

DIGITAL PROJECT MANAGEMENT			
CourseCode	22MDM31	CIEMarks	50
TeachingHours/Week(L:T:P)	2:0:2	SEEMarks	50
TotalHoursofPedagogy	40	TotalMarks	100
Credits	03	ExamHours	03
<p>CourseObjectives:</p> <p>This course should enable the students;</p> <ol style="list-style-type: none"> 1. To understand the key concepts of digital project management, identify stakeholders and skills for digital project manager. 2. To learn comprehensive project plans that define scope, objectives, timelines, and resource allocation. 3. To identify, analyze, and develop strategies to mitigate risks throughout the digital project lifecycle. 4. To develop skills in analyzing digital project data and metrics to inform decision-making and improve project outcomes. 5. To evaluate digital project performance, document lessons learned, and apply insights to digital projects for continuous improvement. 			
Module-1 Introduction to Digital Project Management		08hours	
<p>Define Digital Project Management, Understand History of Digital Project Management, Importance of Project Management, Identify Business Stakeholders, Necessary Skills for A Digital Project Manager, Identify Common Business Justifications for Initiating Digital Projects, Distinguish Between Digital and Traditional Project Management. Project-Manage Your Own Career Path Using a Five-Step Plan, Five Key Stages of The Project Management Lifecycle, Advantages and Disadvantages of Digital Project Management.</p>			
Module-2 Fundamentals of Digitalization		07hours	
<p>Digitization as a Strategy, Important steps in Digitization – Planning, Pre-digitization, Digital conversion, Post Digitization., IPR in digitization, Digital Preservation, Digital Access, Digital Repositories, Economic Aspects of digitization. Challenges during digital transformation.</p>			

Module-3	Digital-age Skills for Managers	08hours
<p>Data Science Skills, Innovative Mindset, Security and Privacy Knowledge, Legal Aspects of digitalization, Data driven decisions, Collaborative Leadership. Role of digital project manager.</p> <p>Digital project phases:Initiating: Need Assessment, Documentation, Planning Phase: Communication, Information Architecture, Analysis, Development, preparation Execution phase: Content, Testing, Maintenance phase.</p>		
Module-4	Generation and Screening of Project Ideas	08hours
<p>Generation of Ideas, Monitoring the Environment, Corporate Appraisal, Tools for Identifying Investment Opportunities, Scouting for Project Ideas, Preliminary Screening, Project Rating Index, Sources of Positive Net Present Value, Being an entrepreneur.</p> <p>Market and Demand Analysis: Situational Analysis and Specification of Objectives, Collection of Secondary Information, Conduct of Market Survey, Characteristics of the Market, Demand Forecasting, Uncertainties in Demand Forecasting, Marketing Plan.</p>		
Module-5	Project Implementation in Organization	09hours
<p>Forms of Project Organization, Project Planning, Project Control, Human Aspects of Project Management, Pre-requisites for Successful Project Implementation, Essence of Project Management.</p> <p>Project Review and Administrative Aspects: Control of in-progress Projects, The Post-audit, Abandonment Analysis, Administrative Aspects of Capital Budgeting, Agency Problem, Evaluating the Capital Budgeting System of an Organization.</p>		
<p>CourseOutcomes:</p> <p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. The students shall be implementing key concepts of digital project management, identify stakeholders and skills for digital project manager. 2. Design digital project management methodologies and tools at the distinct stages in the Project's life cycle 3. Illustrate the importance of DPM in most industries and businesses 4. Evaluate the importance of Leadership specifically in heterogenous and virtual teams as well as governance and approaches to conflict resolutions. 5. Design dashboard, status report and index for Key Performance Indicators of digital project for the Management. 		
<p>PracticalComponent:</p> <ul style="list-style-type: none"> • Students will create and Design dashboard, status report and index for Key Performance 		

Indicators of digital project for the Management.

- Student should examine the importance of Leadership specifically in heterogenous and virtual teams.
- Students will present a report detailing the results, including reach, engagement, conversions, and suggest improvements based on the data.

CO-POMapping:

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X	X	X		X
CO2	X			X	
CO3	X				X
CO4	X	X	X		X
CO5	X	X	X	X	X

AssessmentDetails(bothCIEandSEE):

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

ContinuousInternalEvaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- Tests (for 25 Marks) and Assignments, Presentations, Quiz, Simulations, Experimentation, Mini Projects, Oral Examinations, Field Work and Class Participation, etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

SemesterEndExamination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have **8 full questions** carrying equal marks.
- Each full question is for **20 marks** with **3 sub-questions**.
- Each full question will have subquestion covering all the topics.
- The students will have to answer **five full questions**; selecting **four full questions** from questions number **one to seven** in the pattern of **3, 7 & 10 Marks** and question number **eight** is compulsory (Case).

Recommended Books

1. Prasanna Chandra, Projects, Planning, Analysis, Selection, Financing, Implementation and Review, Tata McGraw Hill Publications, Edition: 10, 2023.
2. Digital Project Management, The complete step by step guide to a successful launch. Taylor Olson, J. Ross Publication, 2016
3. Rogers, David L. The digital transformation playbook: Rethink your business for the digital age. Columbia University Press, 2016.
4. Samuel Mantel, Jack Meredith, Scott Shafer, Margret Sutton and M.R. Gopalan, Project Management, Wiley India, 2021.
5. Project management Institute, The Guide to the Project Management Body of Knowledge (PMBOK Guide), PMI Publication, Edition: 07th Edition, 2021.

Reference Books

1. PMP Project Management Metrics, KPIs, and Dashboards: A Guide to Measuring and Monitoring Project Performance, by Harold Kerzner, Wiley Books, 2022.
2. Project Management, Bhavesh M. Patal Vikas publishing House, 2022.
3. Westerman, George, Didier Bonnet, and Andrew McAfee. "The nine elements of digital transformation." MIT Sloan Management Review 55.3 (2014): 1-6.

SOCIAL MEDIA MARKETING			
CourseCode	22MDM32	CIEMarks	50
TeachingHours/Week(L:T:P)	2:0:2	SEEMarks	50
TotalHoursofPedagogy	40	TotalMarks	100
Credits	03	ExamHours	03
<p>CourseObjectives:</p> <p>This course should enable the students;</p> <ol style="list-style-type: none"> 1. To understand the key concepts of social media marketing and evaluate various platforms and strategies. Explore the role of influencers and their impact on marketing efforts. 2. To develop and optimize content strategies using tools like Canva. Learn to define content mixes that include sales, interactive, and informative posts. 3. To master Facebook and Instagram marketing, including ad objectives, targeting, and various ad types. Analyze the use of Facebook Marketplace for advertising. 4. To explore platform-specific marketing techniques, build effective profiles, and leverage hashtags and audience targeting to enhance engagement. 5. To analyze social media performance using metrics like reach and engagement. Utilize tools such as Hootsuite and Google Analytics to optimize marketing efforts. 			
Module-1	Introduction to Social Media Marketing		08hours
<p>Introduction to the concept of social media. Social media marketing- Definition, Uses and Scope. Social media platforms - Facebook, YouTube, LinkedIn, Instagram, Twitter(X), Snapchat, etc. Social Media Marketing advantages and limitations. Social media marketing strategies. Influencer- Role of influencers, Types of Influencers.</p>			
Module-2	Content Designing for Social Media Platforms		08hours
<p>Basics of content creation, Process- Planning and Strategy, Content Creation, Content Optimization, Content Distribution, Measurement and Analysis. Defining content mix using sales posts, interactive posts and informative posts. Impact of colors. Tools used for content creation - Canva, Natural Readers, Adobe Express, Picsart, Graphionicaetc.</p>			

Module-3	Facebook and Instagram Advertising and Marketing	08hours
Introduction to Facebook and Instagram platform as advertising and marketing media, characteristics of Facebook and Instagram marketing. Facebook Marketplace. Facebook and Instagram Advertisement-Objectives, Types of Ad, Targeting, Dimensions.		
Module-4	Twitter, LinkedIn, YouTube and Snapchat	07hours
Introduction and overview of platforms, Characteristics. Platforms usage purpose. Profile / account building. Crafting summary for marketing, creating and uploading videos, use of hashtags, targeting audience.		
Module-5	Social Media Privacy and Policy	09hours
Introduction to social media privacy and its importance. Privacy concerns and challenges in social media platforms. Overview of Indian laws and regulations - IT Act 2000, Data Protection Bill, and their implications. Platform-specific privacy policies - Facebook, Instagram, Twitter(X) and LinkedIn etc. Ethical considerations - data usage, user rights and content moderation. Strategies for data protection - secure account settings, identifying phishing attempts and avoiding social engineering. Role of AI and blockchain in enhancing privacy. Emerging trends in social media security and future challenges.		
Course Outcomes:		
At the end of the course, the student will be able to:		
<ol style="list-style-type: none"> 1. Evaluate the basics of social media marketing and the key features of different platforms. They will also recognize the role of influencers in marketing. 2. Students shall create and optimize content strategies using tools like Canva. They will design a balanced mix of posts to engage audiences. 3. Students will develop targeted ad campaigns on Facebook and Instagram. They will understand how to use Facebook Marketplace for advertising. 4. Students will create marketing strategies for Twitter, LinkedIn, YouTube and Snapchat. They will design profiles and content that fit each platform. 5. Students will implement and analyze the success of social media campaigns. They will use tools like Hootsuite and Google Analytics to improve their strategies. 		
Practical Component:		
<ul style="list-style-type: none"> • Students will create and publish a short, professionally edited video or animated content for a chosen social media platform. They will present their project, explaining their choice of techniques, settings and editing decisions. • Students will design at least 5 posts for a selected platform, ensuring a mix of sales, interactive and informative content. They will then schedule the posts based on 		

optimal engagement times.

- Students will present a report detailing the results, including reach, engagement, conversions and suggest improvements based on the data.

CO- POMapping:

CO	PO				
	PO1	PO2	PO3	PO4	PO5
C01	X	X	X		X
C02	X			X	
C03	X				X
C04	X	X	X		X
C05	X	X	X	X	X

AssessmentDetails(bothCIEandSEE):

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ContinuousInternalEvaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- Tests (for 25 Marks) and Assignments, Presentations, Quiz, Simulations, Experimentation, Mini Projects, Oral Examinations, Field Work and Class Participation, etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

SemesterEndExamination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have **8 full questions** carrying equal marks.
- Each full question is for **20 marks** with **3 sub-questions**.

- Each full question will have subquestion covering all the topics.
- The students will have to answer **five full questions**; selecting **four** full questions from questions Number **one to seven** in the pattern of **3, 7 & 10** Marks and question number **eight** is compulsory (Case).

Recommended Books

1. Internet age - Marketing with social media, Dr Apoorva Palkar, Amit Jadhav, Himalaya publication, 2015.
2. Social Media Marketing – Tracy Tuten, Sage Publications, Edition 5, 2023.
3. Social Media Marketing 4th Edition, 2020 Michael R. Solomon, Tracy Tuten - Pearson Education.
4. Social Media Marketing - A Strategic Approach Third Edition, 2023, Debra Zahay, Mary Lou Roberts, Janna Parker, Donald I. Barker, Melissa S. Barker.
5. Social Media Marketing All-in-One for Dummies, 5th Edition, Michelle Krasniak, Jan Zimmerman, Deborah Ng, 2023.

Reference Books

1. Advance Social Media Marketing - Tom Funk, 2013.
2. Social media marketing for dummies- Shiv Singh, 2020.
3. Marketing and social media - A guide for libraries, museums and archives – Christie Koontz and Lorrie Mon, Rowman and Littlefield, 2nd Edition 2021.
4. Social Media & Mobile Marketing: (Includes Online Worksheets), Puneet Singh Bhatia – Wiley, 2019.
5. Social Media Marketing, Kristina Lane - LAP Lambert Publishing, 1st Edition 2013.
6. Digital Marketing - Seema Guptha 2nd Edition 2020.

SEARCH ENGINE OPTIMIZATION & MARKETING			
CourseCode	22MDM33	CIEMarks	50
TeachingHours/Week(L:T:P)	2:0:2	SEEMarks	50
TotalHoursofPedagogy	40	TotalMarks	100
Credits	03	ExamHours	03
CourseObjectives:			
This course should enable the students;			
<ol style="list-style-type: none"> 1. To understand the SEO ranking factors. 2. To recite the keyword research to generate the content. 3. To apply and create a content marketing strategy. 4. To understand the consumer buying behavior through online mode & how they search for products and services. 5. To measure the performance of search engine marketing efforts using tools from Google. 			
Module-1	Fundamentals of SEO & Importance	08hours	
Concept of Domain, Portal & World Wide Web, SEO – Search Engine optimization: Introduction, Meaning, Importance, Functions and Benefits, Types of SEO, SEO Techniques, SEO Tools, Difference between Portal & Search Engine and Concept of SERP.			
Module-2	Keyword Research	08hours	
Concept of Traffic, Types of Traffic, Introduction to Keyword & Keyword Research, Importance, Types of keywords, Google Keyword Planner Tool, Keywords Research Process Understanding Keywords mix, Analysis of Keywords using paid and free tools, Strategies for finding the ranking keywords of competitors, Analyzing the top ranking keywords of own site.			
Module-3	OnPageSEO	08hours	
Introduction to On- page SEO, Keywords optimization, Content Optimization & Planning, Using and optimizing Meta title & Meta description, demonstration of a user friendly and hierarchical URL structure, Concept and Application of Alt Tag, Image optimization, Usage of Header Tags of H1, H2, H3 & others for SEO friendly, Keyword Density & application, Sitemap & its generation, File Transfer Protocol and Usage.			

Module-4 Off Pages SEO	08hours
<p>Introduction to Off- page SEO, Concept of Domain authority & Methods to increase Domain authority, Page rank & Methods to increase Page rank, Back links & its applications, Link building & its types, Do's and Don'ts of link building, Link Building strategies for your business- Easy link acquisition techniques, Link Opportunity prospecting and creating linkbaits, Types of Content on Digital World: Infographic, Podcast, Videos, Blog articles, Importance of Content Marketing, Content Scaling and social media in link building.</p>	
Module-5 Local SEO & Marketing	08hours
<p>Concept of Local SEO & its Significance, Factors of local SEO, Setting up Google My Business (GMB), Optimizing GMB listings, Concept of Citations & its Significance in Local GMB, H card and its Application, Importance of NAP in SEO, Concept of Email Marketing & its Applications, Influencer marketing & its significance</p>	
Course Outcomes:	
<p>At the end of the course, the student will be able to:</p>	
<ol style="list-style-type: none"> 1. Illustrate the practical experience in the field of SEO. 2. Evaluate the acquire the conceptual knowledge of Search Engine Optimization. 3. Implement the Search Engine Optimization knowledge in real world situations. 4. Develop a greater understanding about Search Engine Optimization and Marketing aspects to analyze the concepts. 5. Construct and demonstrate their exposure on recent trends in SEO. 	
Practical Component:	
<ul style="list-style-type: none"> • Practice the local citation building and optimizing websites for local search terms. • Conduct a website audit using the tools like Google Search Console. • Practice optimizing Meta tags (title, Meta descriptions). • Practice building back links through guest posting, direct submissions and outreach. 	
<p>Note: Faculty can either identify the organizations or students can be allowed to choose the same.</p>	

CO-POMapping

	PO				
CO	PO1	PO2	PO3	PO4	PO5
CO1	X		X		
CO2	X	X		X	
CO3	X				X
CO4	X				X
CO5	X			X	

AssessmentDetails(bothCIEandSEE):

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ContinuousInternalEvaluation:

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CIE Marks shall be based on:

- Tests (for 25 Marks) and Assignments, Presentations, Quiz, Simulation, Experimentation, Mini Project, Oral Examination, Field Work and Class Participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

SemesterEndExamination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have **8 full questions** carrying equal marks.
- Each full question is for **20 marks** with **3 sub-questions**.
- Each full question will have subquestion covering all the topics.
- The students will have to answer **five full questions**; selecting **four** full questions from questions Number **one to seven** in the pattern of **3, 7 & 10 Marks** and question number **eight**

is compulsory (Case).

RecommendedBooks

1. Aravind Shenoy & Anirudh Prabhu. Introducing SEO: APress Publication, 1sted.2016.
2. Eric Enge & Stephan Spencer, The Art of SEO: Shroff Publication, 4th ed, 2023.
3. Adam Clarke, SEO 2024: Kindle publication, 2024.
4. Pearson India Global Search Engine Marketing : Kennely 2024 publication.

ReferenceBooks

1. Search Engine Optimization and marketing Recipe for success in digital marketing - SubhankaDas (Chapman & Hall) 2021.
2. Search engine optimization all in one Brace day, Kristopher B. Jones 4thEdition Dummies Publications 2022.
3. Search Engine Optimization: Hand book of easy. Tiper, Tools and Techniques - VarindesTaprial , Priya Kanwar 2010.

SERVICES MARKETING			
CourseCode	22MDM34	CIEMarks	50
TeachingHours/Week(L:T:P)	2:0:2	SEEMarks	50
TotalHoursofPedagogy	40	TotalMarks	100
Credits	03	ExamHours	03
<p>CourseObjectives:</p> <p>This course should enable the students;</p> <ol style="list-style-type: none"> 1. To understand the principles and challenges of services marketing 2. To analyze consumer behavior to enhance satisfaction loyalty 3. To understand and apply services quality frameworks and digital customer journey mapping. Apply services quality and customer experience frameworks. 4. To utilize digital tools for innovative services delivery 5. To develop strategic marketing plans for digital services marketing. 			
Module-1	Fundamentals of Services Marketing	08hours	
<p>Definition and Characteristics of Services. Differences between Goods and Services. Services Marketing Triangle. Gap Models of Services Quality. Tangibility Spectrum. Growth of the Services Sector. Digital Advancements in Services Marketing. Role of Services Marketing Research in the Digital Age. Case studies on Gaps modes.</p>			
Module-2	Consumer Behavior in Services	07hours	
<p>Understanding Consumer Expectations and Perceptions. Services Encounters and Moments of Truth. Customer Decision-Making Process. Factors Affecting Customer Satisfaction and Loyalty. Customer Experience Management (CEM). Customer Journey Mapping in a Digital Context. Managing Customer Expectations through Digital Communication.</p>			
Module-3	Services Quality and Customer Experience	08hours	
<p>Services Quality Models. Managing Customer Expectations and Perceptions Digitally. Digital Services Recovery Strategies. Measuring Customer Satisfaction Digitally. Continuous Services Quality Improvement. Customer Co-Creation and Personalization in Digital Services. Cross-Cultural Services Quality in the Digital World.</p>			

Module-4	Service Design and Delivery	08hours
Developing New Services in a Digital Landscape. Services Blueprinting and Process Design with Digital Integration. Physical Evidence and Servicescape in Online Services. Employee and Customer Roles in Digital Services Delivery. Technology in Services Delivery. Managing Demand and Capacity Using Digital Tools. Self-Service Technologies (SSTs).		
Module-5	Marketing Strategies for Services	09hours
Services Marketing Mix (7 Ps), Digital Pricing Strategies in Services. Integrated Marketing Communications (IMC) in Digital Services. Using Analytics for Demand and Capacity Management. Services Branding and Digital Identity. Services Differentiation and Positioning in Digital Markets. Strategic Digital Marketing for Competitive Advantage. Future Trends in Services Marketing. Case studies.		
<p>CourseOutcomes:</p> <p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Critically examine service marketing characteristics and strategies. 2. Analyze consumer behavior for effective engagement. 3. Implement frameworks to improve service quality and experiences. 4. Design digital service solutions for efficiency and satisfaction. 5. Create strategic marketing initiatives leveraging digital advancement. 		
<p>PracticalComponent:</p> <ul style="list-style-type: none"> • Digital Services Blueprinting Project: Design a digital blueprint for an online services business, identifying key touchpoints and pain points. • Digital Services Quality Gap Analysis: Conduct a gap analysis on an online services, identifying digital areas for improvement. • Digital Customer Journey Mapping: Map out the customer journey for a services business using online touchpoints and interactions. • Customer Sentiment Analysis: Use social media listening tools to gauge customer sentiment on a services and propose improvements. • Digital Feedback and Services Quality Measurement: Use NPS or sentiment analysis on social media reviews to assess services quality. 		

CO-PO Mapping:

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X	X	X		X
CO2	X			X	
CO3	X				X
CO4	X	X	X		X
CO5	X	X	X	X	X

Assessment Details (both CIE and SEE):

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Continuous Internal Evaluation:

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CIE Marks shall be based on:

- Tests (for 25 Marks) and Assignments, Presentations, Quiz, Simulations, Experimentation, Mini Projects, Oral Examinations, Field Work and Class Participation, etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

SemesterEndExamination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have **8 full questions** carrying equal marks.
- Each full question is for **20 marks** with **3 sub-questions**.
- Each full question will have subquestion covering all the topics.
- The students will have to answer **five full questions**; selecting **four full questions** from questions Number **one to seven** in the pattern of **3, 7 & 10 Marks** and question number **eight** is compulsory (Case).

Recommended Books

1. Zeithaml, V. A., & Bitner, M. J. (2016). Services marketing: Integrating customer focus across the firm (7th ed.). McGraw-Hill Education.
2. Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation, and practice (7th ed.). Pearson Education.
3. Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Marketing 4.0: Moving from traditional to digital. Wiley.
4. Goodman, J. A. (2014). Customer experience 3.0: High-profit strategies in an age of techno service. AMACOM.
5. Deiss, R., & Henneberry, R. (2017). Digital marketing for dummies (2nd ed.). Wiley.

Reference Books

1. Hossain, S. M. T. (2019). The digital marketing handbook: A step-by-step guide to creating your online strategy. CreateSpace Independent Publishing Platform.
2. Fox, V. (2011). Marketing in the age of Google, Part 2: Your strategy for winning the shift to digital. Wiley.
3. Peppers, D., & Rogers, M. (2016). Competing on customer experience. Wiley.
4. Kimbell, L. (2011). The service innovation handbook: Action-oriented creative thinking toolkit for service organizations. Design Council.
5. Siebel, T. (2020). Digital transformation: Survive and thrive in an era of mass extinction. RosettaBooks.

WEB AND DIGITAL ANALYTICS			
CourseCode	22MDM35	CIEMarks	50
TeachingHours/Week(L:T:P)	2:0:2	SEEMarks	50
TotalHoursofPedagogy	40	TotalMarks	100
Credits	03	ExamHours	03
<p>CourseObjectives: This course should enable the students;</p> <ol style="list-style-type: none"> 1. To Provide a comprehensive understanding of web and digital analytics tools and techniques. 2. To learn how to track and analyze website and digital campaign performance. 3. To develop skills in interpreting data for making data-driven marketing decisions. 4. To explore how digital analytics contribute to business growth and customer engagement. 5. To recognize the importance of web and digital analytics with its Methods and methodologies 			
Module-1 Introduction to Web Analytics		08hours	
<p>Web analytics approach: Introduction, A Model of Analysis: Pose the Question, Gather Data, Transform Data, Analyze, Answer the Question, Balancing Time and the Need for Certainty. Showing Your Work, Context. How Web Analytics Works: Introduction, Page Tagging, Metrics and Dimensions, Interacting with Data in Google Analytics.</p>			
Module-2 Learning about Users through Web Analytics		08hours	
<p>Visitor Analysis: Learning about Users. Traffic Analysis: Learning How Users Got to Your Website. Click-Path Analysis: Introduction, Focus on Relationships between Pages, Navigation Summary “Visitors Flow report”.</p>			
Module-3 Digital Analytics		08hours	
<p>Defining, planning, collecting and governing data in digital analytics, reporting data and using key performance indicators.</p>			
Module-4 Optimization and Testing		08hours	
<p>Optimization and testing with digital analytics, competitive intelligence and digital analytics.</p>			
Module-5 Audience and Engagement Analysis		08hours	
<p>What is audience analysis? Audience analysis use cases, tools types and techniques, conversation typing, event triggers. Engagement analysis: Introducing SMES, using SMES tools, understanding enterprise SMES landscape.</p>			

Course Outcomes:

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

1. Design and implement the working of web analytics.
2. Apply different types of analytics for the user data.
3. Demonstrate the optimization and testing in the digital analytics.
4. Demonstrate proficiency in representing knowledge for decision making.
5. Apply Digital analytics tools on SMES data for competitive advantages.

Practical Component:

- Should aim to develop a variety of skills that allow them to effectively analyse website traffic and users' behavior.
- Students should be able to analyze and interpret the results using the necessary tools.
- Students should install and use the various features of the mentioned tools.
- Students should be able to perform the following tasks to effectively manage and deploy marketing tags.
- Students should create visually appealing design for various digital marketing pages.

CO-PO Mapping:

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X	X	X		X
CO2	X			X	
CO3	X				X
CO4	X	X	X		X
CO5	X	X	X	X	X

Assessment Details (both CIE and SEE):

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Continuous Internal Evaluation:

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CIE Marks shall be based on:

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Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have **8 full questions** carrying equal marks.
- Each full question is for **20 marks** with **3 sub-questions**.
- Each full question will have subquestion covering all the topics.

The students will have to answer **five full questions**; selecting **four full questions** from questions Number **one to seven** in the pattern of **3, 7 & 10 Marks** and question number **eight** is compulsory (Case).

Recommended Books

1. A Practical Web Analytics for User Experience: Michael Beasley, 1st Edition 2013.
2. Building a Digital Analytics Organization: Judah Phillips, 1st Edition 2016
3. Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World, CHUCK HEMANN and KEN BURBARY, 2nd Edition 2020.

Reference Books

1. Web Analytics' an how a day by Avinash Koushik 2007 sybey.
2. Actionable Web Analytics' using to make smart Business decision by Jason Burby and Shane Atchison 2007 sybey.
3. The Big Data Driven Business by Russell and Lass and Sean Callahean, 1st Edition 2014.

WEB & DIGITAL ANALYTICS LABORATORY			
CourseCode	22MDML36	CIEMarks	50
TeachingHours/Week(L:T:P)	0:0:3	SEEMarks	50
Credits	02	ExamHours	03
CourseObjectives:			
This course should enable the students;			
<ol style="list-style-type: none"> 1. To understand the applications of Digital Marketing 2. To undertake Marketing Campaigns in digital format and how to apply the tools of Digital Marketing. 3. To gain competitive advantage in the Market 4. To analyze consumer buying behaviour using Web Analytics and offer the right products or services to the right customers. 5. To Develop strategies for creating engaging Twitter content that resonates with the target audience. 			
Module-1			
Using Google Analytics to analyze website performance			
Module-2			
Facebook Promotion using banners			
Module-3			
Creating Promotional banner through Canva			
Module –4			
Twitter Marketing			
Module - 5			
Creating YouTube Channel for Marketing			
CourseOutcomes:			
At the end of the course, the student will be able to:			
<ol style="list-style-type: none"> 1. To Analysis digital marketing tools like search engine optimization and associated analytics. To apply digital marketing tools to <ol style="list-style-type: none"> a) Improve websites' rankings and optimize it in the process b) Improve the brand's visibility 			

- c) Improve brands reach which physically is relatively difficult and less effective
- 2. To analyse relative importance of digital marketing strategies to optimize digital marketing campaign.
- 3. To evaluate the performance of different social media in conjunction with overall digital marketing plan.

Assessment Details (both CIE and SEE):

The weightage of Continuous Internal Evaluation (**CIE**) is 50% and for Semester End Exam (**SEE**) is 50%. The minimum passing mark for the **CIE** is 50% of the maximum marks. A student shall be deemed to have satisfied the academic requirements and earned the credits allotted to each course. The student has to secure not less than 40% of maximum marks in the semester end examination (**SEE**). In total of **CIE** and **SEE** student has to secure 50% maximum marks of the course.

Continuous Internal Evaluation (CIE):

CIE marks for the practical course is **50 Marks**.

- The split-up of CIE marks for record/journal and test are in the ratio **60:40**.
 - Each experiment to be evaluated for conduction with observations sheet and record write-up
 - Rubrics for the evaluation of the journal/write-up for hardware/software experiments designed by the faculty who is handling the laboratory session and is made known to students at the beginning of the practical session.
 - Records should contain all the specified experiments and Total marks scored by the students are **scaled down to 30 marks** (60% of maximum marks allocated to CIE).
 - Rubrics can be designed to evaluate each student's performance and learning ability.
- Weightage to be given for neatness and submission of record/write-up on time.
- Department shall conduct **02 tests for 100 marks**, the first test shall be conducted after the **8th week** of the semester and the second test shall be conducted after the **14th week** of the semester.
 - In each test, test write-up, conduction of experiment, acceptable result, and procedural knowledge will carry a weightage of **60%** and the rest **40%** for viva-voce.

The suitable

- **The average of 02 tests is scaled down to 20 marks** (40% of the maximum marks allocated to CIE).
- The Sum of **scaled-down** marks scored in the report write-up/journal and average mark of two tests is the total CIE mark scored by the student.

SemesterEndEvaluation(SEE):

SEEmarksforthepracticalcourseis50Marks.

SEEs shall be conducted jointly by two examiners—one from the same Institution (Internal) and other examiner appointed by the university (External).

- All laboratory experiments are to be included for practical examination. (Rubrics) Breakup of marks and the instructions printed on the cover page of the answer script to be strictly adhered to by the examiners **OR** based on the course requirement.
- Evaluation rubrics shall be decided jointly by examiners.

Students can pick one question (experiment) from the questions slot prepared by the internal/external examiners jointly.

- Evaluation of test write-up/conduction procedure and result/viva will be conducted jointly by examiners.
- General rubrics suggested for SEE is mentioned here, writeup-20%, conduction procedure and result - 60%, Viva-voce 20% of maximum marks. SEE for practical shall be evaluated for 100 marks and scored marks shall be scaled down to 50 marks (however, based on course type, rubrics shall be decided by the examiners)
- Change of experiment is allowed only once and 10% Marks allotted to the procedure part to be made zero.
- The duration of SEE is 03 hours

Tools for Practice:

- Google Analytics (Demo Account)
- Google Tag Manager
- Social Media Analytics Tools (Hootsuite, Buffer, Facebook Insights)
- Email Marketing Tools (Mailchimp, HubSpot)
- Canva, google AdWords, YouTube, Insta and FB marketing and analytics

GUIDELINES FOR INTERNSHIP (22MDMIN37)
(BETWEEN 2ND AND 3RD SEMESTER MBA Digital Marketing)

INTERNSHIP			
Course Code	22MDMIN37	CIE Marks	50
Teaching Hours/Week (L:P:SDA)	0:8:0	SEE Marks	50
Total Hours of Pedagogy	00	Total Marks	100
Credits	04	Exam Hours	00

OBJECTIVE

To provide industry insights to the students in order to get acquainted with the industry environment and to apply theoretical concepts in real life situation at the work place for various functions of the organization.

STRUCTURE

The Internship shall consist of study at an digital marketing organization and execute a task for 4 credits for 4 weeks.

GENERAL GUIDELINES

- The Internship shall be for a period of 4 weeks immediately after the completion of 2nd Semester Examinations but before the commencement of the 3rd semester classes.
- The Course code of the Internship shall be 22MDMIN37 and shall be compulsory for all the students.
- The student shall seek the guidance of the internal guide on a continuous basis, and the guide shall give a certificate to the effect that the candidate has worked satisfactorily under his/her guidance. Student need to identify an external guide (Working in the organization) and seek guidance from him/her.

SUBMISSION OF REPORT

Students shall submit one hard copy of the report to the college with hard bound color of royal blue and a soft copy in PDF file (Un-editable Format).

EVALUATION

Internal evaluation will be done by the internal guide. Viva-Voce / Presentation: A viva-voce examination shall be conducted at the respective institution where a student is expected to give a presentation of his/ her work. The viva –voce examination will be conducted by the respective Programme coordinator or Senior Professor or Internal Guide of the department and the external examiner will be appointed by the University from VTU PG Centres or faculty from affiliated institutions of VTU/ Industry experts for the viva voce of Internship. Viva-Voce on internship shall be conducted at the college and the date of Viva-Voce shall be fixed in consultation with the External

Guide. The Examiners shall jointly award the Viva - Voce marks. In case of non-availability of industry experts, a senior professor or a faculty with more than 10 years of experience may be invited to conduct the viva-voce examination. Internship carries 100 marks consisting of 50 marks for Internship report (evaluated by internal guide) and 50 marks for viva-voce examination.

CONTENTS OF THE INTERNSHIP REPORT

- Cover page
- Certificate from the Organization (scanned copy)
- Certificate from the guide, Programme Coordinator (scanned copy) indicating bonafide performance of Internship by the student.
- Declaration by the student (scanned copy)
- Acknowledgement
- Table of contents
- List of tables and graphs

Executive summary

Chapter 1: Introduction about the Organisation & Industry.

Chapter 2: Organization Profile

- i. Back ground,
- ii. Nature of business,
- iii. Vision, Mission, Quality Policy
- iv. Workflow Model
- v. Product/Service Profile
- vi. Ownership Pattern
- vii. Achievements/Awards if any
- viii. Future Growth and Prospects

Chapter 3: Key Learning's and Skills Developed

[Digital Marketing Fundamentals, Social Media Marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, Email Marketing, Web Analytics, Other Relevant Skills]

Chapter 4: Internship Role and Responsibilities

1. Primary Responsibilities
2. Specific Task Undertaken

➤ **Task: [Task Title]**

- Task Description
- Roles and Responsibilities
- Challenges Faced and Solutions
- Outcomes and Achievements

Chapter 5: Internship Learning experience and Conclusion

Bibliography Annexure relevant to the Internship such as Figures, Graphs, Photographs, Screen Shots, Video links etc.,

FORMAT OF THE INTERNSHIP REPORT

Report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1” margin all sides (1.5” on left side due to binding) and 1.5line spacing. The Internship report shall be minimum of 50 pages.

RUBRICS FOR INTERNSHIP (22MDMIN37)

Sl.No.	Evaluation Type	Particulars	Marks
1	CIE	Assessment by the Guide- Interaction with the student by Seminars, etc.,	25
2	CIE	Report Evaluation by the Guide	25
3	SEE	Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/Institute	50
Total			100

Visvesvaraya Technological University

Name of the Institution

Name of the Department

Course Code: 22MDMIN37 and Course Title: Internship

Sl.No.	Aspects	Marks
1	Introduction and Understanding the Industry	10
2	Understanding the Corporate Functions/Company profile	10
3	Key Learning's and Skills Developed	10
4	Internship Role and Responsibilities	10
5	Internship Learning Experience and Conclusion	10
Total		50

Marks Sheet for Internship Viva Voce examination

Sl.No.	USN	1	2	3	4	5	Total
1							
2							
3							
4							
5							

CONTENT MARKETING			
CourseCode	22MDM41	CIEMarks	50
TeachingHours/Week(L:T:P)	2:0:2	SEEMarks	50
TotalHoursofPedagogy	40	TotalMarks	100
Credits	03	ExamHours	03
<p>CourseObjectives:</p> <p>This course should enable the students;</p> <ol style="list-style-type: none"> 1. To understand and prepare a successful content marketing strategy. 2. To create blogs. 3. To learn how to Build brand awareness and visibility 4. To provide students insights on Plagiarism Detection and apply in their projects. 5. Todevelop skills in writing high-quality content in various formats. 			
Module-1	Introductionto content marketing	08hours	
<p>Definitions, Scope, Role of content marketing, Types of content marketing and their relevance, planning your content strategy, A content marketing business model, Problems faced in Content Writing.</p>			
Module-2	Defining Your Content Niche and Strategy	08hours	
<p>Content Maturity Model, Six principles of content marketing, Treating content as an asset, Building audience personas, Mapping content to buying stages, Developing on-brand content, Creating brand ambassadors, Preparing Content Marketing Strategy.</p>			

Module-3	Developing and Distributing of Content and Blogging	10 hours
Creative writing, Strategic Writing, Narrative Design, Content creation - Developing different types of content, Preparing Content Marketing Strategy, Developing a 16 effective editorial calendar, Familiarization with the concepts of blogging and Types of Blogging, Advertising E-book and its Different Formats of Plagiarism Detection.		
Module-4	Marketing Content and Evaluating Impact	06hours
Content Marketing Pyramid, Brief overview analytics and tracking, Techniques for overcoming content marketing challenges, Effective ways to Share Content in social media, Employment Opportunities.		
Module-5	Ethics and different Content Writing Formats	08hours
Ethics/Diversity in Content Marketing - Importance of considering diversity in developing and marketing content, Ethical issues in the digital age,web article, Major skills for Writing Quality Content Strategies in producing High-quality Content, Different Stages of Writing a Good Content.(Case Studies)		
CourseOutcomes:		
At the end of the course, the student will be able to:		
<ol style="list-style-type: none"> 1. Implement Content Niche and build audience personas. 2. Create to harness the power of words to disseminate information. 3. Learn various ways to generate engaging and persuasive content. 4. Use content marketing strategies, tactics, and best practices to produce fetching content. 5. Learn to write quality content 		
PracticalComponent:		
<ul style="list-style-type: none"> • The student should draft a complete content marketing plan for a brand. • Student must Design a Brand Awareness Campaign and ask to plan and outline a digital campaign. • Plagiarism Check: Use detection tools to ensure originality in content. • Develop Audience Personas: Create detailed audience profiles for targeted content. • Plan an Editorial Calendar: Outline a 3-month content schedule. 		

CO-POMapping:

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X	X	X		X
CO2	X			X	
CO3	X				X
CO4	X	X	X		X
CO5	X	X	X	X	X

AssessmentDetails(bothCIEandSEE):

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester EndExam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximummarks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A studentshall be deemed to have satisfied the academic requirements (passed) and earned thecredits allotted to each course if the student secures not less than 50% in the sum total ofthe CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

ContinuousInternalEvaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximummarks prescribed for the CIE.

CIEMarksshall be based on:

- Tests(for25Marks)andAssignments,Presentations,Quiz,Simulations,Experimentation,Minipr ojects,OralExaminations,FieldWorkandClassParticipation,etc.,(for25Marks) conducted in the respective course. Course instructors are given autonomy inchoosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

SemesterEndExamination:

TheSEEquestionpaperwillbesetfor100marksandthemarksscoredwillbeproportionatelyreducedto50.

- Thequestionpaperwillhave**8fullquestions**carryingequalmarks.
- Eachfullquestionisfor**20marks**with**3sub-questions**.
- Eachfullquestionwillhavesubquestioncoveringallthetopics.
- The students will have to answer **five full questions**; selecting **four** full questionsfromquestionsnumber**onetoseven**inthepatternof**3,7&10Marks**andquestionnumber**eight**iscompulsory (Case).

RecommendedBooks:

1. Social Marketing in India by Sameer Deshpande, Nancy R. Lee, SAGE,1st Edition 2013
2. Content Marketing: Essential Guide to Learn Step-by-Step the Best Content Marketing Strategies to Attract your Audience and Boost Your Business-Joe Wilson Schaefer, Erwin R.Cruz Publication, 2018
3. High impact content marketing-Purna Virji, Kogan Page limited, First edition, July 2023.
4. The one- page content marketing, by Profull Sharma, 1st Edition Axeman Publishers, 2020
5. Blog Writing: The Content Creation Blueprint by AnthonyJames, Kindle Edition.

ReferenceBooks:

1. The power of content writing by Devanshi sharma, 1st Edition 2024, Mithaas services publications.
2. Managing Content Marketing by Robert Rose & Joe Pulizzi 2011 CMI books, Division of Z squared media LLC.
3. Content marketing fundamentals by sean Mitchell 1st Edition 2014 Greatespace Independent Publication.

AFFILIATE MARKETING AND GOOGLE AD WORKS AND AD SENSE			
CourseCode	22MDM42	CIEMarks	50
TeachingHours/Week(L:T:P)	2:0:2	SEEMarks	50
TotalHoursofPedagogy	40	TotalMarks	100
Credits	03	ExamHours	03
<p>CourseObjectives:</p> <p>This course should enable the students;</p> <ol style="list-style-type: none"> 1. To understand affiliate marketing concepts, networks, and roles. 2. To learn to create and optimize Google Ads campaigns. 3. Tomaster Google AdSense integration for website monetization. 4. Todevelop skills to track and analyze campaign performance. 5. Tocomprehend the legal and ethical aspects of affiliate marketing. 			
Module-1 Affiliate Marketing		08hours	
<p>Basics of Affiliate Marketing: Understanding Affiliate Marketing: Concepts and Terminology, Key Stakeholders: Merchants, Affiliates, Networks, and Customers</p> <p>Affiliate Program Management: Types of Affiliate Programs: PPC,PPS,PPL,PPT. Selecting and Managing Affiliate Networks, Commission Structures and Payout Models</p> <p>Affiliate Marketing Strategies: Traffic Generation Strategies for Affiliates, Content Marketing and SEO for Affiliate Success, Compliance, Regulations.</p> <p>Affiliate Tools and Technologies: Overview of Tracking and Reporting Tools, Case Studies and Examples of Successful Affiliate Campaigns</p>			
Module-2 Google Ads (AdWords)		08hours	
<p>Introduction to Google Ads:Overview of Google Ads Platform and Account Structure, Types of Ads: Search Ads, Display Ads, Video Ads, Shopping Ads, and App Ads</p> <p>Keyword Research and Selection:Understanding Keyword Types: Broad, Exact, Phrase, and Negative Keywords, Using Keyword Planner and Competitor Analysis</p> <p>Campaign Setup and Optimization: Setting Campaign Goals and Budgeting, Writing Effective Ad Copy and Choosing Ad Extensions, Bidding Strategies: Manual CPC, Enhanced CPC, Target CPA, and Maximize Conversions</p> <p>Advanced Google Ads Strategies:Retargeting and Remarketing Campaigns, Dynamic Search Ads and Ad Customizers, Case Studies of High-Performing Campaigns.</p>			

Module-3	Google AdSense	09hours
<p>Introduction to Google AdSense: Overview of AdSense: How it Works and Who it's For, Eligibility and Approval Process for AdSense, AdSense Terminology and Key Components</p> <p>Setting Up and Managing AdSense Accounts: Creating an AdSense Account and Adding Code to Websites, Types of Ad Units: Display, Text, Link Units, and Custom Channels</p> <p>Monetization Strategies with AdSense: Choosing High-Paying Keywords and Niche Targeting, Optimizing Ad Placement for Higher Earnings, Balancing User Experience with Ad Revenue. Common Reasons for Account Suspension, Best Practices for Compliance and Avoiding Violations,</p>		
Module-4	Performance Tracking and Analytics	09hours
<p>Affiliated marketing: Tracking and Analytics in Affiliate Marketing, Key Metrics: Conversion Rate, Earnings per Click (EPC), and ROI, Optimization Techniques for High Performance.</p> <p>Google Ad: Key Metrics: CTR, Quality Score, CPC, Conversion Rate, Conversion Tracking and Integration with Google Analytics, A/B Testing and Continuous Optimization for Better ROI</p> <p>Google Ad Sense: Monitoring Performance Metrics: Page RPM, CPC, and CTR, Using AdSense Reports to Improve Revenue, Case Studies on Successful AdSense Monetization</p>		
Module-5	Ethical and Legal Aspects of Digital Marketing	06hours
<p>Data Privacy, GDPR, and Compliance in Digital Marketing, Copyright, Content Ownership, and Intellectual Property, Ethical Issues in Affiliate Marketing, Google Ads, and AdSense. (Case Studies)</p>		
<p>Course Outcomes:</p> <p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Implement successful affiliate marketing strategies. 2. Create and optimize Google Ads for better ROI. 3. Monetize websites effectively with Google AdSense. 4. Analyze and optimize campaign performance using data. 5. Apply legal and ethical standards in digital marketing. 		
<p>Practical Component:</p> <ul style="list-style-type: none"> • Affiliate Program Setup: <ul style="list-style-type: none"> ○ Sign up for programs (e.g., Amazon Associates, Click Bank). ○ Track affiliate performance using tools like Google Analytics. • Google Ads Campaigns: <ul style="list-style-type: none"> ○ Set up Google Ads account. ○ Target specific keywords, demographics, and track performance. 		

- **AdSense Monetization:**
 - Set up and integrate Google AdSense on a website/blog.
- **Content & Affiliate Link Optimization:**
 - Create content (blogs, videos) with affiliate links.
- **Analytics & Reporting:**
 - Use Google Analytics to track affiliate and ad performance.

CO-POMapping:

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X	X	X		X
CO2	X			X	
CO3	X				X
CO4	X	X	X		X
CO5	X	X	X	X	X

AssessmentDetails(bothCIEandSEE):

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester EndExam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximummarks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A studentshall be deemed to have satisfied the academic requirements (passed) and earned thecredits allotted to each course if the student secures not less than 50% in the sum total ofthe CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

ContinuousInternalEvaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% ofthemaximummarksprescribedfortheCIE.

CIEMarksshallbebasedon:

- Tests(for25Marks)andAssignments,Presentations,Quiz,Simulations,Experimentation,MiniProjects,OralExaminations,FieldWorkandClassParticipation,etc.,(for25Marks) conducted in the respective course. Course instructors are given autonomy inchoosing a few of the above based on the subject relevance and should maintainnecessarysupportingdocumentsforsame.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have **8 full questions** carrying equal marks.
- Each full question is for **20 marks** with **3 sub-questions**.
- Each full question will have subquestion covering all the topics.
- The students will have to answer **five full questions**; selecting **four** full questions from questions number **one to seven** in the pattern of **3, 7 & 10 Marks** and question number **eight** is compulsory (Case).

Recommended Books:

1. Chaffey, D., & Ellis-Chadwick, F. Digital marketing: Strategy, implementation, and practice 7th Edition 2019, Pearson Education.
2. Evans, D. S., & Schmalensee, R.. Matchmakers: The new economics of multisided platforms. 2016 Harvard Business Review Press.
3. Pereira, M., & Van der Merwe, A. Affiliate marketing and advertising: A practical guide. Routledge, 2019.
4. Pashley, A., & McKenna, A.. Google AdWords for beginners: A Do-It-Yourself Guide to PPC Advertising, 2017 CreateSpace.
5. Cutroni, J. Google Analytics. 2010 O'Reilly Media.

Reference Books:

- Google Ads (AdWords) Workbooks by Jason McDonald, 2023.
- Affiliate Program Management: An Hour a Day, by Geno Prusskav 2011.
- Google AdSense Secert by Joel Comm, 2006.

MOBILE MARKETING			
CourseCode	22MDM43	CIEMarks	50
TeachingHours/Week(L:T:P)	2:0:2	SEEMarks	50
TotalHoursofPedagogy	40	TotalMarks	100
Credits	03	ExamHours	03
CourseObjectives:			
This course should enable the students;			
<ol style="list-style-type: none"> 1. To learn about the mobile landscape, including the differences between mobile and traditional marketing. 2. To measure and analyze mobile marketing campaigns using analytics tools to gauge effectiveness and ROI 3. To study the importance of mobile-friendly design and user experience in driving engagement and conversions 4. To build Competency to design and implement a mobile marketing strategy that aligns with overall business goals. 5. To explore career opportunities in mobile marketing 			
Module-1 Mobile Marketing		08hours	
Introduction to Mobile Marketing- Understanding Mobile Devices, What Mobile Device is Right for You?- Core Product and Service Offerings Campaign Delivery Options - SMS & MMS Messaging Campaign Delivery Options: Mobile Applications Campaign Delivery Options: Mobile Websites App Marketing.			
Module-2 Mobile Product and Service		07hours	
Supplemental Mobile Products and Service Options, Campaign Delivery Options: QR Codes Campaign Delivery Options: Augmented Reality Campaign Delivery Options: Interactive Voice Response (IVR) Mobile and Traditional Marketing			
Module-3 Mobile Advertising and Search Mobile Advertising		09hours	
Mobile Advertising and Search Mobile Advertising Mobile Marketing and Search Programmatic Ad Buying-Incentives and Loyalty Program, Mobile Incentive Opportunities, Mobile Loyalty Programs: Mobile Rules and Regulations, Mobile Marketing: Rules and Regulations, Mobile Campaign Compliance Mobile Advertising Models, Advantages of Mobile Advertising, Mobile Marketing Toolkit, Paid and Owned.			

Module-4 Mobile Marketing and Social Media	09hours
<p>Mobile Marketing and social media, Mobile and Social Media Content, Marketing for Mobile, Facebook Advertising for Mobile-Location and Mobile Marketing Location -Based Services, Opportunities and Challenges, Employing - Mobile Website Responsive Design, Converting Non-Mobile Websites, Mobile Marketing Analytics, Mobile Measurement – Careers in Mobile Marketing Opportunities.</p>	
Module-5 Practical of Mobile Marketing	07hours
<p>Practical of Mobile Marketing in Buffer Mobile Software- a complete LAB for students to know the Mobile Marketing Buffer software practices,X`practically. Page Creation and Mobile app creations. (Case Studies)</p>	
<p>CourseOutcomes:</p> <p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Create mobile marketing campaigns tailored to target audiences and business goals. 2. Evaluate analytics tools to measure campaign performance, evaluate success metrics, and make informed adjustments to strategies. 3. Learn to develop cohesive marketing strategies that effectively combine mobile with other channels (e.g., email, social media). 4. Construct Mobile Marketing Analytics to Measure Campaign Effectiveness. 5. Design and execute effective mobile marketing campaigns across various channels such as SMS, MMS, mobile apps, and mobile websites. 	
<p>PracticalComponent:</p> <ul style="list-style-type: none"> • Students create detailed mobile marketing campaign plans, including objectives, target audiences, messaging, and budget allocation. • Students design and execute a mobile-focused social media campaign, including content creation, scheduling, and audience engagement strategies. • Students must be able to use tools like Google Play Console and Apple App Store Connect to monitor app performance, such as download rates and user engagement. • Students must be able to engage in discussions and role-plays that involve navigating legal and ethical issues in mobile marketing, helping students understand compliance requirements. 	

CO-PO Mapping:

CO	PO				
	PO1	PO2	PO3	PO4	PO5
C01	X	X	X		X
C02	X			X	
C03	X				X
C04	X	X	X		X
C05	X	X	X	X	X

Assessment Details (both CIE and SEE):

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- Tests (for 25 Marks) and Assignments, Presentations, Quiz, Simulations, Experimentation, Mini Projects, Oral Examinations, Field Work and Class Participation, etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have **8 full questions** carrying equal marks.
- Each full question is for **20 marks** with **3 sub-questions**.
- Each full question will have subquestion covering all the topics.
- The students will have to answer **five full questions**; selecting **four** full questions from questions number **one to seven** in the pattern of **3, 7 & 10 Marks** and question number **eight** is compulsory (Case).

Recommended Books:

1. Mobile Marketing: An Hour a Day by Rachel Pasqua and Noah Elkin, 2012.
2. The Mobile Marketing Handbook: A Step-by-Step Guide to Creating a Successful Mobile Marketing Strategy" by Kim Dushinski ,2010.
3. Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications, and Advertising by Daniel Rowles, 2017.
4. Digital Marketing by Seema Gupta, 3rd Edition 2022.
5. Groundswell: Winning in a World Transformed by Social Technologies – Charlene Li and Josh Bernoff 2009.

Reference Books:

1. The Elements of User Experience: User-Centered Design for the Web – Jesse James Garrett 2nd Edition 2010.
2. Socialnomics: How Social Media Transforms the Way We Live and Do Business – Erik Qualman ,2nd Edition 2011.
3. Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, 2023.

LEAD GENERATION			
CourseCode	22MDM44	CIEMarks	50
TeachingHours/Week(L:T:P)	2:0:2	SEEMarks	50
TotalHoursofPedagogy	40	TotalMarks	100
Credits	03	ExamHours	03
<p>CourseObjectives:</p> <p>This course should enable the students;</p> <ol style="list-style-type: none"> 1. To provide a comprehensive understanding of lead generation strategies and their importance in marketing. 2. To explore the integration of CRM systems and their impact on lead management. 3. To equip learners with practical skills for capturing and evaluating leads from various sources. 4. To develop expertise in link building and lead tracking to enhance lead quality and conversion rates. 5. To master the creation and optimization of landing pages for effective lead generation. 			
Module-1 Lead Generation Strategy		07hours	
Introduction to Lead Generation, Understanding Leads: Definition of leads, The Lead Generation: stages of lead generation(Awareness, consideration, conversion stages), Types of leads,Importance of Lead Generation. Lead Generation Strategies: Inbound Marketing, Outbound Marketing.			
Module-2 CRM Integration, Sales Integrationand Product Integration		09hours	
<p>CRM Integration: Features to look for in a CRM for lead integration: CRM Systems: Overview of popular CRM tools and Popular CRM platforms, Integrating CRM with lead generation efforts.</p> <p>Sales Integration:Meaning and Definition of Sales Integration, Importance of Sales integration in lead generation, Benefits of Sales Integration.</p> <p>Product Integration: Meaning and Definition of Product Integration, Overview of what product integration context, Importance of product integration in lead generation, Benefits of Product Integration.</p>			

Module-3	Capturing Leads From Sources	06hours
<p>Meaning and Definition of Lead Capture, Importance in the sales funnel, Different types of lead sources, Evaluating the quality of leads from various sources, Different types of evaluating the quality leads.</p>		
Module-4	Lead Source Link Building and Lead TrackingFeatures	08hours
<p>Meaning Link building, Relationship between link building and SEO, Types of Links, Strategies for Effective Link Building, Building Links Through Partnerships: Collaborating with Influencers and Joint Ventures and Co-Marketing.</p>		
Module-5	Landing Page	10hours
<p>Meaning of Landing page and website, Understanding Landing Pages, Understanding Thank You Page, Best practices to create a landing page, Landing Page v/s. Website, Reviewing landing pages, A/B Testing, Selecting Landing pages after A/B Testing.</p> <p>Practical – Creating Landing Page, Landing Page CTA, Working with Plugins, Website backup and Widgets, Synthesis and Exercises, Live Sessions on lead generation using CRM platform example Meritto etc. (Case Studies)</p>		
<p>CourseOutcomes:</p> <p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Analyze the fundamental concepts and importance of lead generation in the sales process. 2. Create and implement both inbound and outbound marketing strategies tailored to specific target audiences. 3. Identify and integrate essential CRM features to enhance lead management and tracking. 4. Develop the ability to segment leads based on demographics, behavior, and engagement levels. 5. Design and develop practical exercises using CRM platforms and other tools, applying course concepts to real-world lead generation scenarios. 		
<p>PracticalComponent:</p> <ul style="list-style-type: none"> • Choose a popular CRM tool like HubSpot, Salesforce, or Zoho CRM (if you're using a specific platform like Meritto, choose that). • Integrate your CRM with a website (or landing page) so that captured leads are automatically added to your CRM system. • Generate a basic report in the CRM that shows lead conversion rates, lead sources, and stages in the lead funnel. • Track the source of each lead, and identify which source (social media, organic search, ads, etc.) is generating the most high-quality leads. 		

CO-PO Mapping:

CO	PO				
	PO1	PO2	PO3	PO4	PO5
C01		X	X		X
C02	X			X	
C03	X				X
C04	X	X	X		X
C05	X	X	X	X	X

Assessment Details (both CIE and SEE):

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- Tests (for 25 Marks) and Assignments, Presentations, Quiz, Simulations, Experimentation, Mini Projects, Oral Examinations, Field Work and Class Participation, etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

SemesterEndExamination:

TheSEEquestionpaperwillbesetfor100marksandthemarksscoredwillbeproportionatelyreducedto50.

- Thequestionpaperwillhave**8fullquestions**carryingequalmarks.
- Eachfullquestionisfor**20marks**with**3sub-questions**.
- Eachfullquestionwillhavesubquestioncoveringallthetopics.
- The students will have to answer **five full questions**; selecting **four** full questionsfromquestionsnumber**onetoseven**inthepatternof**3,7&10Marks**andquestionnumber**eight**iscompulsory (Case).

RecommendedBooks:

1. The New Rules of Marketing and PR by David Meerman Scott7th Edition, 2021.
2. The Lead Machine: The Small Business Guide to Digital Marketing" by Rich Brooks**1st**Edition ,2017.
3. The Ultimate Guide to Google Ads by Perry Marshall, Mike Rhodes, and Bryan Todd**1st** Edition 2021.
4. Lead Generation: A Practical Guide by Anish Srikrishna **1st** Edition 2019.
5. Inbound Marketing: Get Found Using Google, SocialMedia, and Blogs"by BrianHalligan and Dharmesh Shah **1st** Edition 2009.

ReferenceBooks:

1. Lead Generation for Dummiesby Dayna Rothman ,2014.
2. The Lead Generation Handbookby David C. C. Leach ,2015.
- 3.Sales Funnels: A Beginner's Guide to Lead Generation and Marketing Automation **by** Nathan O'Brien ,2021.

ARTIFICIAL INTELLIGENCE AND NEUROMARKETING			
CourseCode	22MDM45	CIEMarks	50
TeachingHours/Week(L:T:P)	2:0:2	SEEMarks	50
TotalHoursofPedagogy	40	TotalMarks	100
Credits	03	ExamHours	03
<p>CourseObjectives:</p> <p>This course should enable the students;</p> <ol style="list-style-type: none"> 1. To understand key theories and models in Neuromarketing and Neuroscience. 2. To distinguish and apply various Neuromarketing Techniques and AI tools. 3. To develop effective frameworks for AI-driven marketing strategies. 4. To equip students with skills for analyzing consumer behavior and Neuromarketing data. 5. To carry-out a research experiments in neuromarketing. 			
Module-1	Introduction to Neuromarketing	08hours	
<p>Introduction of Neuromarketing, Definition and scope of neuromarketing, Historical development, andevolution, Key concepts in neuroscience relevant to marketing, Brain function and Consumer behavior,Overview of brain structures and functions, How emotions and cognition influence consumerdecisions, Neurological responses to marketing stimuli.</p>			
Module-2	Introduction to Artificial Intelligence	08hours	
<p>Introduction to A and MI, Basic AI algorithmsand models, Introduction to Agent and Environment: problem – solving agents’ examples and problems.</p>			
Module-3	Neuromarketing Techniques	08hours	
<p>Neuromarketing methods and tools, EEG, fMRI, and other neuroimaging techniques, Eye-tracking and biometric measurement, analyzing consumer emotional responses; Analyzing consumer responses, Techniques for interpreting neuromarketing data, Case studies of neuromarketing research.</p>			

Module-4	Integrating AI with Neuromarketing and Ethics	08hours
<p>AI-enhanced neuromarketing strategies, Neuromarketing as a digital marketing strategy, Sentiment analysis, Automated customer service, Data-driven marketing campaign design, Ethical considerations and Future directions, Privacy concerns and data protection, Regulatory frameworks and guidelines.</p>		
Module-5	Research Experiments in Neuromarketing	08hours
<p>Neuromarketing project design, designing a neuromarketing campaign, Advertising Research, Neuroimages of advertising, advertising and brain, thinking and feeling, impact of media, product and message on brain waves.</p> <p>Research experiments in neuromarketing, Familiar brands affected by contextual inference, Practical (Case Studies).</p>		
<p>CourseOutcomes:</p> <p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Creatively develop and present comprehensive neuromarketing campaigns, integrating neuroscience and AI to achieve targeted marketing outcomes. 2. Effectively use neuroimaging and biometric tools like EEG and fMRI to measure and analyze consumer responses to marketing stimuli. 3. Implement a solid grasp of core neuromarketing principles, including the interaction between neuroscience and consumer behavior. 4. Develop and interpret complex neuromarketing data to draw meaningful conclusions and drive data-driven marketing decisions. 5. The students shall be able to effectively conduct research on various aspect of neuromarketing. 		
<p>PracticalComponent:</p> <ul style="list-style-type: none"> • Design and present a neuromarketing strategy for a product, utilizing AI tools and neuroimaging. • Analyze and discuss successful neuromarketing strategies of five leading brands. • Compare consumer behavior data from neuromarketing and traditional marketing techniques. • Interview a neuromarketing professional to explore their integration of AI and neuroscience. • Visit a neuromarketing lab to observe real-world applications of neuromarketing tools and techniques. 		

CO-PO Mapping:

C O	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X	X	X		X
CO2	X			X	
CO3	X				X
CO4	X	X	X		X
CO5	X	X	X	X	X

Assessment Details (both CIE and SEE):

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- Tests (for 25 Marks) and Assignments, Presentations, Quiz, Simulations, Experimentation, Mini Projects, Oral Examinations, Field Work and Class Participation, etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

SemesterEndExamination:

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- Eachfullquestionwillhavesubquestioncoveringallthetopics.
- The students will have to answer **five full questions**; selecting **four** full questionsfromquestionsnumber**onetoseven**inthepatternof**3,7&10**Marksandquestionnumber **eight**iscompulsory (Case).

RecommendedBooks:

1. Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain, Patrick Renvoise Harpercollins Leadership,2007.
2. Neuroscience for Dummies by Frank Amthor, Dummies, Paperback Edition, 2016.
3. NeuroMarketing: Exploring the Brain of the Consumer by Leon Zurawicki, Springer, 2010.
4. Basics of Neuromarketing by Dr. Deepthi Maheshwari, Dr. Vijay Singh, Dr, Harshith Kumar,Dr. Sangeetha Jauhari, Variety Books Publishers and Distributors, 2019.
5. Artificial Intelligence: A Modern Approach by Peter Norvig, Stuart J Russell, Pearson, 2009.

ReferenceBooks:

- Influence, New and Expanded: The Psychology of Persuasion, by Robert B Cialdini, Paperback edition, Amazon-2021.
- Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing, by Roger Dooley, Amazon Kindle Edition, 2011.
- Buyology: Truth and Lies About Why We Buy, by Martin Lindstrom, Amazon Kindle Edition,New York Times Bestseller 2010.

ARTIFICIAL INTELLIGENCE AND DIGITAL MARKETING Laboratory			
CourseCode	22MDML46	CIEMarks	50
TeachingHours/Week(L:T:P)	0:0:3	SEEMarks	50
TotalHoursofPedagogy	40	TotalMarks	100
Credits	02	ExamHours	03
CourseObjectives:			
<p>This course should enable the students;</p> <ol style="list-style-type: none"> 1. To learn Basic Principles of AI and digital Marketing 2. Ro apply AI and Digital marketing unduly tools and techniques to solve real word problem 3. To understand the applications of Artificial Intelligence and Neuromarketing and to integrate cutting-edge technologies and neuroscience principles to better understand and influence on consumer behavior. 4. To understand legal and ethical Impunities of implementing AI in digital marketing. 5. To learn to the customize the various open sources tools of AI for problem solving. 			
Experiment-1			
Apply analytics to study facial expressions and emotions using tools like weka, tableau etc.			
Experiment-2			
Analyze eye-tracking data using AI Rapid Miner, PSPP etc.			
Experiment-3			
Formulate hypothesis and apply neuromarketing to draw insights, develop strategies			
Experiment-4			
Build an AI-powered chatbot with sentiment recognition			
Experiment-5			
Develop a recommendation engine using neuromarketing data and analyze bias in it.			
CourseOutcomes:			
After completing the course, the students will be able to:			
<ol style="list-style-type: none"> 1. Student shall be able to analyze consumer behavior through neuroscience principles. 2. Analyze AI techniques for analyzing neuromarketing data. 			

3. Implement the tools like EEG, Eye-Tracking, and AI-powered Analytics.
4. Design and execute neuromarketing experiments.
5. Develop ethical, AI-driven marketing strategies.

Assessment Details (both CIE and SEE):

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing mark for the CIE is 50% of the maximum marks. A student shall be deemed to have satisfied the academic requirements and earned the credits allotted to each course. The student has to secure not less than 40% of maximum marks in the semester end examination (SEE). In total of CIE and SEE student has to secure 50% maximum marks of the course.

Continuous Internal Evaluation (CIE):

CIE marks for the practical course is **50 Marks**.

- The split-up of CIE marks for record/journal and test are in the ratio **60:40**.
- Each experiment to be evaluated for conduction with observation sheet and record write-up
- Rubrics for the evaluation of the journal/write-up for hardware/software experiments designed by the faculty who is handling the laboratory session and is made known to students at the beginning of the practical session.
- Records should contain all the specified experiments and total marks scored by the students are **scaled down to 30 marks** (60% of maximum marks allocated to CIE).
- Rubrics can be designed to evaluate each student's performance and learning ability.
- Weightage to be given for neatness and submission of record/write-up on time.
- Departments shall conduct **02 tests for 100 marks**, the first test shall be conducted after the **8th week** of the semester and the second test shall be conducted after the **14th week** of the semester.
- In each test, test write-up, conduction of experiment, acceptable result, and procedural knowledge will carry a weightage of **60%** and the rest **40%** for viva-voce.

The suitable

- **The average of 02 tests is scaled down to 20 marks** (40% of the maximum marks allocated to CIE).
- The **Sum of scaled-down marks** scored in the report write-up/journal and average mark of two tests is the total CIE mark scored by the student.

Semester End Evaluation (SEE):

SEE marks for the practical course is 50 Marks.

SEE shall be conducted jointly by two examiners—one from the same Institution (Internal) and other examiner appointed by the university (External).

- All laboratory experiments are to be included for practical examination.
- (Rubrics) Breakup of marks and the instructions printed on the cover page of the answer script to be strictly adhered to by the examiners **OR** based on the course requirement evaluation rubrics shall be decided jointly by examiners.
- Students can pick one question (experiment) from the questions slot prepared by the internal/external examiners jointly.
- Evaluation of test write-up/conduction procedure and result/viva will be conducted jointly by examiners.
- General rubrics suggested for SEE is mentioned here, **writeup-20%, conduction procedure and result - 60%, Viva-voce 20%** of maximum marks. SEE for practical shall be evaluated for 100 marks and scored marks shall be scaled down to **50 marks** (however, based on course type, rubrics shall be decided by the examiners)
- Change of experiment is allowed only once and 10% Marks allotted to the procedure part to be made zero.
- The duration of SEE is 03 hours

Tools for Practice:

- Google Analytics (Demo Account)
- Weka
- PSPP
- Rapid Miner
- Tableau

PROJECT REPORT			
CourseCode	22MDMPR47	CIEMarks	50
TeachingHours/Week(L:T:P)	0:12:0	SEE Marks	50
TotalHoursofPedagogy	00	Total Marks	100
Credits:	06	ExamHours	00
OBJECTIVE			
To expose the student to understand the working of the organization/company/industry and take up an in-depth study of an issue / problem in the area of specialization.			
STRUCTURE			
The Project Work shall consist of study of any organizational Problem based on specialization for 6 credits for 6 weeks.			
GENERAL GUIDELINES			
<ul style="list-style-type: none"> • The project work shall be for a period of 6 weeks immediately after the completion of 3rd SEE but before the commencement of the 4th semester classes. • The Course code of the project report shall be MDMPR47 and shall be compulsory for all the students opting for all specializations. • The University shall receive 2 copies of project reports prior to the commencement of the 4th semester examination. Copies of the project report should be sent to the concerned Regional Office with intimation to the Registrar (Evaluation). • By keeping the business trend in the present scenario, university has given an option to the students to select the research problem either from business organization or they can carry out the project on freelance basis subject to the approval of department committee. • It is the total responsibility of the internal guide to monitor the freelance project. • In case, business problem selected from a Company, no two students of an institute shall work on the same problem in the same organization. • The student shall seek the guidance of the internal guide on a continuous basis, and the guide shall give a certificate to the effect that the candidate has worked satisfactorily under his/her guidance. • On completion of the project work, students shall prepare a report with the following format. • The Project report shall be prepared using word processor viz. MS Word with New Times Roman, 12 font size. • All the reports shall be printed in the A4 size 1” margin on all the sides. • The report shall be hard bound facing sheet of royal blue color indicating the title of college and month & year of admission (spiral binding not permitted). • A certificate by the guide, HOD and Head of the institution indicating the bonafide performance of the project by the student to be enclosed. • An undertaking by the student to the effect that the work is independently carried out by him/her. • The certificate from the organization if applicable (if its Freelance project, certificate is not required and internal guide can issue a certificate for successful completion). • Acknowledgement 			

- Executive Summary.

Project Report Evaluation:

- Internal evaluation will be done by the internal guide.
- External valuation shall be done by a faculty members of PG centres of VTU and affiliated institutions of VTU with minimum of 10 years experience.
- Viva-Voce / Presentation: A viva-voce examination shall be conducted at the respective Institution where a student is expected to give a presentation of his/ her work.
- The viva –voce examination will be conducted by the respective HOD / Senior faculty of the department and an expert drawn from the VTU affiliated institutes/ VTU PG Centres with minimum of 10 years of experience as appointed by the University.
- Project work carries 100 marks consisting of 50 marks for internal marks by the internal guide, average of 25 marks from both internal and external evaluation and 25 marks for viva- voce examination. Minimum passing marks of the Project work is 50% in each of the components such as Internal Marks, report evaluation and viva-voce examination.
- Format of the project report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1 inch margin all sides (1.5 inch on left side) and 1.5 line spacing. The Project report shall not exceed 100 pages.
- Submission of Report: Students should submit the Project Report in electronic data form only, in PDF file (Un-editable Format) to the Institute. The Institute in turn shall submit all the CD's of their students along with a consolidated master list as per specialization containing USN, Name of the student, and Title of the Report to Registrar Evaluation) one week before the commencement of the Theory Examinations or as per notification given for this purpose.
- Plagiarism: Plagiarism is considered as academically fraudulent, and an offence against University academic discipline. The University considers plagiarism to be a major offence, and subject to the corrective procedures. It is compulsory for the student to get the plagiarism check done before submission of the project report. Plagiarism of up to 10 % is allowed in the project work and report should consist of original content/work.
- Publication of Research Findings: Students are expected to present their research findings in Seminars/Conferences/Technical/Management Fests or publish their research work in Journals in association with their Internal Guide. Appropriate Weightage should be given to this in the internal evaluation as well as in the viva voce examination of the project report.

Rubrics for Project Work (Common to core and Dual Specializations)-MDMPR47

Sl. No.	Evaluation Type	Particulars	Marks
1	CIE	Internal Assessment by the Guide - Based on three Presentations by Students	50
2	SEE	Report Evaluation by the Guide & External Examiner Average of the marks awarded by the two Examiners shall be the final evaluation marks for the Dissertation.	25
3	SEE	Viva-Voce Examination to be conducted by the Guide and an External Examiner from the Industry/Institute (Joint Evaluation)	25
Total			100

Rubrics for Project Evaluation and Viva voce Examination**A. Internal Assessment by the Guide - Based on three Presentations by Students**

Sl.No.	Aspects	Marks
1	First Presentation	5
2	Second Presentation	5
3	Third Presentation	5
4	Introduction and Methodology	5
5	Industry and Company Profile	5
6	Theoretical background of study	5
7	Data analysis and interpretation	10
8	Summary of findings, suggestions and conclusion	10
Total		50

B. Report Evaluation by the Guide & External Examiner. Average of the marks awarded by the two Examiners shall be the final evaluation marks for the Dissertation.

Sl.No.	Aspects	Marks
1	Introduction & Relevance of the project	5
2	Conceptual background and literature review	5
3	Research design	5
4	Analysis and interpretation	5
5	Summary of findings, suggestions and conclusion	5
Total		25

C. Viva-Voce Examination to be conducted by the HOD/ Guide and an External examiner from the Industry/ Institute (Joint Evaluation)

Sl.No.	Aspects	Marks
1	PresentationandCommunicationSkills	5
2	Subjectknowledge	5
3	Objectivesofthestudyand Methodology	5
4	Analysisusingstatisticaltoolsandstatisticalpackages	5
5	Findingsandappropriatesuggestions	5
Total		25

MARKSSHEETFORMATS

**1.InternalAssessmentbytheGuide-BasedonthreePresentationsbyStudents
Visvesvaraya Technological
UniversityMarksSheetforMBAProjectWork
(22MDMPR47)**

NameoftheCollege:

CollegeCode:

InternalMarksAllocationforProjectWork(22MDMPR47)

Sl.No.	Aspects	Marks
1	FirstPresentation	5
2	SecondPresentation	5
3	Third Presentation	5
4	IntroductionandMethodology	5
5	IndustryandCompanyProfile	5
6	Theoreticalbackgroundofstudy	5
7	Dataanalysisandinterpretation	10
8	Summaryoffindings,suggestionsandconclusion	10
Total		50

MarksSheet

Sl.No.	USN	1	2	3	4	5	6	7	8	Total
1										
2										
3										
4										
5										

**SignatureoftheInternalGuidewithName,Address&
Date**

Note:

1. Total Internal Evaluation Marks of the Project report should be sent along with the other subject internal marks and the above marks sheet should be maintained by the Department/Institution for verification on demand.
2. Total Internal Evaluation Marks of the Project report should be uploaded to VTU by the Internal guide after thorough evaluation of the project report and the copy of the mark sheet downloaded after the entry must be maintained in the department as well as sent to VTU along with the remuneration bill.

2. Report Evaluation by the Guide & External Examiner.

Average of the marks awarded by the two Examiners shall be the final evaluation marks for the Dissertation.

Visvesvaraya Technological University

Marks Sheet for MBA Project Work (22MDMPR47)

Name of the College:

College Code:

External Evaluation Marks Allocation for Project Work (22MDMPR47)

Sl.No.	Aspects	Marks
1	Introduction & Relevance of the project	5
2	Conceptual background and literature review	5
3	Research design	5
4	Analysis and interpretation	5
5	Summary of findings, suggestions and conclusion	5
Total		25

Marks Sheet

Sl.No.	USN	1	2	3	4	5	Total
1							
2							
3							
4							
5							

Signature of External Examiner with affiliation

Note:

1. Total External Evaluation Marks of the Project report should be uploaded to VTU by the External examiner appointed by VTU after thorough evaluation of the project report and the copy of the mark sheet downloaded after the entry must be sent to VTU along with the remuneration bill.

3. Viva-Voce Examination to be conducted by the HOD/ Guide and an External examiner from the Industry/ Institute (Joint Evaluation)

**Visvesvaraya Technological University
MarksSheetforMBAProjectWork(22MDMPR47)**

**Nameofthe College: CollegeCode:
VivavoceMarksAllocationforProjectWork (22MDMPR47)
(VivavoceconductedbyHOD/InternalGuideandanExpertfromVTU.)**

MarksSheet

SignatureofInternalExaminer

SignatureofExternalExaminerwithaffiliation

Note:Marks may be finalized based on the joint evaluation by internal examiner and External examiner.