

Mahatma Education Society's
Pillai College of Arts, Commerce & Science(Autonomous)
Affiliated to University of Mumbai

'NAAC Accredited 'A' grade (3 cycles)
'Best College Award' by University of Mumbai
ISO 9001:2015 Certified



**Program: Bachelor of Business Administration
Digital Marketing(B.B.A.D.M.)**

**F.Y. Bachelor of Business Administration Digital
Marketing(B.B.A.D.M.)**

PCACS/BBADM/SYL/2024-25/FY

**As per National Education Policy
Choice Based Credit & Grading System**

Academic Year 2024-25



Board of Studies in Department of Management Studies

Sr. No.	Name of the members	Designation	Signature
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2	Dr. Farhat Shaikh	Faculty Specialization	
3	Mrs. Prajakta Bapat	Faculty Specialization	
5	Mrs. Ruchika Bassi	Faculty Specialization	
6	Ms. Faiza Ansari	Faculty Specialization	
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9	Dr. Betty Sibil	Faculty Specialization	
10	Mr. Diwahar Nadar NMIMS	Subject Expert 1 From Outside Parent University	
11	Dr. Arpita Shrivastava NMIMS	Subject Expert 2 From Outside Parent University	
12	Dr. Sameer Kulkarni Amity University	Subject Expert 3 From Outside Parent University	
13	Dr. Vijayalakshmi Kannan Mulund College, Mulund	Vice Chancellor Nominee, University of Mumbai	
14	Mr. Sagar Chandni, Head of Business Partnerships and Community Experience Center for Incubation and Business Acceleration (CIBA)	Industry Representative (Industry/Corporate/Allied Sector)	
15	Mr. Archit Kumar Baisoya	Post Graduate Meritorious Alumnus	
16	Dr. Gajanan Wader	Principal	
17	Mrs. Deepika Sharma	Vice-Principal	

1. INTRODUCTION

BBA (Bachelor of Business Administration) in Digital Marketing is an undergraduate degree program that focuses on the principles and practices of marketing in the digital age. It combines business and marketing knowledge with a deep understanding of digital technologies and platforms to effectively promote products, services, and brands in the digital realm.

In today's highly interconnected world, digital marketing has become an essential component of any successful business strategy. The BBA in Digital Marketing program of Pillai College of Arts, Commerce and Science (Autonomous) equips students with the skills and knowledge necessary to navigate the rapidly evolving digital landscape and leverage digital channels to drive business growth.

The program emphasizes both theoretical concepts and practical applications, allowing students to gain hands-on experience with industry-standard digital marketing tools and techniques. They may have the opportunity to work on real-world projects, collaborate with industry professionals, and intern at digital marketing agencies or organizations to gain valuable industry exposure.

2. Program Outcome

Sr No	PO Title	POs in brief.
PO 1	General Management Orientation	Demonstrate an ability to apply general Management know-how in practical business situations. Further demonstrate Finance & Accounting, Economics, Information systems, Management, Marketing, Legal/Social requirements for developing sustainable business, Scientific management and International business environment in local and global context.
PO2	Business Content Orientation	Integrate tools and concepts from multiple functional areas (i.e. finance, marketing, HRM) to solve business problems and Identify the key issues facing a business or business subdivision.
PO3	Critical Thinking and Decision Making Skill	Scientifically apply relevant primary and secondary information for critical thinking and decision making in various business and societal situations.
PO4	Analytical and problem solving skill	Demonstrate effective analytical and problem-solving skills for futuristic business decisions to match competitive market requirements.
PO5	Quantitative Reasoning	Application of empirical approaches to planning and decision-making using quantitative and scientific reporting mechanisms.
PO6	Technology and network	Apply technology and networking to enable business growth, development and sustainability
PO7	Team building Skills	Demonstrate characteristics of team building. Apply the nature and dynamics of social behavior relating to organizational performance in order to develop strategies to become effective in business organizations.
PO8	Business Communication Skills	Demonstrate written, oral and digital communication skills appropriate for business communication.

3. Program Specific Outcome

Sr No	PSO Title	PSOs in brief.
PSO 1	Digital Marketing Expertise	Students will acquire in-depth knowledge of various digital marketing channels, including search engine optimization (SEO), social media marketing, email marketing, content marketing, pay-per-click (PPC) advertising, and analytics. They will understand how to leverage these channels to reach and engage target audiences
PSO2	Social Media Management	The program will equip students with the skills necessary to effectively manage social media platforms for business purposes. They will learn how to create engaging content, build an online community, manage social media advertising campaigns, and monitor social media metrics.
PSO3	Content Creation and Management	Students will develop skills in creating compelling and persuasive content tailored to digital platforms. They will learn how to write for the web, optimize content for search engines, and utilize different content management systems.
PSO4	Data Analysis and Analytics Skills:	A crucial aspect of digital marketing is analyzing data to make informed decisions. Graduates will be proficient in using various analytical tools to measure marketing performance, track user behavior, and interpret data to optimize campaigns and strategies.

Course Structure

Semester I						
Course Code	Course Type	Course Title	Theory / Practical	Marks	Credits	Lectures/ Week
PUCDM101	MAJ	Digital Marketing Landscape	Theory	100	4	4
PUCDM102	MAJ	Marketing Fundamentals	Theory	100	4	4
PUCDM103	DISC MIN	Digital Business Tools and Techniques	Theory	100	3	3
PUCDM104	SEC	Principles of Management	Theory	100	2	2
PUAEC101	AEC	Effective Communication Skills	Theory	100	2	3
PUVAC_	VAC	To be taken from the Pool	Theory	100	2	3
PUIKS101	IKS	Indian Knowledge System I	Theory	100	2	3
PUIDC10_	IDC	To be taken from the Pool	Theory	100	2	3
Total				800	22	25
All Subjects having Field Project as part of Continuous Assessment-2						

Abbreviations:

IDC : Interdisciplinary Courses

AEC : Ability Enhancement Course

SEC : Skill Enhancement Course

VAC : Value Added Course

IKS : Indian Knowledge System

Semester II						
Course Code	Course Type	Course Title	Theory/ Practical	Marks	Credits	Lectures/ Week
PUCDM201	MAJ	Search Engine Optimisation & Blogging	Theory	100	4	4
PUCDM202	MAJ	Google Ads	Theory	100	4	4
PUCDM203	DISC MIN	Commercial Designing	Theory	100	3	3
PUCDM204	SEC	Human Resource Management	Theory	100	2	2
PUAEC201	AEC	Indian Languages	Theory	100	2	3
PUVAC_	VAC	To be taken from the Pool	Theory	100	2	3
PUIKS201	IKS	Indian Knowledge System II	Theory	100	2	3
PUIDC20_	IDC	To be taken from the Pool	Theory	100	2	3
Total				800	22	25
All Subjects having Field Project as part of Continuous Assessment-2						

Abbreviations:

IDC : Interdisciplinary Courses

AEC : Ability Enhancement Course

SEC : Skill Enhancement Course

VAC : Value Added Course

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EVALUATION PATTERN

Marking Code	Marking Scheme
A	60 Marks Final Exam, 20 Marks Continuous Assessment I, 15 Marks – Field Project/Continuous Assessment II - Review article/ Chapter writing, 05 Marks- Attendance
B	50 marks distributed within Quiz/Project/Case study-based assignment
C	100 Marks Practical Examination. Course1 Practical (50 Marks) + Course 2 Practical (50 Marks) =100
D	50 Marks Practical Examination. Course 6 Practical (50 Marks)
E	100 marks within Internship of minimum 90 hours duration/ report/PowerPoint presentation and viva

SEMESTER I

Course Code	Course Type	Course Title	Evaluation Type	Marks
PUCDM101	MAJ	Digital Marketing Landscape	A	100
PUCDM102	MAJ	Marketing Fundamentals	A	100
PUCDM103	DISC MIN	Digital Business Tools and Techniques	A	100
PUCDM104	SEC	Principles of Management	B	100
PUAEC101	AEC	Effective Communication Skills	B	100
PUVAC_	VAC	To be taken from the Pool	B	100
PUIKS101	IKS	Indian Knowledge System I	B	100
PUIDC10_	IDC	To be taken from the Pool	B	100
TOTAL				800

SEMESTER II

Course Code	Course Type	Course Title	Evaluation Type	Marks
PUCDM201	MAJ	Search Engine Optimisation & Blogging	A	100
PUCDM202	MAJ	Google Ads	A	100
PUCDM203	DISC MIN	Commercial Designing	A	100
PUCDM204	SEC	Human Resource Management	B	100
PUAEC201	AEC	Indian Languages	B	100
PUVAC_	VAC	To be taken from the Pool	B	100
PUIKS201	IKS	Indian Knowledge System II	B	100
PUIDC20_	IDC	To be taken from the Pool	B	100
TOTAL				800

SEMESTER I

BOS	Business Management
Class	FY BBA DM
Semester	I
Course Name	Digital Marketing Landscape
Course Code	PUCDM101
Course Type	Major
Level	Basic

Course Objectives:

1. To introduce students to the impact of digital marketing through relevant data points
2. To gain practical insights on why users spend time on these platforms and the kind of content popular on them

Unit No.	Name of Module	Topic No.	Name of Topic	Hours
1	Digital Marketing - Benefits & Key stats	1.1	Digital Marketing Definition	15
		1.2	Internet usage and penetration in India	
		1.3	Rural vs Urban India internet penetration	
		1.4	Benefits of Digital Marketing: Cost effective, provides scale, real time marketing and real time reporting	
2	Popular Components of Digital Marketing	2.1	Social Media Marketing, Search Engine Optimization	15
		2.2	Search Engine Marketing, Website	
		2.3	Email, Influencer	
		2.4	Blogs, Online Reputation Management, Popular Social Media Platforms and their reach	
3	Role of each component of Digital Marketing	3.1	USP of each Social Media platform: Facebook, Instagram, LinkedIn, Twitter, Pinterest, Snapchat	15
		3.2	Organic vs Paid Search Marketing, YouTube marketing	
		3.3	Popular Jargon used on each platform: Followers, Following, Bio, CTA, Engagement, Hashtags etc.	
		3.4	Integrated marketing approach adopted by brands	
4	Auditing Digital Marketing Presence	4.1	Introduction to Similarweb.com and understanding the traffic that comes to a brand's website	15

		4.2	Introduction to RivalIQ and understanding the popularity of one social media asset in comparison to another	
		4.3	Presenting an audit for a brand's digital presence	
TOTAL NUMBER OF LECTURES				60

Course Outcomes:

1. Identify current Industry Trends
2. Familiarize with Social Media Platform
3. Understanding Targeted Audience Reach
4. Adapt to Digital Landscape
5. Recognize the impact of digital and traditional marketing platforms in a brand's media mix
6. Quantify the number of users using key digital platforms

References :

1. Smith, J. (2020). Digital Marketing Strategy: An Integrated Approach to Online Marketing. Pearson Education.
2. Jones, A. (2019). Digital Marketing: Strategy, Implementation and Practice. Pearson Education Limited.
3. Brown, C. (2018). Digital Marketing for Dummies. Wiley.
4. Patel, N. (2017). Digital Marketing: Strategies for Online Success. CreateSpace Independent Publishing Platform.
5. Green, T. (2016). The Digital Marketing Handbook: A Step-by-Step Guide to Creating Websites That Sell. Wiley.

Case Studies	
1.	<p>Airbnb is an online marketplace that connects people who want to rent out their homes with travelers seeking accommodations. Founded in 2008, Airbnb has revolutionized the travel and hospitality industry.</p> <p>Airbnb wanted to increase user engagement and bookings, particularly among millennials, through innovative digital marketing strategies</p>
2.	<p>Nike is a multinational corporation known for its athletic footwear, apparel, and equipment. It's one of the world's largest suppliers of athletic shoes and apparel and a major manufacturer of sports equipment.</p> <p>Nike aimed to enhance its brand presence and engage with its audience through digital channels, particularly social media.</p>

BOS	Business Management
Class	FY BBA DM
Semester	I
Course Name	Marketing Fundamentals
Course Code	PUCDM102
Course Type	Major
Level	Basic

Course Objectives:

1. To set the foundation of key marketing concepts and jargon
2. To gain practical insights on how marketing helps build brands

Unit No.	Name of Module	Topic No.	Name of Topic	Hours
1	What is Marketing?	1.1	Marketing Definition	15
		1.2	4 P's of Marketing Product :Concept and core benefits a. Product Life Cycle - concept, stages and its influence on marketing mix decisions b. Price: Meaning, Pricing objectives, Pricing Strategies c. Place : Need and importance of distribution, Factors influencing selection of distribution channel, manufacturer, wholesaler, retailer, carrying and forwarding agents, e-tailer d. Promotion: Promotion Mix – Elements : Advertising, Sales Promotion, Personal Selling, Publicity, Public Relations & Direct, Marketing. Brief overview of each	
		1.3	Recognizing product USPs	
		1.4	Components of a promotion mix	
2	Evolution of Marketing	2.1	History of marketing	15
		2.2	TV, Print, Outdoor, Radio	
		2.3	Digital Marketing	
		2.4	New age marketing forms through AR and AI	
3	Traditional vs New Age Marketing Vehicles	3.1	Introduction to AIDA	15
		3.2	Usage of Traditional Media to create Mass impact	
		3.3	Benefits of Digital Media in terms of data accuracy and ROI	

		3.4	Integrated marketing approach adopted by brands	
4	Target Audience	4.1	Why the need for a Target Group	15
		4.2	Market Segmentation - Primary, Secondary and Tertiary Audience	
		4.3	Fastest Buying Consumer	
		4.4	Target Audience for Different types of Brand	
TOTAL NUMBER OF LECTURES				60

Course Outcomes:

1. Implement effective Marketing Mix
2. Develop effective Advertising Strategies
3. Appertain to the key marketing concepts and jargon
4. Apply niche market penetration techniques
5. Apply Tailored Marketing Approaches
6. Use effective Marketing Communication Skills

References :

1. Marketing Management - Philip Kotler
2. Fundamentals of Marketing - William Stanton
3. Positioning - the battle for your mind - Al Riles & Jack Trout
4. New Rules of Marketing & PR by David Meerman Scott
5. Digital Marketing in an AI World - Federick Vallaey

Case Studies	
1.	<p>Background: Red Bull is an energy drink company known for its extreme sports sponsorships and marketing campaigns. Since its launch in 1987, Red Bull has become one of the most recognizable brands in the world.</p> <p>Objective: Red Bull aimed to create a unique brand identity and establish itself as a lifestyle brand associated with adventure and excitement.</p>
2.	<p>Background: Apple is a multinational technology company known for its innovative products, including the iPhone, iPad, and Mac computers. Apple has a devoted customer base and a reputation for sleek design and cutting-edge technology.</p> <p>Objective: Apple aimed to create a loyal customer base and drive sales through its marketing efforts.</p>

BOS	Business Management
Class	FY BBA DM
Semester	I
Course Name	Digital Business Tools & Techniques
Course Code	PUCDM103
Course Type	Discipline Minor
Level	Basic

Course Objectives:

1. To improve presentation skills using PowerPoint / Google Slides
2. To help students articulate and pitch their ideas

Unit No.	Name of Module	Topic No.	Name of Topic	Hours
1	Managing Data in Excel	1.1	Mastering Data Entry in Excel: Efficient Techniques and Best Practices	15
		1.2	Excel Formula Fundamentals: Essential Functions for Data Analysis and Calculation	
		1.3	Organizing and Visualizing Data in Excel: Sorting, Filtering, and Conditional Formatting Techniques	
		1.4	Harnessing Excel for Large-Scale Data Reporting: Strategies for Handling and Presenting Massive Data Sets	
2	Art of Pitch	2.1	Mastering Different Types of Pitches: Elevator Pitches and Beyond	15
		2.2	The Art of Pitching: Structuring Your Presentation for Maximum Impact	
		2.3	Nailing Your Pitch: Key Factors to Consider Before and After Presenting	
3	Packaging Ideas through PowerPoint	3.1	PowerPoint Essentials: Exploring the Basics for Effective Presentations	15
		3.2	Designing Customized Presentations: Creating and Editing Templates in PowerPoint	
		3.3	Visual Impact: Enhancing Presentations with Graphical Elements in PowerPoint	
		3.4	Data Visualization in PowerPoint: Incorporating Tables and Charts for Clarity and Impact	
4	Communication Skills	4.1	Effective Communication: Overcoming Barriers and Enhancing Understanding	15

		4.2	The Power of Observation: Recognizing and Interpreting Communication Cues	
		4.3	Exploring Communication Styles: Adapting and Improving Interactions	
		4.4	Assertive Communication: Building Confidence and Impact in Interpersonal Interactions	
TOTAL NUMBER OF LECTURES				60

Course Outcomes:

1. Create reader friendly reports out of massive data
2. Vocalize and pitch ideas
3. Utilize features learnt in PowerPoint/ Google Slides to package their strategies
4. Showcase mastery in presentation structure
5. Apply impactful Pitching Techniques
6. Braced to be a well-rounded and confident marketer

References :

1. Google Drive & Docs in 30 mins - Ian Lamont
2. Perfect Pitch: John Steel
3. Trust Factor: Paul Zak
4. Crucial Conversations: Kerry Patterson
5. Johnson, M. (2021). Digital Business Transformation: A Practical Guide to Strategy and Implementation. Routledge.

Case Studies	
1.	<p>Background</p> <p>Ford, a leading automotive manufacturer, embarked on digital transformation initiatives to enhance its manufacturing processes and customer experiences. One significant challenge faced was the inefficiencies caused by the unavailability of correct parts during manufacturing, leading to production delays.</p> <p>Objective:</p> <p>Ford aimed to enhance customer experience by introducing digital products.</p>
2.	<p>Background:</p> <p>Netflix, a pioneer in the entertainment industry, revolutionized the way people consume media by introducing on-demand subscription-based video services. The company's digital transformation initiative played a pivotal role in reshaping the entertainment landscape, leading to the demise of traditional video rental companies like Blockbuster.</p> <p>Objective:</p> <p>The primary objective of Netflix's digital transformation was to anticipate and adapt to changing consumer preferences in an increasingly digital world. By shifting from a pay-per-rental model to online streaming, Netflix aimed to offer convenient and personalized entertainment experiences to its customers while establishing itself as a leader in the streaming market.</p>

SEMESTER II

BOS	Business Management
Class	FY BBA DM
Semester	II
Course Name	Search Engine Optimisation & Blogging
Course Code	PUCDM201
Course Type	Major
Level	Basic

Course Objectives:

1. To help students understand the importance of Google's algorithm
2. To get students familiar with Keywords & its importance in content creation & blogging

Unit No.	Name of Module	Topic No.	Name of Topic	Hours
1	Laying the groundwork & Keyword research	1.1	Get familiar with SEO terms & concepts	15
		1.2	Analyzing search engine result page	
		1.3	Learning how Google SEO works, understanding what are keywords in SEO	
		1.4	Learning how to find the right keywords	
2	On-page optimization	2.1	Understanding what are the different aspects of on-page SEO	15
		2.2	Structuring your webpages for on-page SEO	
		2.3	Discover optimizable components of on-page	
		2.4	Creating keyword friendly content for a blog	
3	Off-page optimization	3.1	Learn how off page optimization impact Domain Authority and ranks	15
		3.2	Finding backlinks - How to audit competitors website to find relevant backlinks	
		3.3	Using Blogs, Social Media, Videos to earn backlinks	
4	Hygiene & technical checks on website	4.1	Black Hat Techniques to avoid	15
		4.2	Importance of sitemaps, robots.txt, 404 pages	
		4.3	Understanding Google My business & how to rank on GMB	
		4.4	AI in SEO - Current Trends, KEY AI Driven SEO trends, Voice Search optimisation , Predictive SEO, Visual Search and Image Optimisation	

Course Outcomes:

1. Perceive the importance of Google's algorithm
2. Familiar with Keywords & its importance in content creation & blogging
3. Understand the process of performing on-page optimization
4. Understand off page optimization its relevance to any website
5. Apply techniques on website
6. Discern between what strategy works best for different brands

References :

1. Entity SEO: Moving from strings to things - Dixon Jones
2. Trust the agents- Chris Borgen & Julien Smith
3. Williams, M. (2018). SEO Fitness Workbook: The Seven Steps to Search Engine Optimization Success on Google. CreateSpace Independent Publishing Platform.
4. Johnson, A. (2017). Blogging All-in-One For Dummies. Wiley.
5. Davis, S. (2016). SEO Like I'm 5: The Ultimate Beginner's Guide to Search Engine Optimization. CreateSpace Independent Publishing Platform.

Case Studies	
1.	<p>Moz</p> <p>Background: Moz is a software as a service (SaaS) company specializing in SEO tools and resources. They provide solutions for keyword research, link building, site audits, and more, catering to digital marketers and SEO professionals.</p> <p>Objective: Moz aimed to increase organic traffic to its website and establish itself as a thought leader in the SEO industry.</p>
2.	<p>HubSpot</p> <p>Background: HubSpot is an inbound marketing and sales software company that provides tools for content marketing, social media marketing, email marketing, and more.</p> <p>Objective: HubSpot aimed to increase brand visibility and generate leads through organic search traffic.</p>

BOS	Business Management
Class	FY BBA DM
Semester	II
Course Name	Google Ads
Course Code	PUCDM202
Course Type	Major
Level	Basic

Course Objectives:

1. To help students understand the importance of Google Ads in a Digital strategy
2. To practically show to to set up campaigns using Google Ads dashboard

Unit No.	Name of Module	Topic No.	Name of Topic	Hours
1	Learning Google Ads Basics	1.1	Explore why Google Ads are effective. Learn about different types of Google Ads	15
		1.2	Search vs Display vs Video - When to use what Ad objective in a marketing strategy	
		1.3	Understanding key Jargon related to performance tracking such as CPM, CPC, CPA, CTR etc	
2	Campaign, Ad groups, Keywords & Ad copies	2.1	Understanding &; Setting campaigns	15
		2.2	Discover the types of Google Ads campaigns available, learn about essential metrics to measure performance and explore targeting settings available at campaign level.	
		2.3	Understanding how Ad Groups impact the ad performance in terms of quality score	
		2.4	Mapping the right keywords and ad copies to ad groups, Finding the right keywords for Search Campaign, Keyword Match Types, Best practices for framing Ad Copies	
3	Display, YouTube & Shop ads	2.1	Targeting Possibilities on Display &; YouTube	15
		2.2	Best Practices for creating Banner Ads and Video Ads (Skippable, Non Skippable &; Bumper Ads)	

		2.3	Shopping Ads - How to setup your shopping Ad campaign using Google Merchant Store	
4	Performance analysis	3.1	Get familiar with Google Ads mechanisms, discover all the benchmarks that you should aim for	15
		3.2	learn how to analyze Google Ads' statistics	
		3.3	Understanding how to measure conversion rates, CTR, post campaign analysis	
TOTAL NUMBER OF LECTURES				60

Course Outcomes:

1. Comprehend the value of Google Ads in a Digital strategy
2. Fathom keywords & ad rankings
3. Skilled to set up campaigns using Google Ads dashboard
4. Able to grasp the performance of ads & conversion rates
5. Learn best practices for framing ad copies
6. Able to decide proper ad objectives for campaigns

References :

1. Google Ads - Hassan Imtiaz
2. Ask the PPC Manager- David Rothwell
3. Make each click count- Andy Splichal
4. Ponderings of a PPC professional- Kirk Williams
5. Smith, J. (2020). Google Ads (AdWords) Workbook: Advertising on Google Ads, YouTube, & the Display Network. CreateSpace Independent Publishing Platform.

Case Studies	
1.	<p>Grammarly Background: Grammarly is a digital writing assistant that helps users improve their writing skills, grammar, and punctuation. Objective: Grammarly sought to acquire new users and increase subscriptions through Google Ads.</p>
2.	<p>Udemy Background: Udemy is an online learning platform offering courses on a wide range of subjects, including business, technology, and personal development. Objective: Udemy aimed to increase course enrollments and revenue through Google Ads.</p>

BOS	Business Management
Class	FY BBA DM
Semester	II
Course Name	Commercial Designing
Course Code	PUCDM203
Course Type	Discipline Minor
Level	Basic

Course Objectives:

1. Introduce students to various design Elements & Principles
2. Learn how to integrate design cues with marketing communication

Unit No.	Name of Module	Topic No.	Name of Topic	Hours
1	What is Design - Good vs Bad Design	1.1	Definition of Design	15
		1.2	Understand the role of empathy towards the viewer while designing	
		1.3	Understanding the difference between User Experience (UX) and (User Interface (UI) through examples. And the impact good UX has on UI	
		1.4	Auditing designs of existing brands and commenting on them as a viewer	
2	Design Elements & Principles	2.1	Colours How brands have used colour in their brand identities to their benefit.	15
		2.2	Fonts Understanding the difference between types and fonts. The impact types have on the human brain. How brands have used fonts in their brand identities to their benefit.	
		2.3	Balance & Alignment How the human eye looks for balance and patterns to be able to appreciate a good design / layout. Ideal spacing and hierarchy to be able to create the balance.	

		2.4	Proximity & Space The ideal space between elements to help create a flow. Using proximity and space in a layout to tell a story Consistency The role of consistency in making design memorable & understandable and in turn creating great brand identities Contrast Contrast between elements using colour, fonts, size, shape to help drive focus on the key element in the design.	
3	Creating simple Logos & Design Elements	3.1	Introduction to the interface of Design Editing tools	15
		3.2	Tracing existing design elements to get a hand on the tools	
		3.3	Creating design elements using shape, size, colour, fonts, spacing etc.	
		3.4	Creating simple logos that suit a brand identity and appeal to the target audience	
4	Creating ROI friendly Digital Assets & Layouts	4.1	Understanding the different types of digital assets ranging from social media posts, stories, banners etc. Their ideal dimensions in pixels	15
		4.2	Making ROI friendly layouts with the message / USP highlighted	
		4.3	Appreciating how design differs basis the marketing objective of the brand.	
TOTAL NUMBER OF LECTURES				60

Course Outcomes:

1. Recognize good design and decide if it meets a marketing objective
2. Grasp various design elements & principles
3. Create design using tools practically
4. Create more ROI friendly designs for their marketing strategies
5. Decide which design to select for different brands
6. Differentiate between Interfaces

References :

1. Designing brand identity - Alina Wheeler
2. Show your work - Austin Kleon
3. How Do I Do That In Photoshop - Scott Kelby
4. An Illustrated Field Guide to the Principles and Elements of Art + Design - Joshua Field
5. Smith, J. (2020). Commercial Design Basics. Wiley.

Case Studies

1.

Airbnb

Background:

Founded in 2008, Airbnb is a global online marketplace for lodging, primarily homestays for vacation rentals and tourism activities. With millions of listings in over 220 countries and regions, Airbnb has revolutionized the hospitality industry by offering unique and personalized travel experiences.

Objective:

Airbnb aimed to utilize design elements and principles to create a user-friendly platform that inspires trust and encourages travellers to book accommodations while integrating design cues with marketing communication to convey the brand's values and differentiate its offerings in the competitive travel market.

2.

IKEA's Website Redesign

Background:

IKEA, a global furniture retailer, faced challenges with its website design, which was outdated and difficult to navigate. Users reported frustration with finding products, checking stock availability, and completing purchases, leading to high bounce rates and lost sales opportunities.

Objective:

IKEA aimed to overhaul its website design to improve user experience, increase online sales, and strengthen its position as a leading e-commerce destination for home furnishings and decor.