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

SYLLABUS

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

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

PCACS/BBADM/SYL/2024-25/SY

As per National Education Policy
Choice Based Credit & Grading System

Academic Year 2024-25

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pcacs

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	
7	Ms Priya Ghaloth	Faculty Specialization	
8	Ms. Anju Mathew	Faculty Specialization	
9	Ms. Shafiqua Khan	Faculty Specialization	
8	Ms. Bindu Kunwar	Faculty Specialization	

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 III						
Course Code	**Course Type**	**Course Title**	**Theory / Practical**	**Marks**	**Credits**	**Lectures/ Week**
PUCDM301	**MAJ**	Social Media Management	Theory	100	4	4
PUCDM302	**MAJ**	Content Strategy & Campaign	Theory	100	4	4
PUCDM303	**MAJ**	Marketing Research	Theory	100	4	4
PUCDM304	**DSC MIN**	Digital Advertising	Theory	100	3	3
PUCDM305	**SEC**	Mini Project	Theory	100	2	3
PUAEC_	**AEC**	To be taken from the Pool	Theory	100	2	3
PUIDC	**IDC**	To be taken from pool	Theory	100	3	3
Total				**800**	**22**	**25**
All Subjects having Field Project as part of Continuous Assessment-2						

Abbreviations:

AEC : Ability Enhancement Course

SEC : Skill Enhancement Course

IDC : Interdisciplinary Courses

Course Structure

			Semester IV			
Course Code	Course Type	Course Title	Theory / Practical	Marks	Credits	Lectures/ Week
PUCDM301	**MAJ**	Display & Video Marketing	Theory	100	4	4
PUCDM302	**MAJ**	Brand Management	Theory	100	4	4
PUCDM303	**MAJ**	Marketing Analysis and Strategy Building	Theory	100	4	4
PUCDM304	**DSC MIN**	Reputation Management and Social Listening	Theory	100	3	3
PUCDM305	**SEC**	From the Department Pool	Theory	100	2	3
PUAEC_	**AEC**	To be taken from the Pool	Theory	100	2	3
PUIDC	**IDC**	To be taken from pool	Theory	100	3	3
Total				**800**	**22**	**25**
All Subjects having Field Project as part of Continuous Assessment-2						

Abbreviations:

AEC : Ability Enhancement Course

SEC : Skill Enhancement Course

IDC : Interdisciplinary Courses

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 III

Course Code	Course Type	Course Title	Evaluation Type	Marks
PUCDM301	MAJ	Social Media Management	A	100
PUCDM302	MAJ	Content Strategy & Campaign	A	100
PUCDM303	MAJ	Marketing Research	A	100
PUCDM304	DSC MIN	Digital Advertising	B	100
PUCDM305	SEC	Mini Project	B	100
PUAEC_	AEC	To be taken from the Pool	B	100
PUIDC	IDC	To be taken from pool	B	100
TOTAL				700

SEMESTER IV

Course Code	Course Type	Course Title	Evaluation Type	Marks
PUCDM301	**MAJ**	Display & Video Marketing	A	100
PUCDM302	**MAJ**	Brand Management	A	100
PUCDM303	**MAJ**	Marketing Analysis and Strategy Building	A	100
PUCDM304	**DSC MIN**	Reputation Management and Social Listening	B	100
PUCDM305	**SEC**	From the Department Pool	B	100
PUAEC_	**AEC**	To be taken from the Pool	B	100
PUIDC	**IDC**	To be taken from pool	B	100
TOTAL				700

SEMESTER III

BOS	Business Management
Class	SY BBA DM
Semester	III
Course Name	Social Media Management
Course Code	PUCDM301
Course Type	Major
Level	Basic

Course Objectives:
1. To learn how to manage a brand presence on Facebook & Instagram
2. To familiarize students with the key concepts of Social Media Management

Unit No.	Name of Module	Topic No.	Name of Topic	Hours
1	USPs of leading Social Media Platforms & Key Stats	1.1	Evolution of social media	15
		1.2	Leading Social Media Platforms & Key Stats	
		1.3	USP of each Social Media Platform	
		1.4	Case studies on how brands have made the most of these platforms	
2	Facebook & Instagram Key Features & Algorithm	2.1	Facebook & Instagram Algorithms	15
		2.2	How frequently should you post on each platform, Ideal timing for posting	
		2.3	Key features of Facebook & Instagram	
		2.4	Best practices for creating posts, carousels, stories and reels	
		2.5	Examples of various posting formats	
3	Content Marketing Strategy	3.1	Why a content marketing strategy is essential for any modern business.	15
		3.2	The AIDA funnel and how it governs not just your content marketing strategy & all your digital marketing efforts.	
		3.3	Importance of having a well-defined brand personality, how to position your brand, and why buyer personas are helpful	
		3.4	The available content formats, key concepts such as content calendars, and how to come up with content ideas.	
4	Online Reputation Management	4.1	Difference between reputation marketing & management, Assets that help in reputation management, Importance of online reviews & testimonials	15
		4.2	How to mitigate the impact of negative reviews, Discover steps for dealing with an online crisis,	

			Learn how crisis management protocols help	
		4.3	Brand Management & Digital PR	
		4.4	Reputation Marketing Tools	
TOTAL NUMBER OF LECTURES				60

Course Outcomes:
1. Audit and manage Social Media Presence for a Brand
2. Understand how to put to use the possibilities offered by leading Social Media Platforms
3. Analyze Facebook and Instagram algorithms
4. Develop Content Marketing strategies on Social Media using the AIDA Model
5. Implement Online Reputation Management strategies to build & promote a positive brand image.
6. Discover steps for dealing with online crisis

References:
1. Social Media Success for every brand - Claire Diaz Ortiz
2. Social Media & Mobile Marketing - Puneet Singh Bhatia
3. The Essential Social Media Marketing Handbook - Gail Z. Martin
4. Patel, N. (2019). Social Media Marketing Workbook: How to Use Social Media for Business. CreateSpace Independent Publishing Platform.
5. Johnson, A. (2018). Social Media Management: Strategies for Success. Routledge.

Case Studies	
1	**Mercedes Benz - Instagram Marketing Success** **Background:** Mercedes Benz is renowned for its repeated successes in social media marketing campaigns. One standout campaign occurred in 2013, where Mercedes aimed to engage with a younger audience through Instagram. They enlisted five top Instagram photographers, each a6/llowed to showcase the new Mercedes CLA. The photographer whose post received the most likes would win the car. **Objective:** Mercedes sought to increase brand engagement and reach a younger demographic through an innovative Instagram marketing campaign centred around the new Mercedes CLA.
2	Dove - Empowering Women through Positive Social Media Background: Dove has established itself as a brand committed to empowering women and promoting self-confidence. One of their notable campaigns, the Real Beauty sketches, resonated deeply with audiences. Dove recognized the prevalence of negative chatter about body image on social media, with 80% of women encountering such discussions. Their objective was to change this narrative and foster a more positive online environment for women. Objective: Dove aimed to counteract negative body image discussions on social media by launching the #SpeakBeautiful Effect, in collaboration with Twitter. The goal was to empower women and promote positivity in online conversations about beauty and body image.

BOS	Business Management
Class	SY BBA DM
Semester	III
Course Name	Content Strategy & Campaign Planning
Course Code	PUCDM302
Course Type	Major
Level	Basic

Course Objectives:
1. To learn how to create a holistic content marketing strategy that attracts and engages your desired target audience.
2. To understand core content marketing concepts, how to define your target audience, and the various content formats that you can leverage.

Unit No.	Name of Module	Topic No.	Name of Topic	Hours
1	Recognizing Consumer Journeys	1.1	What A Consumer Journey Looks Like	15
		1.2	Introduction To Content Strategy	
		1.3	Why Content Strategy	
		1.4	Content Marketing Funnel	
2	Defining a Marketing Objective	2.1	Introduction to AIDA	15
		2.2	A.I.D.A Funnel: Awareness Stage	
		2.3	A.I.D.A Funnel: Interest Stage	
		2.4	A.I.D.A Funnel: Desire Stage	
		2.5	A.I.D.A Funnel: Action Stage	
3	Target Audience & Persona Creation	3.1	Positioning Your Brand	15
		3.2	Brand Personality	
		3.3	Who Is Your Target Audience, Introduction to Buyer Personas, Buyer Persona	
		3.4	Research	
		3.5	Buyer Persona Templates	
4	Content Creation & Publishing	4.1	Content Marketing Formats: Content Buckets, Calendar & Ideation	15
		4.2	Content Writing Tips	
		4.3	Where To Post Written Content	

		4.4	Where To Post Audio & Visual Content	
		4.5	Collaborative Content Marketing	
TOTAL NUMBER OF LECTURES				60

Course Outcomes:
1. Recognize customer journey.
2. Comprehend the importance of a content marketing strategy for any modern business.
3. Recognize the AIDA funnel and how it governs your content marketing strategy.
4. Define the concept of brand personality and target audience
5. Understanding how to position a brand and why buyer personas are helpful.
6. Create content and understand collaborative content market

References:
1. The Elements of Content Strategy - Erin Kissane
2. Content Strategy at Work - Margot Bloomstein Master
3. Content Strategy - Pamela Wilson Epic
4. Content Marketing - Joe Pulizzi
5. Smith, J. (2020). Content Strategy: Connecting the Dots Between Business, Brand, and Benefits. Wiley.

Case Studies	
1.	Marvel Origins Background: While Marvel Comics was established in 1939, it wasn't until 1961 that the Marvel era truly began with the introduction of titles such as the Fantastic Four. This marked the moment when Marvel captured the collective imagination of audiences. Marvel is renowned for its roster of iconic characters, including Spiderman, Ironman, Thor, Captain America, and numerous others. Objective: To leverage Marvel's iconic characters to create engaging content that would resonate with comic book fans and promote Movoto Real Estate's brand.
2.	Salesforce Background: Salesforce, a company headquartered in the United States, specializes in CRM (Customer Relationship Management) software applications, with a particular emphasis on marketing automation, customer service, analytics, and application development. Additionally, they engage in the production of web series and various live-streaming initiatives. Furthermore, Salesforce is known for generating thoroughly researched reports that provide insights into sales and marketing within various industries. Objective: The objective of Salesforce's campaign is twofold: firstly, to maximize organic viewership and engagement with the target audience, and secondly, to ensure that the company reaches the right people at the right time and gains visibility. A key goal is to position Salesforce as a trusted and authoritative source of data within its industry.

BOS	Business Management
Class	SY BBA DM
Semester	III
Course Name	Marketing Research
Course Code	PUCDM303
Course Type	Major
Level	Basic

Course Objectives:
1. To understand basics of Research done in Marketing
2. To Learn to collect objective and accurate data which can then be used as a reference in making decisions.

Unit No.	Name of Module	Topic No.	Name of Topic	Hours
1	Introduction of Marketing Research:	1.1.	Define Marketing Research, Aims and Objectives, Applications of Marketing Research, Steps in Marketing Research, Role of Marketing Research in Marketing Management, Ethical Issues in Marketing Research, Nature & contents of Ethical Issues	15
		1.2.	Formulating the Research Problem, Choice of Research Design, Types of Research Design,	
2	Sample and Sampling Design	2.1.	Meaning of Sampling, steps of sampling process, Types of sampling plans, Advantages and Limitation of Sampling, Types of Sample Designs, Determining the Sample Size	15
		2.2.	Marketing Research Proposal-Meaning, Elements of Research Proposal. Marketing Research Design – Its Meaning, Its Importance, Types of Research Design, Criteria of good Research Design.	
3	Data Collection:	3.1.	Primary Data, Collection of Primary Data, Methods of Data Collection- Observation, Questionnaire, Designing of Questionnaire.	15
		3.2.	Data Processing and Tabulation: Editing, Coding and Tabulation.	
		3.3.	Secondary Data, Sources of Secondary Data,	
4	Marketing Research Report.	4.1.	Meaning of Marketing Research Report, writing criteria of Marketing Research Report,	15

		4.2.	Proforma Format of a Market Research Report, Types of Research Report.	
Total Number of Lectures				**60**

Course Outcomes:
1. Understand concept of Marketing Research
2. Identify Research Problem
3. Design sample Design for a Research Problem
4. Analyze process of Data Collection
5. Evaluate Methods of Data Collection
6. Investigate research Problem & make a research Report

Reference Books:
1. Essentials of Marketing Research By S.A.Chunawala – Himalaya Publishing House.
2. Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP)
3. Marketing Management by Kotler, keller, koshy, Jha, (13th Edition Pearson.)
4. Hair, J. F., Jr., Bush, R. P., & Ortinau, D. J. (2020). Marketing Research (9th ed.). McGraw-Hill Education.
5. Malhotra, N. K. (2019). Marketing Research: An Applied Orientation. Pearson Education Limited.

Case Studies	
1.	Zen Electronics, a multinational technology company, is experiencing a decline in sales of its flagship smartphone model. The marketing department suspects that the decline may be due to increasing competition from rival brands and changing consumer preferences. However, before devising a new marketing strategy, the company needs to formulate a clear research problem to guide its market research efforts. Students are tasked with identifying the key components of the research problem, such as defining the target market, specifying the objectives of the study, and formulating research questions that will help ABC Electronics understand the reasons behind the decline in smartphone sales and develop effective solutions to address the issue
2.	Aaryaa Cosmetics, a beauty company, is launching a new line of skincare products targeting young adults. To gather insights into consumer preferences and purchasing behavior, the marketing team plans to conduct market research. They have decided to employ both quantitative and qualitative data collection methods. Quantitative methods, such as online surveys distributed to a large sample of consumers, will help gather numerical data on product preferences and buying habits. Qualitative methods, such as focus group discussions and in-depth interviews, will provide deeper insights into consumers' attitudes, perceptions, and emotions towards skincare products. Students are tasked with evaluating the strengths and limitations of each data collection method and recommending an appropriate combination of methods to effectively address XYZ Cosmetics' research objectives

BOS	Business Management
Class	SY BBA DM
Semester	III
Course Name	Digital Advertising
Course Code	PUCDM303
Course Type	Minor
Level	Basic

Course Objectives:
1. To learn how to create targeted ROI-driven Facebook Ad & Instagram Ad Campaigns
2. To gain practical insights on how to boost brand awareness, acquire quality leads, and get repeat sales through Digital Advertising.

Unit No.	Name of Module	Topic No.	Name of Topic	Hours
1	Introduction to Facebook and Instagram Ads	1.1	Introduction to Facebook and Instagram Ads, Detailed walkthrough of Facebook Ads Manager	15
		1.2	Learn how Facebook & Instagram use your data	
		1.3	Understand how to run a Facebook campaign	
		1.4	How to target your existing customer database, Target customers who will interact with your ads	
2	Audience Targeting, Ad Placement & Budgeting options	2.1	Learn to target customers based on age, gender & more	15
		2.2	Learn how broad & narrow audiences are different	
		2.3	Learn how to place Instagram & Facebook Ads	
		2.4	Budget correctly to achieve 3x return Ad spend	
3	Types of Ads formats, Landing pages & Remarketing	3.1	Learn about Facebook image ads, video ads, & more	15
		3.2	Make your first Facebook and Instagram ads	
		3.3	Know the essentials of a Landing page	
		3.4	Find how to reach previous buyers with ads	
4	Setting up Twitter (X) & LinkedIn Ads	4.1	Leveraging Twitter (X) Ads with various formats	15
		4.2	Learn to generate quality leads through LinkedIn Ads	
TOTAL NUMBER OF LECTURES				60

Course Outcomes:
1. Learn the concept of Instagram and Facebook Ads and run campaign
2. Set up and run ROI-driven ads on Facebook & Instagram
3. Choose from various marketing objectives offered as per the desired marketing strategy
4. Narrow the audience to ensure minimum wastage of ad spends
5. Estimate the impact of their ads before taking the campaign live
6. Generate leads through LinkedIn Ads

References:
1. Ultimate Guide to Facebook Advertising - Perry Marshal
2. Profit with Social Media - Benita Bhatia Dua
3. Social Media Marketing - Michael Branding
4. The Social Media Marketing Book - Den Zarella
5. Patel, N. (2019). Digital Advertising: Concepts, Methodologies, Tools, and Applications (3 Volumes). IGI Global.

Case Studies	
1.	**Background:** Wendy's New Zealand embarked on a groundbreaking campaign in the summer of 2021, aiming to promote its Summer Sparklers soft drink to the Gen Z demographic. Facing stiff competition in New Zealand's crowded soft drinks market, including major players like Coca-Cola and rival quick-service restaurants (QSRs) such as McDonald's, Wendy's sought to achieve a significant sales increase despite operating on a fraction of its competitors' marketing budgets. The company set a challenging target to drive weekly sales of Summer Sparklers from 2,700 to 3,400 during a specific campaign period, representing a stretch goal that had never been achieved before. **Objective:** The primary objective of Wendy's New Zealand was to drive sales of its Summer Sparklers soft drink among Gen Z consumers, leveraging innovative marketing strategies to overcome intense competition and budgetary constraints. Specifically, the company aimed to achieve its ambitious sales target by capitalizing on weather-related consumer behaviours and leveraging digital platforms like TikTok and Instagram to engage with its target audience effectively.
2.	**Dollar Shave Club: Disruption Through Digital Advertising** **Background:** In 2012, the razor industry was dominated by established giants like Gillette and Schick. These brands relied heavily on traditional advertising, touting multi-blade technology and premium features at a high cost. Dollar Shave Club (DSC), a startup with a different approach, entered the scene. They aimed to provide a more affordable and convenient alternative by offering quality razors delivered directly to consumers through a subscription service. **Objective:** Given the dominance of established brands and their marketing budgets, DSC needed a disruptive strategy to break through the noise and capture market share. Their primary objective was to acquire a significant customer base for their razor subscription service.

SEMESTER IV

BOS	Business Management
Class	SY BBA DM
Semester	IV
Course Name	Display & Video Marketing
Course Code	PUCDM401
Course Type	Major
Level	Basic

Course Objectives:

1. To learn to create mass awareness online
2. To learn how to make shareable and 'viralable' content

Unit No.	Name of Module	Topic No.	Name of Topic	Hours
1	Creating Awareness through Display Advertising	1.1	Creating contextual banner Ads	15
		1.2	What makes a banner memorable and engaging	
		1.3	Best practices for designing banner ads	
		1.4	How do you measure success through Display Advertising	
2	Finding your category & scripting	2.1	Top categories on YouTube, How to choose a category?	15
		2.2	Why is Scripting necessary?, Top creators using the power of scripting, Flow of the Script	
		2.3	Key Elements like the Introduction & Hook, Key Elements like Body & Call-To-Action	
		2.4	Experiments with Scripting, Scripting for a Video Advertisement, Attention Winning Advertisements	
3	YouTube Video Marketing	3.1	Why YouTube? Introduction to basic video terms, How to research for trends/competitors, How to make a channel & upload a video	15
		3.2	YouTube Studio - Introduction & features, Managing your channel & uploads, YouTube SEO- Description, Tags & Key ranking Factors, YouTube Ads	
		3.3	What's your Marketing Goal?, Ad Types & Objectives, Creating a Video Campaign	
		3.4	Google Ads Dashboard Demo, Storytelling & Reporting Measurements	
4	Facebook & Instagram Video	4.1	How to upload a Video? ● Creator Studio Demo	15

				● FB Ads Manager ● Creating a Video Campaign ● Dashboard Demo ● Reporting Measurements	
	Marketing	4.2		Short Video Platforms ● The history & aftermath ● Instagram Reels ● Other Short video apps	
		4.3		What Makes a Video Go Viral? ● Thumbnails ● Titles ● Best practices ● Discussing the best thumbnails & titles of various creators	
TOTAL NUMBER OF LECTURES					60

Course Outcomes:
1. Strategize mass awareness campaigns through Display & Video Advertising
2. Create content that is memorable and shareable.
3. Plan, script, promote, and optimize a video-based piece of content
4. Design successful banner ads
5. Understand YouTube video marketing
6. Use Google Ads Dashboard

References:

1. Video Marketing Strategy: Harness the Power of Online Video to Drive Brand Growth- Jon Mowat
2. Display Advertising: An Hour a Day - Corey Koberg and David Booth
3. Video Script Writing - Jonathan Halls
4. How to make a video go viral - Roopesh Deep RLJC
5. Patel, N. (2019). Video Marketing Strategy: Harness the Power of Online Video to Drive Brand Growth. Routledge.

Case Studies
1. **Toll Brothers Builds Qualified Leads With the Google Display Network** **Background:** Toll Brothers, founded in 1967, is a renowned luxury home builder specializing in unique semi-custom homes and upscale communities across 19 states in the USA. Renowned for its superior quality and design, Toll Brothers has received numerous industry awards and is committed to making each house a dream home. **Objective:** To generate qualified leads at an efficient Cost Per Acquisition (CPA). With over half of its marketing budget allocated to digital advertising, Toll Brothers sought to leverage the Google Display Network to reach potential home buyers and convert them into leads effectively.
2. **Coca-Cola's Video Marketing Strategy for Emotional Engagement** **Background:** Coca-Cola, a multinational brand in the retail industry, is renowned for its carbonated soft drinks. Since its inception, Coca-Cola's mission has centered around creating moments of happiness in people's lives, a sentiment reflected in its diverse range of video campaigns.

Objective:
Coca-Cola's video marketing strategy aims to establish personal and emotional connections with its global audience.

BOS	Business Management
Class	SY BBA DM
Semester	IV
Course Name	Brand Management
Course Code	PUCDM402
Course Type	Major
Level	Basic

Course Objectives:

1. To understand the meaning of a brand and how it grows
2. To Know what brand positioning is and its related strategy

Unit No.	Name of Module	Topic No.	Name of Topic	Hours
1	Introduction to a brand & its growth	1.1	Definition of a brand	15
		1.2	How does a brand grow?	
		1.3	Examples- Growth stories of brands	
		1.4	Case Studies	
2	Brand Positioning & strategy	2.1	What is Brand Positioning? , Brand Positioning Strategy, Steps for Brand Positioning	15
		2.2	SWOT Analysis	
		2.3	Where does your idea belong?	
		2.4	Competitive Analysis	
		2.5	Tool- Rival IQ	
3	Types of Media & Brand Analysis	3.1	3 types of Media	15
		3.2	Brand Analysis: Owned Media - Website Analysis - Search Analysis - App Analysis	
		3.3	Brand Analysis: Earned Media - Social Media Analysis - Blogs Analysis - Search Market Analysis	
4	Remarketing & Other forms of Marketing	4.1	What is Remarketing?	15
		4.2	Segmentation, Traffic & Conversion	
		4.3	Other forms of marketing: - Influencer - SMS - Email	

				- WhatsApp - Alliances	
		4.4	Brand Mapping	
		4.5	The Brand Truth Activities and Case Studies	
TOTAL NUMBER OF LECTURES					60

Course Outcomes:
1. Understand the meaning of a brand and how it grows
2. Know what brand positioning is and its related strategy
3. Comprehend the types of media
4. Analyze brand with respect to social media, blogs, search market, etc.
5. Describe concept of remarketing, segmentation, traffic and conversion.
6. Develop brand mapping

References:

1. Brand Management: Co-creating Meaningful Brands - Michael Beverland
2. Strategic Brand Management - Kevin Lane Keller
3. Designing Brand Identity: An Essential Guide for the Whole Branding Team - Alina Wheeler
4. Branding in Five and a Half Steps - Michael Johnson
5. Keller, K. L., & Aperia, T. (2020). Strategic Brand Management: Building, Measuring, and Managing Brand Equity (5th ed.). Pearson Education.
6. Kapferer, J. N. (2019). The New Strategic Brand Management: Advanced Insights and Strategic Thinking (6th ed.). Kogan Page.

Case Studies	
1.	Amazon: Beginning as an online bookstore in Jeff Bezos's garage, Amazon quickly diversified its offerings to become the "everything store." Their relentless focus on customer experience, efficient logistics, and technological innovation fueled exponential growth. Today, Amazon's ecosystem includes not just e-commerce but also cloud computing, artificial intelligence, streaming services, and more.
2.	In the early 2000s, Starbucks faced saturation in the U.S. market. To reignite growth, the company focused on international expansion, particularly in China. By adapting its menu offerings to local tastes, emphasizing store ambiance, and leveraging digital technology for ordering and delivery, Starbucks successfully penetrated the Chinese market and became the largest coffee chain in the country.

BOS	Business Management
Class	SY BBA DM
Semester	IV
Course Name	Marketing Analysis and Strategy Building
Course Code	PUCDM403
Course Type	Major
Level	Basic

Course Objectives:

1.Learn to develop marketing strategy formulation.
2.Develop customer and competitor analysis reports for strategic marketing decision making.

Unit No.	Name of Module	Topic No.	Name of Topic	Hours
1	Introduction to Market-Led Strategic Management	1.1.	**Introduction to marketing strategy**, meaning, The resource-based view of marketing, Marketing fundamentals, The role of marketing in leading strategic management.	15
		1.2.	**Strategic Marketing Planning:** Introduction, meaning, The marketing strategy process, Establishing the core strategy, Creation of the competitive positioning, preparation for Implementation.	
		1.3.	**The Changing market environment:** A framework for macro-environmental analysis, New strategies for changing macro-environments, The product life cycle, Strategic groups, Industry evolution and forecasting, Environmental stability, The Advantage Matrix.	
2	Competitive Market Analysis	2.1.	**Customer Analysis:** Introduction, customers Information, Marketing research, types, The marketing research process, Organising customer information.	15
		2.2.	**Competitor Analysis:** Introduction, Competitive benchmarking, The dimensions of competitor analysis, Choosing good competitors, Obtaining and disseminating competitive information.	
		2.3.	**Understanding the Organisational Resource Base:** Introduction, Marketing resources as the foundation for differentiation, Value-creating disciplines, The resource-based view of the firm, Creating and exploiting marketing assets, Developing marketing capabilities, Dynamic marketing capabilities.	

3	Competitive Positioning Strategies	3.1.	**Segmentation and Positioning Principles**: Introduction, Principles of competitive positioning, Principles of market segmentation, Bases for segmenting markets: Segmenting consumer markets, Segmenting business markets, Implementing market segmentation.	15
		3.2.	**Selecting Market Targets:** Introduction , Determining market segment attractiveness, Determining current and potential strengths, Making market and segment choices,Alternative targeting strategies.	
		3.3.	**Creating Sustainable Competitive Advantage:** Introduction, Generic routes to competitive advantage, Achieving cost leadership, Achieving differentiation, Sustaining competitive advantage, Offensive and defensive competitive strategies.	
4	Implementing and controlling Marketing strategy.	4.1.	**Strategic Customer Management and the Strategic Sales Organisation:** Introduction, Priorities for identifying strategic sales capabilities, The new and emerging competitive role for sales, The strategic sales organisation, Strategic customer management tasks.	15
		4.2.	**Strategic Alliances and Networks:** Introduction, Pressures to partner, strategic collaboration, The drivers of collaboration strategies, Network forms, Alliances and partnerships, Managing strategic alliances.	
		4.3.	**Strategy Implementation and Internal Marketing:** Introduction, The scope of internal marketing, Cross-functional partnership as internal marketing. 21st Century marketing strategy.	
Total number of lectures				**60**

Course Outcomes:
1. Describe the ways of creating sustainable competitive advantage once the target market has been decided.
2. Illustrate the issue of the market as a way of doing business that places the customer at the center of operations, and aligns people, information and structures around the value-creation process.
3. Identify the role of strategic sales capabilities in managing business-to-business customer relationships and the evolution of the strategic sales organisation to enhance and apply these new types of capabilities.
4. Examines the role of alliances and networks in marketing strategy, as the organizational forms developed by many organisations to take their strategies to market.
5. Evaluate competitive benchmarking the dimensions of competitor analysis are discussed, together with techniques for identifying competitor response profiles.

6. Plan to address competitor analysis and create a strategy for marketing products in dynamic market conditions.

Reference Books:
1. Marketing Strategy & Competitive Positioning, Sixth Edition, Graham Hooley Nigel F. Piercy Brigitte Nicoulaud John M. Rudd, Pearson Education Limited Edinburgh Gate Harlow Cm20 2je United Kingdom.
2. Strategic Marketing: Planning And Control, Third Edition Graeme Drummond John Ensor Ruth Ashford, Copyright © 1999, 2001, 2008 Published By Elsevier Ltd.
3. Hair, J. F., Jr., Wolfinbarger, M., Ortinau, D. J., & Bush, R. P. (2020). Essentials of Marketing Research (5th ed.). McGraw-Hill Education.
4. Kotler, P., & Keller, K. L. (2019). Marketing Management (15th ed.). Pearson Education.
5. Armstrong, G., & Cunningham, P. H. (2018). Principles of Marketing (17th ed.). Pearson Education.
6. Farris, P. W., Bendle, N. T., Pfeifer, P. E., & Reibstein, D. J. (2017). Marketing Metrics: The Definitive Guide to Measuring Marketing Performance (3rd ed.). Pearson Education.

Case Studies	
1.	Kool Beverage Company is considering launching a new energy drink targeted at health-conscious consumers. To inform their decision-making process, they initiate a marketing research process. Beginning with problem identification, they aim to understand consumer preferences, market trends, and potential competitors. They then proceed to conduct exploratory research through focus groups and interviews to gather qualitative insights into consumer attitudes and behaviors related to energy drinks. Following this, they conduct descriptive research using surveys to quantify consumer preferences and demographics. Finally, they analyze the collected data to draw conclusions and formulate strategic recommendations for the successful launch of their new energy drink
2.	Phoenix Fitness Center, a newly established gym in a competitive market, faces the challenge of differentiating itself from existing fitness clubs. Through competitive positioning, Phoenix aims to carve out a unique niche by emphasizing personalized training programs tailored to individual fitness goals. By offering innovative classes such as high-intensity interval training (HIIT) and specialized equipment for functional training, Phoenix seeks to attract health-conscious consumers seeking customized workout experiences. Additionally, Phoenix distinguishes itself by providing supplementary services like nutritional counseling and wellness workshops, positioning itself as a holistic destination for achieving overall health and fitness goals. Through strategic competitive positioning, Phoenix aims to establish itself as the premier fitness destination in the area.

BOS	Business Management
Class	SY BBA DM
Semester	IV
Course Name	Reputation Management & Social Listening
Course Code	PUCDM404
Course Type	Discipline Minor
Level	Basic

Course Objectives:
1. To help students learn Online Reputation Management & Marketing, Digital PR & Personal Branding
2. To help students empathize with the user, understand feedback and respond accordingly

Unit No.	Name of Module	Topic No.	Name of Topic	Hours
1	Introduction to Online Reputation Management and Reputation Marketing	1.1	Difference between reputation marketing & management	15
		1.2	Discover assets that help in reputation management	
		1.3	Learn about various brand sentiments Importance of online reviews & testimonials	
		1.4	How to mitigate the impact of negative reviews	
		1.5	Learn why monitoring brand mentions is essential	
2	Crisis Management Protocols at A Brand Level	2.1	Learn how you can avoid an online crisis	15
		2.2	Discover steps for dealing with an online crisis	
		2.3	Learn how crisis management protocols help.	
3	Brand Management & Digital PR	3.1	Learn how promoting reviews is integral	15
		3.2	Get introduced to Digital Public Relations	
4	Reputation Marketing Tools and Additional Steps for Effective ORM	4.1	Master various Social Media Analytics tools	15
		4.2	Find publishing tools for multiple social platforms	
		4.3	Learn how to get insights about customers' sentiments	
		4.4	Use LinkedIn for reputation management	
		4.5	Discover how indulging in brand wars helps	
TOTAL NUMBER OF LECTURES				60

Course Outcomes:
1. Learn Online Reputation Management & Marketing, Digital PR & Personal Branding
2. Draft responses that show empathy toward user feedback
3. Discover steps to deal with online crisis
4. Create an online reputation marketing campaign to ensure positive brand sentiment
5. Develop digital public relations
6. Master various Social Media Analytics tools

References:
1. Managing Online Reputation: How to Protect Your Company on Social Media - Charlie Pownall
2. Establishing, Managing, and Protecting Your Online Reputation - Kevin Pho
3. How to Protect (or Destroy) Your Reputation Online - John P. David
4. The Indestructible Brand: Crisis Management in the Age of Social Media - Venke Sharma, Hushidar Kharas

	Case Studies
1.	**Starbucks – Navigating reputational crisis through social listening** **Background:** Starbucks, established in 1971, has expanded into one of the globe's most identifiable and impactful coffeehouse chains. Renowned for its commitment to quality coffee, community engagement, and corporate social responsibility, Starbucks has built a strong global presence with thousands of stores worldwide. With a reputation for fostering a welcoming customer environment, Starbucks has long positioned itself as a socially conscious and inclusive brand. **Objective:** The primary aim of Starbucks became evident: minimize harm to its image, tackle concerns regarding racial discrimination, and reinforce its dedication to fostering diversity, inclusivity, and social accountability.
2.	**Netflix - Outsmarting competitors and seizing opportunities** **Background:** Netflix, founded in 1997, has revolutionized the entertainment industry by providing a vast library of movies and television shows through its streaming platform. With a global subscriber base, Netflix has become synonymous with binge-watching and personalized entertainment experiences. The company has consistently leveraged technology and data analytics to enhance user satisfaction and stay ahead in a competitive market. **Objective:** In response to customer complaints regarding missed content due to falling asleep while streaming, Netflix aimed to address this issue to improve user experience and demonstrate its commitment to customer satisfaction. The objective was to devise a creative solution that resolved the problem and showcased Netflix's innovative approach to customer service.