromarketing: The New Science of Consumer Behavior." *Society*, 48(2), 131–135.
4. Lee, N., Broderick, A. J., & Chamberlain, L. (2007). "What is Neuromarketing? A Discussion and Agenda for Future Research." *International Journal of Psychophysiology*, 63(2), 199–204.
5. Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation and Practice* (8th Edition). Pearson.
6. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley.
7. Solomon, M. R. (2022). *Consumer Behavior: Buying, Having, and Being* (13th Edition). Pearson.
8. Schiffman, L. G., & Wisenblit, J. (2023). *Consumer Behavior* (13th Edition). Pearson.


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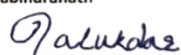
Programme: B.Sc. Digital marketing and Advertising	year: Third	Semester: Fifth
Course Code: B340505R	Course Title: Live Project	
Credits: 5		
Max. Marks: 25+75	Min. Passing Marks: 10+25	

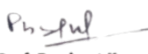
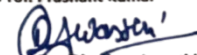
Programme: B.Sc. Digital marketing and Advertising	year: Third	Semester: Fifth
Course Code: B340601A	Course Title: Apprenticeship with Industry	
Credits: 25		
Max. Marks: 25+75	Min. Passing Marks: 10+25	


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