

Department Of Commerce

**Manipal Academy of Higher Education,
Manipal**

Outcomes Based Education (OBE) Framework

Two Year full time Postgraduate Program

M.A. in Digital and Creative Marketing

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1. NATURE AND EXTENT OF THE PROGRAM

As digital technologies continue to disrupt the competitive landscape, organizations are constantly innovating and implementing strategies to remain relevant, responsive, and profitable in changing market scenario. Marketers need to understand customers' multiple touchpoints and design a comprehensive digital media strategy that can produce customer delight and help organizations achieve their objectives. There is a genuine need of Digital marketers with hands on digital marketing skills.

M.A in Digital & Creative Marketing Program is a comprehensive two-year postgraduate program, which aims to provide hands-on experience to prepare industry-ready digital marketing professionals. The program consists of dedicated digital media modules like Social Media Marketing, Search Engine Optimization, Online Advertising, Marketing Analytics, Content Marketing, Website Designing, and Web-based Application Designing. This two year masters program majorly covers three specific areas such as Strategic marketing, marketing analytics and creative marketing.

M.A. in Digital & Creative Marketing postgraduate degree would welcome graduates from any discipline with an aggregate 50% mark in qualifying exam. Students after successfully completing the program will get career opportunities in Digital Marketing domain as follows: SEO Analyst, Social Media Manager, Digital Media Marketing Manager, Affiliate Marketer, Web Developer, Web Application Developers, Web Designer, Search Engine Marketing (SEM) or Pay-per-click experts (PPC), CRM Manager, Email Marketing Manager, E-Commerce Manager, and Analytics Manager.

2. PROGRAM EDUCATION OBJECTIVE (PEO)

The program education objectives of the Learning Outcomes-based Curriculum Framework (LOCF) for **M A in Digital and Creative Marketing program** are as follows.

PEO No	Education Objective
PEO 1	Students will be able to use their fundamental concepts and technical competence in digital marketing domain as and when required to achieve professional excellence.
PEO 2	Students will demonstrate strong and well defined practical knowledge in different areas of digital marketing space such as e-commerce, Google analytics, social media marketing etc.
PEO 3	Students will be able to practice the profession with highly professional and ethical attitude, strong communication skills, and effective professional skills to work in a team with multidisciplinary approval.
PEO 4	Students will be able to use interpersonal and collaborative skills to identify, assess and formulate problems and execute the solution in closely related issues in marketing domain.
PEO 5	Students will be able to imbibe the culture of research, innovation, entrepreneurship and incubation.
PEO 6	Students will be able to participate in lifelong learning process for a highly productive career and will be able to relate the concepts of digital marketing/marketing towards serving the cause of the society.

3. GRADUATE ATTRIBUTES:

S No.	Attribute	Description
1	Disciplinary Knowledge	Knowledge of Digital Marketing theories. Acquiring knowledge of different dimensions of Digital marketing domain, learning various tools of Digital marketing and other related areas of studies.
2	Understanding different subsets of digital marketing	Social media marketing, Search engine optimization, Digital media advertising, analytics, E-commerce marketing, Digital media strategy.
3	Measurable Skills and Industry-ready Professionals	Strengthening the abilities of a learner by skills, gaining knowledge of the present scenario of Digital Media industry and acquiring certification in the domain.
4	Effective and Influencing communication	Effective and Influencing communication ability to share thoughts, ideas and applied skills of communication in its various perspectives like written communication, speech communication etc.
5	Leadership readiness/Qualities	To make learners fluent in multiple facets of leadership. Creating the ability & enhancing the qualities to be an efficient leader. Cultivating key characteristics in learners, to be visionary leaders who can inspire the team to greatness.
6	Critical/ Reflective thinking & language efficiency	Critical/ Reflective thinking ability to employ critical and reflective thinking along with the ability to create the sense of awareness of one self and society.
7	Technologically Efficient Professional	Capability to use various communication technologies and ability to use various software for content creation, content editing for various forms of publishing platforms.
8	Ethical Awareness	As a Digital Media learner, one has to understand the importance of ethical values and its application in professional life.
9	Lifelong Learning	Every graduate to be converted into lifelong learner and consistently update himself or herself with current knowledge, skills and technologies. Acquiring Knowledge and creating the understanding in learners that learning will continue throughout life.
10	Research-related Skills	A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing and articulating.
11	Cooperation/ Team work	Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.

4. QUALIFICATIONS DESCRIPTORS

1. Demonstrate (i) a systematic, extensive and coherent knowledge and understanding of an academic field of study as a whole and its applications, and links to related disciplinary areas/subjects of study; including a critical understanding of the established theories, principles and concepts, and of a number of advanced and emerging issues in the field of Digital Marketing; (ii) Procedural knowledge that creates different types of professionals related to the Digital Media industry, including research and development, teaching and government and public service; (iii) Professional and communication skills in the domain of social media marketing, digital advertising, pay per click analysis, digital media marketing, web-design, app-design, integrated marketing communication, data analytics, including a critical understanding of the latest developments, and an ability to use established techniques in the domain of digital media.
2. Demonstrate comprehensive knowledge about materials, including current research, scholarly, and/or professional literature, relating to essential and advanced learning areas pertaining to the Digital Marketing field of study, and techniques and skills required for identifying problems and issues related.
3. Demonstrate skills in identifying information needs, collection of relevant quantitative and/or qualitative data drawing on a wide range of sources, analysis and interpretation of data using
4. methodologies as appropriate to the subject(s) for formulating evidence based solutions and arguments
5. Use knowledge, understanding and skills for critical assessment of a wide range of ideas and complex problems and issues relating to the chosen field of study.
6. Communicate the results of studies undertaken in an academic field accurately in a range of different contexts using the main concepts, constructs and techniques of the Digital Marketing studies.
7. Address one's own learning needs relating to current and emerging areas of study, making use of research, development and professional materials as appropriate, including those related to new frontiers of knowledge.
8. Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts and to identify and analyse problems and issues and seek solutions to real-life problems.

PROGRAM OUTCOMES: After successful completion of M.A. in Digital & Creative Marketing program, Students will be able to:

Sl.No	Attribute	Competency
PO 1	Domain knowledge	Apply the fundamental knowledge of Digital and Social Media Marketing.
PO 2	Problem analysis	Identify, formulate, and analyse complex marketing problems reaching substantiated conclusions using principles of marketing.
PO 3	Design/develop solutions	Design solutions for complex marketing problems through marketing strategies and creative designs.
PO 4	Conduct investigations of complex problems	Use market research techniques and contemporary business knowledge including design of experiments, analysis and interpretation of business data, and synthesis of the information to provide valid conclusions.
PO 5	Modern tool usage	Create, select, and apply appropriate analytical techniques, resources, and IT tools.
PO 6	Business and society	Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional management practice.
PO 7	Environment and sustainability	Understand the impact of the business solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
PO 8	Ethics	Apply ethical principles and commit to professional ethics and responsibilities and norms of the business practice.
PO 9	Individual / Team work	Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO 10	Communication	Communicate effectively on complex business activities and solutions with the community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions
PO 11	Project management and finance	Demonstrate knowledge and understanding of the financial management principles and apply these to evaluate new and existing projects for effective decision making.

PO 12	Life-long learning	Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.
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FIRST YEAR:

Semester: 1

Semester: 2

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
MDMBC01	Principles of Management #	1	-	-	1	MDM502	Consumer Behaviour	3	-	-	3
MDMBC02	Managerial Economics #	1	-	-	1	MDM504	Integrated Marketing Communication	2	1	-	3
MDM501	Principles of Marketing Management	3	-	-	3	MDM506	Financial Management	3	-	-	3
MDM503	Introduction to Digital Marketing	2	1	-	3	MDM508	Strategic Marketing	2	1	-	3
MDM505	Organisational Behaviour	2	1	-	3	MDM510	Strategic Brand Management	2	1	-	3
MDM507	Web & Application Designing	1	-	4	3	MDM512	Minor Project	-	-	6	3
MDM509	Marketing Research	2	1	-	3						
MDM511	Open Elective* MDM511.1 Creative & Critical Thinking MSCBA 607 Data Visualization	2 -	1 2	- 2	3	MDM514	MOOC (Any TWO)** MDM514.1- Facebook Certified Media Planning Professional	-	-	-	2
MDM513	MOOC (Any TWO)** MDM513.1 Facebook Certified Digital Marketing Associate	- -	- -	- -	2		MDM514.2: Advanced Google Analytics	-	-	-	2
	MDM513.2 Google Analyst for Beginners	-	-	-	2		MDM514.3 Youtube Content Ownership	-	-	-	
	MDM513.3 Youtube Channel Growth										
	Total				22+2		Total				22

*Open electives of MOOC are Subject to availability. Additional Electives / Courses would be added to the list of electives from time to time as recommended by Academic Review Committee of the Department

**Students can choose any two MOOC courses in a semester (2 credits each)

#Bridge course credits are compulsory however they are not considered in calculation of GPA

SECOND YEAR (FINAL YEAR):

Semester: 3

Semester: 4

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
MDM601	Social Media Marketing	2	1	-	3	MDM602.1	Option 1: Internship (16 Weeks)				
MDM603	Search Engine Optimization	2	1	-	3		OR	-	-	-	12
MDM605	Online Advertising	2	1	-	3	MDM602.2	Option 2 : Study Abroad (12 credits)				
MDM607	Marketing Analytics	2	1	-	3		MOOC (Any Two)**	-	-	-	2
MDM609	Content Marketing	2	-	-	2		MDM604.1 Facebook Certified Ads Product Developer 1	-	-	-	
MDM611	Open Elective*: (ANY ONE) MDM611.1 Personality Development MSCBA 603 Analytics Using R	1	1	-	2	MDM604	MDM604.2 Getting Started with Google Analytics 360 MDM604.3 Web Applications Design	-	-	-	2
	MOOC (Any TWO)**	-	-	-							
	MDM613.1 Facebook Certified Buying Professional	-	-	-	2						
	MDM613.2 Google Analytics for Power Users	-	-	-	2						
	MDM613.3 Youtube - Asset Monetization	-	-	-							
	Total				20		Total				16

*Open electives of MOOC are Subject to availability. Additional Electives / Courses would be added to the list of electives from time to time as recommended by Academic Review Committee of the Department

** Students can choose any two MOOC courses in a semester (2 credits each)

#Bridge course credits are compulsory however they are not considered in calculation of GPA

Name of the Institution / Department: DEPARTMENT OF COMMERCE

Name of the Program:				Master of Art – Digital and Creative Marketing								
Course Title:				Principles of Marketing Management								
Course Code: MDM 501				Course Instructor: Mr. Parthesh Shanbhag								
Academic Year: 2020-2021				Semester: First Year, Semester 1								
No of Credits: 3				Prerequisites: Nil								
Synopsis:				This course would provide knowledge and essential skills required for segmenting consumer and business markets. This course will equip students to develop the ability to understand the target marketing concepts. The course will also prepare students with requisite knowledge and application of theories related to segmentation, target marketing, and brand positioning. The course will provide essential knowledge required to understand different competitive environment which will determine the marketing decisions.								
Course Outcomes (COs):				On successful completion of this course, students will be able to								
CO 1:				Discuss the role and purpose of the marketing management function								
CO 2:				Outline the impact of marketing in the current business environment.								
CO 3:				Provide solution to the contemporary issues involved in the marketing of products and services.								
CO 4:				Analyse market competition and design competitive marketing strategies to be a winner at the market place.								
CO 5:				Develop product mix strategies focusing on the critical elements of branding and packaging.								
CO 6:				Evaluate critically the various tools of IMC.								
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1	X											
CO 2							x					
CO 3	X											
CO 4			X									
CO 5		x										
CO 6					X							
Course content and outcomes:												
Content						Competencies					No of Hours	
Unit 1: Introduction to Marketing Management												
Types of Market and Marketing. Exchange Process. Core Concepts of Marketing., Functions of Marketing to business, importance of marketing.							• Explain Marketing Management: (C1) • Discuss the differentiation between Market and Marketing (C2)					6



types of Marketing Orientations, role of digital marketing in the digital era, marketing Mix concept.	<ul style="list-style-type: none"> • Explain the Exchange Process (C1) • Discuss Core Concepts of Marketing (C2), • Apply the Functions of Marketing to business (C3) • Critically debate the Importance of Marketing (C5) • Review the Marketing Orientations (C2), • Appraise the Role of digital marketing in the digital era (C5). • Discuss Marketing Mix concept (C2) 	
Unit 2: Introduction to Marketing Environment		
Environmental Scanning, Organization's Micro Environment, Company's Macro Environment, Differences between Micro and Macro Environment, Techniques of Environment Scanning.	<ul style="list-style-type: none"> • Explain Marketing Environment (C1) • Discuss Environmental Scanning (C2), • Review the Organization's Micro Environment (C2) • Explain Company's Macro Environment (C1) • Differentiate between Micro and Macro Environment (C2) • Apply the techniques of Environment Scanning(C3) 	6
Unit 3: Market segmentation		
Introduction to Segmentation, Targeting and Positioning. Concept of Market Segmentation., Benefits of Market Segmentation., Market Segmentation Process., Bases for Segmenting Consumer Markets., Targeting (T), brand positioning (P)	<ul style="list-style-type: none"> • Explain Segmentation, Targeting and Positioning (C1) • Describe Market Segmentation(C1), • Illustrate the Benefits of Market Segmentation(C3), • Infer the Requisites of Effective Market Segmentation(C2) • Design market segmentation for Consumer Markets (C5) • Explain Targeting (C1) • Illustrate brand Positioning strategies (C3) 	7
Unit 4: Product and promotion mix		
Introduction to Product Mix Strategies & Marketing Communication. Types	<ul style="list-style-type: none"> • Develop Product Mix Strategies & Marketing Communication (C5) 	6



of Product Mix Strategies. Product, Planning and Development. Product Life Cycle, New Product development, Brands, Packaging and Labelling. Promotion in Marketing. Integrated Marketing Communication. Promotional Mix, Advertising, Sales Promotion Public Relations, Personal Selling and Sales Management.	<ul style="list-style-type: none"> • Discuss Product Mix Strategies (C2) • Examine Product, Planning and Development(C4), • Evaluate Product Life Cycle (C6), • Design New Product development (C4) • Explain Brands, Packaging and Labelling (C1). • Explain the Role of Promotion in Marketing (C1), • Discuss Integrated Marketing Communication(C2), • Determine Promotional Mix (C3), • Illustrate Advertising, Sales Promotion Public Relations, Personal Selling and Sales Management (C3) 	
Unit 5: Introduction to Pricing and Distribution		
Setting Price. Factors Affecting Price Decisions, Cost Based Pricing, Value Based and Competition Based Pricing, Product Mix Pricing Strategies, Price of the Product, Initiating and Responding to the Price Changes. Channels of Distribution. Need for Marketing Channels, Setting up the Channel, Channel Management Strategies, Logistics Management, Retailing, and Wholesaling.	<ul style="list-style-type: none"> • Explain Pricing and Distribution (C1) • Determine the Pricing policy (C5) • Discuss the factors affecting Pricing Decisions (C2) • Determine Cost Based Pricing, Value Based and Competition Based Pricing, Product Mix Pricing Strategies (C5), • Evaluate Adjusting the Price of the Product (C6), • Appraise the process of Price Changes (C5). • Determine Channels of Distribution (C5). • Explain the Need for Marketing Channels (C1) • Discuss the Decisions Involved in Setting up the Channel (C2), Explain Channel Management Strategies (C1), Explain Logistics Management (C1), • Differentiate Retailing, and Wholesaling (C4). 	6
Unit 6: Activity based learning		
Application/ Project Practical Assignment, report on any brand's marketing efforts. Analyse a brand's Value proposition, Analyse Marketing	<ul style="list-style-type: none"> • Prepare a report on any brand's marketing efforts (C5). • Evaluate a brand's Value proposition (C5), 	5

Mix- Pricing, Distribution, Promotion and product strategy and learn from a practical perspective.	● Appraise Marketing Mix- Pricing, Distribution, Promotion and product strategy and learn from a practical perspective (C5).					
Learning strategies, contact hours and student learning time						
<i>Learning strategy</i>	<i>Contact hours</i>				<i>Student learning time (Hrs)</i>	
Lecture	28				56	
Seminar	2				4	
Small Group Discussion (SGD)	2				2	
Self-directed learning (SDL)	3				3	
Problem Based Learning (PBL)	0				0	
Case Based Learning (CBL)	10				20	
Clinic	-				-	
Practical	-				-	
Revision	2				5	
Assessment	5				-	
TOTAL	57				90	
Assessment Methods:						
Formative:				Summative:		
Class tests				Sessional examination		
Assignments/presentations				End semester examination		
Quiz						
Mapping of assessment with Cos						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Sessional Examination 1	x	x	x	X		
Sessional Examination 2	x	x	x	X		
Quiz	x	x	x	X		
Assignment/Presentation					x	x
End Semester Examination	x	x	x	X	x	x
Laboratory examination				X	x	x
Feedback Process	<ul style="list-style-type: none">● Mid-Semester feedback● End-Semester Feedback					
Reference Material	<ol style="list-style-type: none">1. Etzel, M. J., Bruce, J., W., Stanton, W. J., & Pandit, A. (2010). Marketing (14th ed.). New Delhi: Tata McGraw-Hill.2. Kotler, P., Keller, K., Koshy, L., & Jha, M. (2009). Marketing management: a south Asian perspective (13th ed.). New Delhi: Pearson.3. Perrault. W.D (Jr.), Cannon, J.P., & McCarthy, E.J. (2010). Basic Marketing. New Delhi: Tata McGraw-Hill					

	4. Ramaswamy, V. S., & Namakumari, S. (2009). Marketing management: global perspective Indian context (4th ed.). New Delhi: Macmillan.
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Name of the Institution / Department: DEPARTMENT OF COMMERCE

Name of the Program:				Master of Art – Digital and Creative Marketing								
Course Title:				Introduction to digital marketing								
Course Code: MDM 503				Course Instructor: Dr. Vadiraj Jagannathrao								
Academic Year: 2020-2021				I Year : Semester 1								
No of Credits: 3				Prerequisites: NONE								
Synopsis:				Introduction to Digital Marketing will enhance student knowledge across various Digital Media Platforms. The course will cover topics relate to digital marketing planning, segmentation and targeting. The course will also cover digital marketing channels, provides different technical skills such as SEO, Website Planning, evaluating digital marketing campaigns effectiveness. The application of gained knowledge, skills and competencies, will help future managers in forming digital marketing plan in order to manage Digital Marketing Performance Efficiently.								
Course Outcomes (COs):				On successful completion of this course, students will be able to								
CO 1:				Discuss the need of Marketing in Digital Eco-System								
CO 2:				Discuss Online Branding & Advertisement applicable to Digital Platforms								
CO 3:				Describe different components of Social Media Marketing								
CO 4:				Formulate digital marketing strategy								
CO 5:				Design customer web planning across digital media platforms								
CO 6:				Evaluate the effectiveness of web marketing programs								
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1	X											
CO 2			X									
CO 3	X											
CO 4										X		
CO 5								X				
CO 6		X										
Course content and outcomes:												
Content				Competencies						No of Hours		

Unit 1: Digital media business overview		
Evolution of Internet. Internet Marketing Paradigm. Internet User Profile. Internet Value Chain. Business Models in Digital Marketing Era. Search Engine Optimization.	<ul style="list-style-type: none"> • Describe the Evolution of Internet (C2) • Describe Internet Marketing Paradigm (C1), • Classify Internet User Profile (C2), • Identify Internet Value Chain (C1), Discuss Business Models in Digital Marketing Era (C2), • Outline Search Engine Optimization(C4) 	5
Unit 2: Online advertising		
Consumer Media Habits. Online Advertising & Promotion, Building Internet Brands, Video Marketing & Strategy. Customer Acquisition Tools, Online Advertising, Online Ad Serving & Targeting. Email Marketing Campaign. Levels of Permission Marketing. Email Marketing, Targeting, Personalization & Customization.	<ul style="list-style-type: none"> • Define Consumer Media Habits (C1) • Describe Effectiveness of Online, Advertising & Promotion, Building Internet Brands, Video Marketing & Strategy (C2). • Identify various Customer Acquisition Tools (C3), • Appraise Online Advertising, Online Ad Serving & Targeting(C6), • Employ Email Marketing Campaign (C3), • Illustrate Levels of Permission Marketing(C4), • Apply Golden Rs of Email Marketing, Targeting, Personalization & Customization(C3) 	6
Unit 3: Social Media Marketing		
Business Models using Social Media Marketing. Social Media Marketing Strategy. Social Media Marketing Strategies. Social Media Marketing Matrix. Concept of Personal Brands in Social Media.	<ul style="list-style-type: none"> • Explain Social Media Marketing(C1) • Outline Business Models using Social Media Marketing(C1), • Illustrate Social Media Marketing Strategy(C4), • Appraise Social Media Marketing Strategies(C6) • Employ Social Media Marketing, Matrix(C3), • Develop Concept of Personal Brands in Social Media(C5) 	5

Unit 4: Developing Internet Marketing Strategies and Programs		
Lead Generation, Demand Generation, Lead Generation and Management Process & Issues. Employ Importance of Customer Lifetime Value, Strategic CRM. CRM Strategies. CRM Process – Operational & Analytical. Outline Apps & Social CRM. Cost & Failure of CRM System Projects.	<ul style="list-style-type: none"> • Define Lead Generation, Demand Generation, Lead Generation and Management Process & Issues(C1) • Illustrate the Importance of Customer Lifetime Value, Strategic CRM(C3) • Develop CRM Strategies(C5) • Illustrate CRM Process – Operational & Analytical(C3), • Outline Apps & Social CRM(C1), Analyse Cost & Failure of CRM System Projects(C4) 	6
Unit 5: Developing & Maintaining Customer Web Effectiveness		
Website development process. Websites enhancement of Customer Experience. Customer Web Service & Satisfaction. Strategies for Customer Excellence. Strategic Customer Experience. Strategies for Service Excellence.	<ul style="list-style-type: none"> • Explain the Role of Website in Digital Marketing (C2) • Outline the Website development process (C1) • Review Customer web Experience for the improvement of websites (C2) • Illustrate Importance of Customer Web Service & Satisfaction(C2) • Demonstrate Strategies for Customer Excellence(C3) • Identify Themes in Strategic Customer Experience (C2) • Construct Strategies for Service Excellence (C5) 	7
Unit 6: Evaluation of Marketing program effectiveness		
Marketing Matrix. Usability Testing, Measuring Website Traffic/Audience/Campaigns. Strategic drivers of Mobile Marketing. Mobile Tools in action for Mobile. Outline Marketing, Location Based Marketing, Digital Convergence.	<ul style="list-style-type: none"> • Identify Marketing Effectiveness (C2) • Formulate Marketing Matrix(C5), • Demonstrate Usability Testing, Measuring Website, Traffic/Audience/Campaigns(C3) • Devise Strategic drivers of Mobile Marketing(C4) , • Categorize Mobile Tools in action for Mobile(C5), • Outline Marketing, Location Based Marketing, Digital Convergence (C1) 	7
Learning strategies, contact hours and student learning time		
<i>Learning strategy</i>	<i>Contact hours</i>	<i>Student learning time (Hrs)</i>

Lecture	30	60				
Seminar	4	8				
Small Group Discussion (SGD)	4	8				
Self-directed learning (SDL)	2	4				
Problem Based Learning (PBL)	2	4				
Case Based Learning (CBL)	3	6				
Clinic						
Practical						
Revision	2	6				
Assessment	5					
TOTAL	52	96				
Assessment Methods:						
Formative:		Summative:				
Class tests		Sessional examination				
Assignments/presentations		End semester examination				
Quiz						
Mapping of assessment with Cos						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Sessional Examination 1	X	X	X	X		
Sessional Examination 2	X	X	X	X		
Quiz	X	X	X	X		
Assignment/Presentation					X	X
End Semester Examination	X	X	X	X	X	X
Laboratory examination				X	X	X
Feedback Process	Mid-Semester feedback					
	End-Semester Feedback					
Reference Material	1. Internet Marketing : Integrating Online & Offline Strategies : Roberts & Zahay : CENGAGE Publications					
	2. Internet Marketing : A highly practical guide to every aspect of Internet Marketing : Published by Get Smart under the Creative Commons BY-NC 3.0					

Name of the Institution / Department: DEPARTMENT OF COMMERCE (DOC)

Name of the Program:				Master of Art – Digital and Creative Marketing									
Course Title:				Organisational Behaviour									
Course Code: MDM 505				Course Instructor: Dr. Rashmi Pai									
Academic Year: 2020-2021				Semester: 1									
No of Credits: 3				Prerequisites:									
Synopsis:		This course provides an introduction to individual and group behaviour in an organization set-up. Students will become familiar with theories, best practices, and controversies surrounding topics such as individual personality, work motivation, job satisfaction, leadership, team effectiveness, and organizational design and development, and organizational culture. This course is important for the development of managerial talent, leadership, teamwork, interpersonal skills and understanding the organisational cultural issues. Class sessions and assignments are designed to impart professional skills among the students, in order to improve organizational relationships and performance.											
Course Outcomes (COs):		On successful completion of this course, students will be able to											
CO 1:		Discuss current research trends in organizational behaviour											
CO 2:		Discuss organizational behaviour from an individual, group, and organizational perspective											
CO 3:		Discuss contemporary theories of Organisational behaviour and leadership											
CO 4:		Explain the application of OB frameworks, tools, and concepts can enhance individual, group, and organizational effectiveness											
CO 5:		Identify the physiological, psychological, and behavioural symptoms of stress at work											
CO 6:		Describe the importance of Digital transformation and its effects on HR Practices.											
Mapping of COs to POs													
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	
CO 1	X												
CO 2	X												
CO 3								X					
CO 4		X											
CO 5										X			
CO 6			X										
Course content and outcomes:													

Content	Competencies	No of Hours
<u>Unit 1: Introduction to Organizational Behaviour</u>		
Interpersonal skills, organizational behaviour, challenges and opportunities in applying OB concepts. Three levels of analysis in the OB model.	<ul style="list-style-type: none"> • Explain the importance of interpersonal skills in the workplace. (CO 1) • Define organizational behaviour (OB). (CO 1), • Identify the major behavioural science disciplines that contribute to OB. (CO 4), • Discuss the challenges and opportunities which applies to OB (CO 3) • Compare the three levels of analysis in the OB model. (CO 4) 	3
<u>Unit 2: Foundations of Individual Behaviour – I</u>		
Workplace diversity. Manage diversity effectively. Three components and types of attitude. Summarize the main causes of job satisfaction.	<ul style="list-style-type: none"> • Describe major forms of workplace diversity. (CO 1), • Explain managing diversity in organization (CO 2), • Describe three components and types of attitude. (CO 2) • Summarize the main causes of job satisfaction (CO 2) 	4
<u>Unit 3: Foundations of Individual behaviour –II</u>		
Emotions and moods. How personality influences behaviour. Terminal and instrumental values. Hofstede's five value dimensions and the GLOBE framework. Factors that influence perception. Theories of motivation.	<ul style="list-style-type: none"> • Differentiate between emotions and moods. (CO 3), • Describe how personality influences behaviour. (CO 2) • Contrast terminal and instrumental values. (CO 3) • Compare Hofstede's five value dimensions and the, GLOBE framework. (CO 4), • Explain the factors that influence perception. (CO 2), • Compare the theories of motivation. (CO 6). 	8
<u>Unit 4 Foundations of Group Behaviour</u>		



<p>Elements and types of organisational structure. Behavioural implications of different organizational designs. Functional and dysfunctional effects of organizational culture on people and the organization. Importance of Digital transformation and its effects on HR Practices.</p>	<ul style="list-style-type: none"> • Discuss group and group dynamics. (CO 3), Examine group types and team working techniques. (CO 1) • Contrast the strengths and weaknesses of group decision making. (CO 4) • Analyse the continued popularity of teams at workplaces. (CO 5) • Describe how channel richness underlies the choice of communication method. (CO 2), • Describe the contemporary theories of leadership and their relationship to foundational theories. (CO 3) • Identify the causes, consequences, and ethics of political behaviour. (CO 2) • Outline the conflict process. (CO 1) 	<p>12</p>
<p><u>Unit 5: Foundations of Organization Structure</u></p>		
<p>Elements and types of organisational structure. Behavioural implications of different organizational designs. Functional and dysfunctional effects of organizational culture on people and the organization. Importance of Digital transformation and its effects on HR Practices.</p>	<ul style="list-style-type: none"> • Identify the elements and types of organisational structure. (CO 3) • Analyse the behavioural implications of different organizational designs. (CO 1) • Compare the functional and dysfunctional effects of organizational culture on people and the organization. (CO 2) • Describe the importance of Digital transformation and its effects on HR Practices. (CO 1) 	<p>6</p>
<p><u>Unit 6: Organizational Change and Stress Management</u></p>		
<p>Forces for change and planned organisational change. Approaches to managing organisational changes. Physiological, psychological, and behavioural symptoms of stress at work. Individual and organizational approaches to managing stress at work</p>	<ul style="list-style-type: none"> • Contrast the forces for change and planned, Change. (CO 4), • Explain the approaches to managing organisational changes. (CO 3), • Identify the physiological, psychological, and behavioural symptoms of stress at work (CO 2), • Describe individual and organizational approaches to managing stress at work. (CO 2) 	<p>3</p>
<p>Learning strategies, contact hours and student learning time</p>		
<p>Learning strategy</p>	<p>Contact hours</p>	<p>Student learning time (Hrs)</p>

Lecture	36	72
Seminar	3	6
Small Group Discussion (SGD)	2	2
Self-directed learning (SDL)	3	4
Problem Based Learning (PBL)	0	0
Case Based Learning (CBL)	2	4
Clinic		
Practical		
Revision		2
Assessment	5	
TOTAL	51	90

Assessment Methods:

Formative:	Summative:
Class tests	Sessional examination
Assignments/presentations	End semester examination
Quiz	

Mapping of assessment with Cos

Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Sessional Examination 1	X	X	X	X		
Sessional Examination 2	X	X	X	X		
Quiz	X	X	X	X		
Assignment/Presentation					X	X
End Semester Examination	X	X	X	X	X	X
Laboratory examination				X	X	X

Feedback Process

Mid-Semester feedback
End-Semester Feedback

Reference Material

1. Organizational Behaviour - Stephen P. Robbins & Timothy A. Judge (17th Edition) – Pearson
2. Organizational Behaviour - Fred Luthans (12th Edition) - Mc. Graw Hill International Edition.
3. Organisational behaviour- K. Aswathappa - Himalaya Publishing House Pvt. Ltd.

Name of the Institution / Department: DEPARTMENT OF COMMERCE

Name of the Institution/ Department: <u>DEPARTMENT OF COMMERCE</u>					MA DIGITAL & CREATIVE MARKETING							
Course Title					Web & Application Designing							
Course Code: MDM 507					Course Instructor: TBI							
Academic Year: 2020-2021					Semester: First Year, Semester 1							
No of Credits: 3					Prerequisites: Nil							
Synopsis:			This course would provide the basic background, terminology and fundamental concepts in order to build modern full stack web design/ applications. A full stack web developer is familiar with each "layer" of the software technologies involved in a web application. The course would also provide data modeling and database technologies, the web server environment and middleware components, network protocols, the user interface and basic visual design and user interaction concepts. This course is designed to deliver basic skills required to develop a website and web based application.									
Course Outcomes (COs):			On successful completion of this course, students will be able to									
CO 1			Explain the basics of web design									
CO 2			Explain the basics of applications design									
CO 3			Learn the essential software skills required for developing a website/application									
CO 4			Learn basic designing software									
CO 5			Develop a website									
CO 6			Develop an web based application									
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1	X											
CO 2	X											
CO 3			X									
CO 4							X					
CO 5		X										
CO 6		X										
Course content and outcomes:												
Content						Competencies					No of Hours	
Unit 1: Introduction to Web Technologies												
Web technologies , Careers in Web technologies and Job Roles , functioning of a Website, Server Scripting languages , domains and hosting, responsive web designs, types of websites: Static and							Define Web technologies (C1), explain Careers in Web technologies and Job Roles (C2), explain how the Website Works (C2), describe Client and Server Scripting				4	



dynamic websites, Web Standards and W3C recommendations.	languages (C1), describe domains and hosting (C2), designing responsive web designs(C5) , explain types of websites: Static and dynamic websites (C2) , discuss Web Standards and W3C recommendations (C2).	
Unit 2: Adobe Photoshop8		
Stock Photography ,different types of Image Graphics, explain Adobe Photoshop , tour of Photoshop , explain Color Modes , resolution and Presents, move tool, marque tool , Lasso Tool , Quick Selection, Magic Wand , Crop, Slicing Tool , Healing Brush, Patch Tool , Brush Tool , History Brush. Eraser Tool , Pattern Stamp, Clone Stamp Gradient Tool Blur and Exposure Tool ,Pen Tool, Shape Tool, Text Tool , Other Photoshop Tools, Layers, Groups and Smart Object , Blending Options, Filter Effects , Interpret Client requirement, Real-time Website layout design .	Outline Stock Photography (C1) ,explain different types of Image Graphics (C2) , explain Adobe Photoshop(C2) , Illustrate tour of Photoshop (C3) , explain Color Modes (C2) , apply resolution and Presents, move tool, marque tool , Lasso Tool , Quick Selection, Magic Wand , Crop, Slicing Tool , Healing Brush, Patch Tool , Brush Tool , History Brush. Eraser Tool , Pattern Stamp, Clone Stamp Gradient Tool Blur and Exposure Tool ,Pen Tool, Shape Tool, Text Tool , Other Photoshop Tools, Layers, Groups and Smart Object , Blending Options, Filter Effects(C3) , Interpret Client requirement (C3), Prepare Real-time Website layout design (C3).	8
Unit 3: Introduction to HTML		
mark-up Language, Basic Structure of HTML, Differentiating between HTML and XHTML head Section and Elements of Head Section , Meta Tags , Css Tags , Script Tag , Table Tag , Div Tag , header Tags , Paragraph, Span, Pre Tags , Anchor Links and Named Anchors , Image Tag , Object Tag o Iframe Tag , Forms , Form Tag , Attributes of Form , POST and GET Method .Field set and Legend , Text input, Text area , Checkbox and Radio Button , Dropdown, List and Opt group , File Upload and Hidden Fields , Submit, Image, Normal, Reset Button, Creating a Live Website Form , HTML Validators .	Define mark-up Language(C1) , explain Basic Structure of HTML (C) , Differentiate between HTML and XHTML head Section and Elements of Head Section (C4) , Define Meta Tags , Css Tags , Script Tag , Table Tag , Div Tag , header Tags , Paragraph, Span, Pre Tags , Anchor Links and Named Anchors , Image Tag , Object Tag o Iframe Tag , Forms , Form Tag , Attributes of Form , POST and GET Method (C1) . Describe Field set and Legend , Text input, Text area , Checkbox and Radio Button , Dropdown, List and Opt group , File Upload and Hidden Fields , Submit, Image, Normal, Reset Button, Creating a Live Website Form , HTML Validators (C1).	4
Unit 4: Applications in Context		



Historical perspective on computing and web applications. The overview of how the Internet works , evolution of web applications over the past few decades. The elements of modern software practice, including the typical tools that software engineers use and the agile development practices followed. The notion of software design patterns, and the n-tier architecture design pattern, fundamentals of modern web application design. Web-application development, software development environment.	Explain historical perspective on computing and web applications (C2). explain the overview of how the Internet works (C2), describe the evolution of web applications over the past few decades. Explain the elements of modern software practice, including the typical tools that software engineers use and the agile development practices followed (C1). Classify the notion of software design patterns, and the n-tier architecture design pattern (C2), explain fundamental to modern web application design (C2). Discuss web-application development, describe the software development environment (C1).	8
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Unit 5: Web Applications Frameworks

Web application frameworks, explain the evolution of the software and programming languages, software application frameworks, and Programmer productivity versus program efficiency. Infer Web application frameworks model-view-controller design pattern, agile programming principles associated with modern software practice. Distributed version control systems and use the popular Git system. Demonstrate Git programming applications.	Explain web application frameworks (C2), explain the evolution of the software and programming languages (C2), explain software application frameworks (C2), and apply Programmer productivity versus program efficiency (C3). Infer Web application frameworks model-view-controller design pattern (C2), compute agile programming principles associated with modern software practice (C3). Explain distributed version control systems and use the popular Git system (C2). Demonstrate Git programming applications (C3).	6
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Unit 6:

Creating accessible and useful information. Create and Store the data in a relational database . modelling the data in a web application, relationships between various data entities.	Create useful and accessible and useful information (C5). Create and Store the data in a relational database (C5). Create modelling the data in a web application (C5), differentiate the relationships between various data entities (C4).	6
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Learning strategies, contact hours and student learning time

<i>Learning strategy</i>	<i>Contact hours</i>	<i>Student learning time (Hrs)</i>
Lecture	36	100
Seminar	4	5
Small Group Discussion (SGD)	2	3
Self-directed learning (SDL)	0	-
Problem Based Learning (PBL)	5	15
Case Based Learning (CBL)	-	

Clinic	-	-				
Practical	-	-				
Revision	-	-				
Assessment	-	-				
TOTAL	47	123				
Assessment Methods:						
Formative:		Summative:				
Class tests		Sessional examination				
Assignments/presentations		End semester examination				
Quiz						
Mapping of assessment with Cos						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Sessional Examination 1	x	x	x	X		
Sessional Examination 2	x	x	x	X		
Quiz	x	x	x	X		
Assignment/Presentation					x	x
End Semester Examination	x	x	x	X	x	x
Laboratory examination				X	x	x
Feedback Process	<ul style="list-style-type: none">• Mid-Semester feedback• End-Semester Feedback					
Reference Material	1. HTML & CSS, and JavaScript & JQuery (2 book set) by Jon Duckett. 2. The Principles of Beautiful Web Design: Designing Great Web Sites is Not Rocket Science					

Name of the Institution / Department of Commerce

Name of the Institution / Department of Commerce														
Name of the Program:					MA in Digital and Creative Marketing									
Course Title:					Marketing Research									
Course Code:					Course Instructor: To be decided/alloted									
Academic Year: 2020-2021					Semester: First Year, Semester 1									
No of Credits:					Prerequisites: Fundamentals of Research Methodology and Basics of Statistics									
Synopsis:		Marketing research helps a marketing professionals in making business decisions. With intense competition and changing consumer need, it has become imperative for marketers to make decisions based on research insights. In this course, an attempt is made to introduce the students to certain important aspects of emerging opportunities of marketing research. Besides an overview of marketing research, the course covers research design, sampling techniques, data collection methods, qualitative and quantitative data analysis and report writing.												
Course Outcomes (COs):		On successful completion of this course, students will be able to												
CO 1:		To develop an understanding of the meaning and significance of marketing research for a business enterprise.												
CO 2:		To learn a wide range of marketing research concepts toward building a broad foundation for strategic planning and marketing.												
CO 3:		To become familiar with the process of designing marketing research, and a variety of techniques for analyzing data for input to decision making about the direction and investments a business organization is considering.												
CO 4:		To develop an appreciation that marketing research must be an ongoing activity in every business in support of the organization’s near-term and long term objectives.												
CO 5:		Learn to apply the significance of marketing research as a key part of a firm’s overall marketing and strategic planning activities.												
CO 6:		To develop a strategic marketing plan as part of an organization’s marketing strategy using data analytics.												
Mapping of COs to POs														
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12		

CO 1	X										X	
CO 2		X	X			X						
CO 3			X	X	X					X		
CO 4							X					X
CO 5								X	X		X	
CO 6							X					X

Course content and outcomes:

<i>Content</i>	<i>Competencies</i>	<i>No of Hours</i>
Unit 1: Introduction to Marketing research		
Research Characteristics, marketing research in managerial decision Nature and Scope of Marketing Research, marketing research.	<ul style="list-style-type: none"> Define Research; (C1) Discuss Research Characteristics; (C2) Analyse the role of marketing research in managerial decision (C4) Appraise Nature and Scope of Marketing Research (C5); Classify marketing research. (C2) 	6
Unit 2: The Marketing Research Process		
Formulation of a Problem , Research Methods , Data Collection Methods, Sample Design , Data Collection methods, Analysis and Interpretation, Report Writing , Research Proposal, Components of Research Paper.	<ul style="list-style-type: none"> Explain the Research Process (C1): Discuss the formulation of a Problem (C2), Classify Research Methods (C2), Analyse various Data Collection Methods (C4), Define Sample Design (C1) Classify various Data Collection methods (C2), Discuss the importance of Analysis and Interpretation, (C2) explain Report Writing (C1) Classify Components of Research Proposal, (C4) Examine Components of Research Paper(C4) 	6
Unit 3: Research Design		
Types of Research Design, Descriptive Research and Causal Research Design, Design and Marketing Decision Process, Sampling, Importance of Sampling in Marketing Research, sample Size, Probability and Non	<ul style="list-style-type: none"> Define Research Design (C1), Classify various types of Research Design (C2) Differentiate between Descriptive Research and Causal Research Design (C4) Examine research Design and Marketing Decision Process(C4) Define Sampling, 	7



Probability Sampling, selecting an Appropriate Sampling Technique.	<ul style="list-style-type: none"> Evaluate the Importance of Sampling in Marketing Research (C5); Define sample Size (C5) Differentiate between Probability and Non Probability Sampling(C4) Explain selecting an Appropriate Sampling Technique (C1) 	
Unit 4: Data Collection & Questionnaire Design		
Data collection. Sources of data, advantages and disadvantages of Primary data Secondary data questionnaire design, Objectives of questionnaire design. Questionnaires, guidelines for questionnaire design, Explain the features of a good questionnaire.	<ul style="list-style-type: none"> Explain the Objectives of data collection. (C1) Classify Sources of data (C2) Discuss the advantages and disadvantages of Primary data(C2) Discuss the advantages and disadvantages of Secondary data (C2) Explain the features of questionnaire design (C1) Describe the Objectives of questionnaire design. (C2) Classify the types of questionnaires (C2), Assess the guidelines for questionnaire design (C5) Explain the features of a good questionnaire. (C1) 	5
Unit 5: Data Interpretation and Report Writing		
Nature and scope of data interpretation, Editing, Coding, Data entry, Data cleaning , Discuss the characteristics of Research report ,Modus operandi of Writing a market research report ,Structure of the Report ,Components of a report, Style and Layout of a Report ,; Revising and finalizing the research report, , Responsibilities of a Market Research , presenting the Report	<ul style="list-style-type: none"> Explain the nature and scope of data interpretation (C1); Define term Editing, Coding, Data entry, Data cleaning (C1); Discuss the characteristics of Research report (C2); Explain the Modus operandi of Writing a market research report (C2); Analyse Structure of the Report (C4); Characterize Components of a report(C4);, Discuss Style and Layout of a Report (C2); Compare Revising 	6



	and finalizing the research report, (C2); <ul style="list-style-type: none">Assess the Responsibilities of a Market Research (C5)Discuss about the presenting the Report (C2)					
Unit 6: Field Work						
Use of SPSS and NVivo software and Research project. Analysis of the project will be done through the learned software organization supports business strategy.	<ul style="list-style-type: none">Analyze data using statistical techniques and tools.Develop models and make interpretations.Develop marketing strategies and suggest marketing actions.	6				
Learning strategies, contact hours and student learning time						
<i>Learning strategy</i>	<i>Contact hours</i>	<i>Student learning time (Hrs)</i>				
Lecture	20	40				
Seminar	2	4				
Small Group Discussion (SGD)	2	4				
Self-directed learning (SDL)	5	20				
Problem Based Learning (PBL)	2	10				
Case Based Learning (CBL)	2	10				
Clinic	-	-				
Practical	1	8				
Revision	1	-				
Assessment	1	-				
TOTAL						
	36	96				
Assessment Methods:						
Formative:		Summative:				
Class tests		Sessional examination				
Assignments/presentations		End semester examination				
Quiz						
Mapping of assessment with Cos						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Sessional Examination 1	X	X				
Sessional Examination 2		X	X			
Quiz				X		X
Assignment/Presentation				X	X	
End Semester Examination	X	X	X	X	X	X
Laboratory examination						
Feedback Process	<ul style="list-style-type: none">Mid-Semester feedbackEnd-Semester Feedback					
Reference Material	1. Dr.P Sathyapriya. Marketing Research. WILEY; 2015.					

	2. Joshua Grossnickle OR. Online Marketing Research: Knowing Your Customer Using the Net. first. McGraw-Hill; 2011.
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Name of the Institution / Department: DEPARTMENT OF COMERCE

Name of the Institution / Department: <u>SRM Institute of Science</u>				MA in Digital and creative Marketing										
Course Title				Creative & Critical Thinking										
Course Code: MDM511.1				Course Instructor: TBA										
Academic Year: 2020-2021				Semester: First Year, Semester 1										
No of Credits: 2				Prerequisites: Nil										
Synopsis:		Critical and creative thinking are two of the top, in-demand workplace skills. Critical and creative thinking skills are crucial to the process of decision-making, in both business settings and personal situations. One can improve decision-making by progressing through structured steps focused toward better understanding of the positions of arguments and ideas. In this course, students will learn the steps needed to break down an argument or idea. Students would learn to use and vary these steps in context. These methods would be helpful in minimizing the influence of bias in decision-making.												
Course Outcomes (COs):			On successful completion of this course, students will be able to											
CO 1			Discuss the relevance of creative and critical thinking in the decision-making and problem-solving process											
CO 2			Apply the method of creative and critical thinking within the decision-making and problem-solving process											
CO 3			Consider critical thinking from the perspective of multiple stakeholder/s.											
CO4			Develop a habit of making unbiased and sound decisions lifelong											
Mapping of COs to POs														
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12		
CO 1	X													
CO 2						X								
CO 3		X												
CO 4												X		
CO 5														
CO 6														
Course content and outcomes:														
Content						Competencies						No of Hours		
Unit 1: Introduction to thinking														



Thinking and reacting. Difference between 'Thinking' and 'reacting'. Right way of thinking and reacting. Shifting perception as the key to 'seeing' new opportunities, Describe ideas and concepts. Developing right perception.	Define thinking and reacting-C1. Differentiate 'Thinking' and 'reacting' C-4. Apply right way of thinking and reacting. Identify Shifting perception as the key to 'seeing' new opportunities-C2, Describe ideas and concepts-C2. Develop right perception C-5.	4
Unit 2: Creative thinking		
The process of creating new ideas , solving problems, developing Improvisation plans with existing resources, Understanding knowledge and ideas from unfamiliar territories Ideation , Apply ideas, Design new ideas.	Identify the process of creating new ideas C-1, solve problems C-3, develop Improvisation plans with existing resources C-4, Describe and apply knowledge and ideas from unfamiliar territories Ideation C-3, Apply ideas C-3, Design new ideas C-4.	8
Unit 3: Decision making		
The process of decision making, Identify habits that lead to cognitive biases which influence our decisions.	Describe the process of decision making C-2, Identify habits that lead to cognitive biases which influence our decisions C-1.	4
Unit 4:		
Need of critical thinking, relevance of critical thinking in problem solving, methods of critical thinking, the resources required for critical thinking. Critical thinking to understand the "position" of the argument/s in front of us.	Classify Situations that call for critical thinking C-2, Analyse the relevance of critical thinking in problem solving C-4, Explain the steps and methods of critical thinking C-2, Explain the resources required for critical thinking C-5. Apply critical thinking to understand the "position" of the argument/s in front of us C-3.	8
Unit 5: Application and solution		
The perspectives of internal and external stakeholders (stakeholder analysis as part of critical thinking). The decision-making process, interest of the stakeholder.	Breakdown the perspectives of internal and external stakeholders (stakeholder analysis as part of critical thinking) C-4. Describe the decision-making process, Appraise interest of the stakeholder C-4.	6
Unit 6: Application/ Project		



Students will be assigned a community based/social project to apply the learnings from the subject. And students will work on a community based project and provide solutions .	Students will be assigned a community based/social project to apply the learnings from the subject. And students will work on a community based project and provide solutions C-3.	6				
Learning strategies, contact hours and student learning time						
Learning strategy	Contact hours	Student learning time (Hrs)				
Lecture	36	72				
Seminar	4	5				
Small Group Discussion (SGD)	2	3				
Self-directed learning (SDL)	0	-				
Problem Based Learning (PBL)	5	5				
Case Based Learning (CBL)	-					
Clinic	-	-				
Practical	-	-				
Revision	-	-				
Assessment	-	-				
TOTAL	47	85				
Assessment Methods:						
Formative:		Summative:				
Class tests		Sessional examination				
Assignments/presentations		End semester examination				
Quiz						
Mapping of assessment with Cos						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Sessional Examination 1	x	x	x	X		
Sessional Examination 2	x	x	x	X		
Quiz	x	X	x	X		
Assignment/Presentation					x	x
End Semester Examination	x	x	x	X	x	x
Laboratory examination				X	x	x
Feedback Process	<ul style="list-style-type: none">Mid-Semester feedbackEnd-Semester Feedback					
Reference Material	<p>1. Critical Thinking and Clinical Judgment: A Practical Approach by Rosalinda AlfaroLefevre.</p> <p>2. Concept Mapping: A Critical-Thinking Approach to Care Planning by Pamela McHugh Schuster, C.R. Schuster.</p>					

Name of the Institution / Department: DEPARTMENT OF COMMERCE

Name of the Program:					Master of Art – Digital and Creative Marketing							
Course Title:					Data Visualization							
Course Code: MSCBA 607					COURSE INSTRUCTOR: Mr. Kishore L							
Academic Year: 2020-2021					Year 1 , Semester 1							
No of Credits: 3					Prerequisites: NIL							
Synopsis:		The aim of the course is to provide theoretical and practical basis of data visualization knowledge and skills required for business analyst. This course will equip the students with the required hands-on skills for executing data-driven creative designing and visualisation for effective and efficient communication. Students will be able to identify key performance indicator of the business- and problem solving. Students will gain hands-on working experience in the most widely used data visualisation tools such as Tableau, MS Power BI and Qlickview.										
Course Outcomes (COs):												
CO 1:					Arrange the data with the help of visual representations for the target audience							
CO 2:					Create charts and diagrams for descriptive analytics of data							
CO 3:					Apply appropriate data visualisation approaches and analytical techniques for the business problem							
CO 4:					Define key performance metrics required for business performance measurement							
CO 5:					Demonstrate the skills required for data-visualisation using visualisation tools like Tableau and Power BI, Qlikview, MS-Excel (Optional).							
CO 6:					Develop creative dashboards for data visualisation and communication							
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1										X		
CO 2										X		
CO 3					X							
CO 4						X						
CO 5			X									
CO 6			X									
Course content and outcomes:												
Content						Competencies					No of Hours	

Unit 1: Basics of Data Visualisation		
Art and Science of data visualisation, Principles of Communicating Data, Principles of Presentation of Data	<ul style="list-style-type: none"> • Explain the nature of data visualisation(C1), • Outline the Principles of Communicating Data (C2), • Illustrate Principles of Presentation of Data(C3) 	8
Unit 2: Taxonomy of Data Visualisation methods		
Methods for data visualisation, Type of charts, diagrams, plots, matrix, tables, maps	<ul style="list-style-type: none"> • Classify the Methods for data visualisation(C2) • Illustrate the Type of charts, diagrams, plots, matrix, tables, maps(C3) 	6
Unit 3: Storytelling with Data		
Art of storytelling, data and purpose of the data, communication with optimal use of visualisation, International Business Communications Standards for data visualisation, Synthesize data reporting & presentation.	<ul style="list-style-type: none"> • Demonstrate the art of storytelling(C3), • Describe data and purpose of the data(C2), • Design the communication with optimal use of visualisation(C5), • Define International Business, Communications Standards for data visualisation(C2), • Synthesize data reporting & presentation(C5) 	8
Unit 4: Data Visualisation Tools		
Installing Tableau Public – Navigating the workspace, types of data – Categorical, continuous, time series, type of data connections, Data preparation and extraction, connecting and merging of data from multiple sources, type of visualisations – Bar, Line, Histogram, Pie, Maps, CrossTab, Scatter Plot, Highlight Table, Bubble Charts, Heat Maps, Tree Maps, Gantt, Box and Whiskers, features available in Charts and Diagrams, Maps – single and dual layer, and geographic, and other plots,	<ul style="list-style-type: none"> • Outline Installing Tableau Public – Navigating the workspace(C1), • Differentiate the types of data – Categorical, continuous, time series(C4), Describe the type of data connections(C2), • Demonstrate the Data preparation and extraction(C3), • Illustrate connecting and merging of data from multiple sources(C3), • Explain the type of visualisations – Bar, Line, Histogram, Pie, Maps, CrossTab, Scatter Plot, Highlight 	14



Guidelines for Tooltip and features, Date Hierarchies and calculated fields for dates and date conversions, Table calculations and customization, Filters options and parameters, interactive dashboards and interactive plots, Server, Data bases and online features of Tableau, Data Visualisation Tools – Hands on exercises using MS Power BI and Qlikview.	<p>Table, Bubble Charts, Heat Maps, Tree Maps, Gantt, Box and Whiskers(C3),</p> <ul style="list-style-type: none"> • Appraise the features available in Charts and Diagrams, Maps – single and dual layer, and geographic, and other plots(C4), • Apply the Guidelines for Tooltip and features(C3), • Apply Date Hierarchies and calculated fields for dates and date conversions(C3), • Compute Table calculations and customization(C4), Examine Filters options and parameters(C4), Design interactive dashboards and interactive plots(C5), Illustrate Server, Data bases and online features of Tableau(C4), Assess Data Visualisation Tools – Hands on exercises using MS Power BI and Qlikview(C6) 	

Learning strategies, contact hours and student learning time

<i>Learning strategy</i>	<i>Contact hours</i>	<i>Student learning time (Hrs)</i>
Lecture	18	36
Seminar	4	8
Small Group Discussion (SGD)	2	2
Self-directed learning (SDL)	2	4
Problem Based Learning (PBL)	2	5
Case Based Learning (CBL)	2	6
Clinic	-	-
Practical	3	6
Revisi	2	4
Assessment	5	-
TOTAL	40	71

Assessment Methods:

Formative:	Summative:
Class tests	Sessional examination
Assignments/presentations	End semester examination
Quiz	

Mapping of assessment with Cos						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Sessional Examination 1	CO1	CO2	CO3	CO4	CO5	CO6
Sessional Examination 2	X	X	X	X		
Quiz	X	X	X	X		
Assignment/Presentation	X	X	X	X		
End Semester Examination					X	X
Laboratory examination	X	X	X	X	X	X
Feedback Process	Mid-Semester feedback End-Semester Feedback					
Reference Material	1. Andy Kirk (2012). Data Visualization: A successful design process. Packt Publishing, Birmingham, UK 2. Daniel Murray and the InterWorks BI Team, (2013) 3. Tableau Your Data! Fast and Easy Visual Analysis with Tableau Software®John Wiley & Sons, Inc., Indianapolis, Indiana					

Name of the Institution / Department: DEPARTMENT OF COMMERCE

Name of the Program:	M.A. Digital and Creative Marketing
Course Title	Consumer Behaviour
Course Code: MDM 502	Course handled by: Dr Vikram Baliga
Academic Year: 2020-2021	Semester:
No of Credits:	Prerequisites:

Synopsis:	This course is designed to equip students with the knowledge and skills required to understand the consumer buying behaviour. It introduces students to multiple psychological and behavioural models which are essential to understand a consumer. The course also provides essential knowledge related to digital consumer behaviour and e-CRM.
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Course Outcomes (COs):	
CO 1:	Discuss and understand need for study of consumer Behaviour
CO 2:	Outline various models of consumer Behaviour
CO 3:	Analyse various factors influencing the consumer decision making and design marketing strategy
CO 4:	Interpret internal and external factors and design a comprehensive communication strategy.
CO 5:	Demonstrate the application of conventional consumer behaviour theories in contemporary marketing scenarios on a continuous basis.
CO 6:	Develop strategy for utilizing factors that will influence the buying Behaviour of the target segment.

Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1	x											
CO 2	x											
CO 3			x									
CO 4										x		
CO 5												x
CO 6			x									

Course content and outcomes:

Content	Competencies	No of Hours
Unit 1: Introduction		
Meaning & Definition of Consumer Behavior ,Consumer & Customer, Nature & characteristics of Indian Consumers , Consumerism, Consumer Movement in India, Rights & Responsibilities of consumers in India, Benefits of consumerism.	<ul style="list-style-type: none"> Explain the Meaning & Definition of Consumer Behaviour (C1) Distinguish between Consumer & Customer, Nature & characteristics of Indian Consumers (C2) Discuss the meaning of Consumerism, Consumer Movement, rights & Responsibilities and benefits of consumers in India (C2) 	4
Unit 2: Models and CB process		
Models of Consumer Behavior, Input-Process-Output Model, Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell Models of Consumer Behaviour , Consumer Buying Decision Process ,Structure Levels of Consumer Decision Making.	Analyze Models of Consumer Behaviour , Input-Process-Output Model, Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell Models of Consumer Behaviour (C4), Explain Consumer Buying Decision Process (C2), Structure Levels of Consumer Decision Making (C4)	5
Unit 3: Internal and External factors		
Internal influences on Consumer Behaviour: Motivation, Personality, Perception ,Individual influences on Consumer Behaviour -Learning, Attitude and Persuasive communication , External Influences on Consumer Behaviour Social Class, Culture , Groups	<ul style="list-style-type: none"> Assess the Internal influences on Consumer Behaviour : Motivation, Personality, Perception (C5) Evaluate the Individual influences on Consumer Behaviour - Learning, Attitude and Persuasive communication (C5), Decide the extent of External Influences on Consumer Behaviour Social Class, Culture , Groups (C5) 	8
Unit 4: Digital Consumers		
digital customers, motivations-expectations-fears and phobias, online buying process and online relationship, communities and social	<ul style="list-style-type: none"> Describe digital customers, motivations-expectations-fears and phobias (C1) 	6

network, Profile the customers-researching the online customers, post-literate customer, Examining the consumer perspective and assessing the online consumer Behavior	<ul style="list-style-type: none"> • Explain the online buying process and online relationship, communities and social network (C2) Profile the customers-researching the online customers, post-literate customer(C6) • Examining the consumer perspective and assessing the online consumer Behaviour (C4) 	
Unit 5: eCRM		
Customer Relationship Management-Meaning & Significance of CRM Types of CRM Strategies for building relationship marketing, e-CRM, Meaning & Importance of e-CRM , CRM & e-CRM, Customer lifecycle marketing, database marketing, profiling and personalization.	<ul style="list-style-type: none"> • Describe Customer Relationship Management- Meaning & Significance of CRM (C1), • Distinguish between Types of CRM Strategies for building relationship marketing (C4), • Explain e-CRM, Meaning & Importance of e-CRM (C2), • Compare between CRM & e-CRM(C2), • Assess the need of Customer lifecycle marketing, database marketing, profiling and personalization (C5) 	6
Unit 6: Activity based Learning		
Each student will be assigned a company (product/service based). The student has to identify the STP of the product/service, Choose the theory under each of the internal and external influences on consumer decision making process. Assess how each of the influences impact the final decision making of the consumer, Prepare a CRM strategy to strengthen the understanding of consumer behaviour and sustain relationship with the customers.	<ul style="list-style-type: none"> • Each student will be assigned a company (product/service based). The student has to <i>identify</i> the STP of the product/service (C1), Choose the theory under each of the internal and external influences on consumer decision making process (C3). Assess how each of the influences impact the final decision making of the consumer(C5). Prepare a CRM strategy to strengthen the understanding of consumer behavior and sustain relationship with the customers. (C6) 	6
Learning strategies, contact hours and student learning time		

Learning strategy	Contact hours	Student learning time (Hrs)				
Lecture	36	60				
Seminar		10				
Small Group Discussion (SGD)		2				
Self-directed learning (SDL)		8				
Problem Based Learning (PBL)						
Case Based Learning (CBL)		10				
Clinic						
Practical						
Revision						
Assessment	4					
TOTAL	40	90				
Assessment Methods:						
Formative:		Summative:				
Class tests		Sessional examination				
Assignments/presentations		End semester examination				
Quiz						
Mapping of assessment with Cos						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Sessional Examination 1	X	X	X	X		
Sessional Examination 2	X	X	X	X		
Quiz	X	X	X	X		
Assignment/Presentation					X	X
End Semester Examination	X	X	X	X	X	X
Laboratory examination				X	X	X
Feedback Process	Mid-Semester feedback End-Semester Feedback					
Reference Material	1. Consumer Behaviour - Leon Schiff man, Lesslie Kanuk, Pearson, Latest edition. 2. Consumer Behaviour - A Digital Native First Edition By Pearson Paperback – 1 Aug 2019 Jagdish N Sheth, Varsha Jain and Don E Schultz. 3. Digital Marketing Excellence- Dave Chaffey and PR Smith, 5th Edition , Taylor & Francis 4. Digital Marketing-Strategy, Implementation and practice- Dave Chaffey and Fiona Ellis Chadwick, Pearson 6th ed.					

Name of the Institution / Department: DEPARTMENT OF COMMERCE

Name of the Program:	MA DIGITAL & CREATIVE MARKETING CURRICULUM
Course Title:	Integrated Marketing Communication
Course Code: MDM 504	Course Instructor: Mr. Praveen Kumar
Academic Year: 2020-2021	Semester: First Year, Semester 1
No of Credits: 4	Prerequisites:
Synopsis:	This course is designed to equip the students with the required skills needed to execute marketing promotions campaign. The students are introduced to various components of Integrated Marketing Communication and helps them to understand right promotion mix strategies. The course would facilitate students to design the search marketing and promotion marketing strategies using different components of Integrated Marketing Communication.

Course Outcomes (COs):	On successful completion of this course, students will be able to
CO 1:	Describe integrated marketing communication.
CO 2:	Explain the components of Integrated Marketing Communication.
CO 3:	Prepare an Integrated Marketing Communication strategy as per client's needs.
CO 4:	Classify ideal components of Integrated Marketing Communication needed, based on the product life Cycle.
CO 5:	Design digital component with respect to Integrated Marketing Communication.
CO 6:	Evaluate effectiveness of components of Integrated Marketing Communication.

Mapping of COs to POs

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1	X											
CO 2	X											
CO 3		X										
CO 4		X										
CO 5			X									
CO 6				X								

Course content and outcomes:

Content	Competencies	No of Hours
Unit 1: Introduction to IMC		
IMC in marketing process, IMC planning model, promotion process model, steps involved in developing IMC programme, The communication process, understanding advertising appeal in stages of PLC	Describe the Role of IMC in marketing process (C1), Discuss the IMC planning model, Marketing and promotion process model (C2). Explain the Communication process and steps involved in developing IMC programme	6

	<p>(C2). Assess effectiveness of marketing communications (C5).</p> <p>Describe the Purpose, Role, Functions, Types, Advertising vs Marketing mix, Advertising appeal in various stages of PLC (C1).</p>	
Unit 2: Advertising & Public Relations		
Advertising-its need and benefits-Understanding the DAGMAR approach through budgeting methods. Designing advertisement message. Comparison between publicity and public relations	<p>Explain Advertising –needs and benefits Advertising objectives and Budgeting (C2). Decide on a Goal setting using DAGMAR approach using various budgeting methods and Cost-Benefit Analysis (C5), Analyze Source, Message and Channel Factors, Integration with advertising and publicity (C4). Discuss Public relation/Publicity- Meaning, Objectives, tools of public relations, Public relation strategies, PR vs Publicity Goals of publicity (C2). Outline the development of Corporate Advertising, its Role, Types, Limitations(C4)</p>	6
Unit 3: Sales Promotion & direct Marketing		
Sales promotion, tools and techniques in sales promotion, pull vs push strategy, co-operative advertising. Direct marketing-growth-merits-strategies	<p>Debate the importance of Sales Promotion, the Role and Risk in sales promotion(C4) Develop Tools and techniques, Pull vs Push strategy, Sales promotion trap (C6) Describe Co-operative advertising (C1) Explain Features and functions of direct marketing, growth of direct marketing, advantages and disadvantages of direct marketing, direct strategies and media, telemarketing and infomercial.(C2)</p>	7
Unit 4: Personal Selling & Digital marketing		
Personal selling-its merits and limitations-role- how to integrate personal selling with other elements of IMC. Web advertising –pricing-type sof advertisements.	<p>Assess the nature and need of personal selling, its advantages, disadvantages, (C4) Examine the role of personal selling, steps in personal selling, integration of personal selling with other promotion mix elements. (C4). Identify Components of web advertising, advantages and limitations (C1). Explain pricing mechanism, type of online ads, Internet and IMC (C2).</p>	7
Unit 5: Monitoring, Evaluation and control		

Tools to measure advertising, promotion, personal selling, direct marketing & PR. Pre-testing methods and post-testing methods	Apply tools and techniques to measure advertising, promotion, personal selling, direct marketing, PR. (C3) Debate various methods used for evaluation, Pre-testing, Post testing (C4) Compare the effectiveness of conventional media vs digital media (C4).	4
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Unit 6: Application/ Project

The unit is about understanding the application of IMC and its various elements w.r.t a company and a product line.	Practical Assignment: The student will be given an assignment/project to <i>compose</i> an IMC strategy for an event/product launch (C6). Evaluate all the components of IMC and Suggest the ideal combination based on the need (C5) Prepare a Cost-Benefit Analysis of all the components (C3).	6
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Learning strategies, contact hours and student learning time

Learning strategy	Contact hours	Student learning time (Hrs)
Lecture	36	48
Seminar		8
Small Group Discussion (SGD)		6
Self-directed learning (SDL)		
Problem Based Learning (PBL)		
Case Based Learning (CBL)		12
Clinic		
Practical		
Revision		
Assessment	4	
TOTAL	40	80

Assessment Methods:

Formative:	Summative:
Class tests	Sessional examination
Assignments/presentations	End semester examination
Quiz	

Mapping of assessment with Cos

Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Sessional Examination 1	x	x	x	X		
Sessional Examination 2	x	x	x	X		
Quiz	x	x	x	X		
Assignment/Presentation					x	x

End Semester Examination	x	x	x	X	x	x
Laboratory examination						
Feedback Process	<ul style="list-style-type: none"> • Mid-Semester feedback • End-Semester Feedback 					
Reference Material	<ol style="list-style-type: none"> 5. Percy, L. (2018). <i>Strategic integrated marketing communications</i>. Roulledge/Taylor & Francis. 6. Clow, K. E., & Baack, D. (2016). <i>Integrated advertising, promotion, and marketing communications</i>. Harlow: Pearson Education Limited. 7. Murthy, S. N., & Bhojanna, U. (2010). <i>Advertising: an Imc perspective</i>. New Delhi: Excel Books. 8. Chaffey, D., & Ellis-Chadwick, F. (2019). <i>Digital marketing: strategy, implementation and practice</i>. Upper Saddle River: Pearson. 9. Digital Marketer, The Ultimate Guide to Digital Marketing, ebook 					

Name of the Institution / Department: DEPARTMENT OF COMMERCE

Name of the Program:				Master of Art – Digital and Creative Marketing									
Course Title:				Financial Management									
Course Code: MDM506				Course Instructor: Mitra Goswami									
Academic Year: 2020-2021				Semester: First Year, Semester 2									
No of Credits: 3				Prerequisites: Nil									
Synopsis:		The syllabus is designed to equip the students with the skill to manage the financial aspects of digital and creative marketing and understand the objectives and scope of financial management. Financial Management learning will aid the learner to frame budgets, appraise projects, estimate revenue and forecast the marketing spends in advance. The knowledge secured will provide adequate skills to manage working capital. The subject will equip a learner to understand financial concerns of his firm and clients in general.											
Course Outcomes (COs):		On successful completion of this course, students will be able to											
CO 1:		Discuss the role and purpose of the financial management function											
CO 2:		Evaluate new and existing projects to facilitate decision making.											
CO 3:		Examine the financial planning process and use financial ratios for decision making and control											
CO 4:		Examine the cost structure of a marketing firm and prepare cost sheets											
CO 5:		Apply working capital management techniques to estimate optimal working capital requirements											
CO 6:		Apply the financial management techniques learned in case scenarios.											
Mapping of COs to POs													
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	
CO 1	x												
CO 2				x									
CO 3		x											
CO 4			x										
CO 5		x											
CO 6					X								
Course content and outcomes:													
Content						Competencies					No of Hours		
Unit 1: Introduction to Financial Management and Marketing/Finance Interfaces													
Objectives and scope of financial management. Financial decisions in a firm; fundamental principle of finance. Sources of finance. Interface between finance and marketing. Marketing and Finance in the New Economy.						<ul style="list-style-type: none">Outline the functions of a finance manager. (C1)Explain the various sources of finance. (C1)Identify the appropriate source for financing a project. (C2)Discuss the role of finance in the new economy. (C2).						7	

	<ul style="list-style-type: none"> Illustrate the interface between finance and marketing. (C2) 	
Unit 2: The Investment decision		
Investment decision process. Project Evaluation, project selection and project implementation. Basic principles of cash Flow estimation; Using Evaluation Techniques – Traditional and DCF methods; Strategic decisions and their appraisal.	<ul style="list-style-type: none"> Evaluate a project and make decisions in line with marketing and finance perspectives. (C4) Estimate the financial requirements of a project. (C3) Apply traditional and discounted cash flow technique to appraise a project. (C3) Apply project evaluation techniques to make strategic decisions. (C3) 	7
Unit 3: Financial Planning and Forecasting		
Financial Planning process; What and why of financial planning; Preparation of budgets for planning and control; sales forecast; Forecast a company's planned level of production; Forecast various types of expenditure; Use of financial ratios for decision making and control.	<ul style="list-style-type: none"> Explain the financial planning process. (C1) Prepare budgets to facilitate planning and control. (C3) Forecast a firm's sales, level of production and expenditure. (C4) Compute various financial ratios. (C3) Apply the relevant financial ratios for decision making and control. (C3) 	6
Unit 4: The Financial Implications Of Operational Decisions		
Cost structure, types of cost, preparation of cost sheet, Measuring product profitability: the importance of contribution, The cost-volume-profit model; Product range management; Direct product profitability (DPP) and customer account profitability (CAP)	<ul style="list-style-type: none"> Explain the types of cost. (C2) Prepare s cost sheet. (C3) Apply various methodologies to measure a product's profitability. (C3) Explain the cost- volume-benefit model. (C2) 	6
Unit 5: Introduction to Working Capital, Cash and Liquidity Management		
Concepts and characteristics of working capital, Factors determining the working capital. Estimation of working capital requirements. Cash budgeting; Long-term Cash forecasting; Reports	<ul style="list-style-type: none"> Discuss the characteristics of working capital. (C2) 	5



for Control; Cash collection and disbursement; Optimal cash balance; Investment of surplus funds; Cash Management models	<ul style="list-style-type: none"> Identify the factors that determine the working capital requirements of a firm. (C2) Understand the mechanics of cash management, receivables management and inventory management. (C2) Critically evaluate cash management models. (C5) 	
Unit 6: Activity based learning		
Case let discussions on certain topics relating to working capital requirement, cost structure, financial requirements, financial statement analysis, and liquidity management of a marketing firm	<ul style="list-style-type: none"> Assess the financial requirements for an SEO campaign of a firm. (C6) Estimate the investment required for content marketing and social media publicity of a product. (C6) Construct a cash management model for a digital marketing campaign to be used by a firm. (C6) Estimate the cash requirement for an online advertising campaign of a firm. (C6) 	5
Learning strategies, contact hours and student learning time		
<i>Learning strategy</i>	<i>Contact hours</i>	<i>Student learning time (Hrs)</i>
Lecture	28	56
Seminar	2	4
Small Group Discussion (SGD)	2	2
Self-directed learning (SDL)	3	3
Problem Based Learning (PBL)	0	0
Case Based Learning (CBL)	10	20
Clinic	-	-
Practical	-	-
Revision	2	5
Assessment	5	-
TOTAL	57	90
Assessment Methods:		
Formative:	Summative:	
Class tests	Sessional examination	
Assignments/presentations	End semester examination	
Quiz		

Mapping of assessment with Cos						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Sessional Examination 1	x	x	x	X		
Sessional Examination 2	x	x	x	X		
Quiz	x	x	x	X		
Assignment/Presentation					x	x
End Semester Examination	x	x	x	X	x	x
Laboratory examination				X	x	x
Feedback Process	<ul style="list-style-type: none">• Mid-Semester feedback• End-Semester Feedback					
Reference Material	<p>10. Walters, D and Halliday, M (2004). Marketing and Finance: Working the interface. Sydney: Palgrave Macmillan.</p> <p>11. Van Horne, J.C., and Wachowicz, J.M. (2009). Fundamentals of Financial Management. Sydney: Pearson Education Ltd.(13th Edition)</p> <p>12. Chandra, P. (2011). Financial Management: Theory and Practice. Mc-Graw Hill Education.</p>					

Name of the Institution / Department: DEPARTMENT OF COMMERCE

Name of the Program:				MA DIGITAL & CREATIVE MARKETING CURRICULUM								
Course Title:				Strategic Marketing								
Course Code: MDM 508				Course Instructor:								
Academic Year: 2020-2021				Semester: First Year, Semester 1								
No of Credits: 3				Prerequisites:								
Synopsis:		This course would provide the student with a comprehensive understanding of the development and application of strategic approaches to marketing. This course will include the development of strategic opportunities through internal and external analysis, the development of competitive advantages through distinctive competencies, and the maintenance of these advantages over time through application techniques like brand development. Emphasis will be placed on learning how successful strategic marketers create and deliver superior value to their customers and set priorities that create new businesses.										
Course Outcomes (COs):		On successful completion of this course, students will be able to										
CO 1:		Examine trends in strategic marketing and how organizations adapt to them.										
CO 2:		Explain the process of customer’s segmentation is applied in developing business strategy.										
CO 3:		Prepare an organizational strategic plan.										
CO 4:		Define strategic competitive advantage										
CO 5:		Describe the process of environmental and competitor analysis.										
CO 6:		Analyse organizations implement marketing strategies and techniques										
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1	X			X	X							
CO 2		X										
CO 3			X									
CO 4												
CO 5						X						
CO 6												
Course content and outcomes:												
Content						Competencies					No of Hours	
Unit 1: Introduction to strategic market management and external / customer analysis.												
Defination of Strategic Marketing Management, Objectives and Methods of “External Analysis”, Process of Segmentation applied in developing business strategy.						• Describe the term “Strategic marketing management.” (C1) • Describe the objectives and method of “external analysis.” (C2)					5	

	<ul style="list-style-type: none"> Explain how the process of customer segmentation is applied in developing business strategy.(C3) 	
Unit 2: Competitor Analysis and Market/Submarket analysis.		
Dimensions of Analysis for competitors, need for competitor analysis, Process of market analysis and the importance of submarkets in that process.	<ul style="list-style-type: none"> Describe the dimensions of analysis for competitors. (C1) Explain why competitor analysis is necessary. (C2) Describe the process of market analysis and the importance of submarkets in that process.(C3) 	5
Unit 3: Environmental Analysis, Strategic Understanding, and Internal Analysis.		
Process of environmental analysis, Usage of scenario analysis, process and objectives of internal analysis	<ul style="list-style-type: none"> Describe the process of environmental analysis. (C1) Discuss how scenario analysis is used. (C2) Describe the process and objectives of internal analysis. (C3) 	5
Unit 4: Creating Advantage, Synergy, and Strategic Philosophies and Alternative Value Propositions		
Define strategic competitive advantage, SCA creation and maintenance, Use of Value proposition in business strategy.	<ul style="list-style-type: none"> Define strategic competitive advantage. Explain how SCA is created and maintained. Explain how value propositions are used in business strategies. 	5
Unit 5: Building and Managing Brand Equity and Energizing the Business		
Creation and maintenance of brand equity, creation and use of branded differentiations, definition and concept of brand energizer.	<ul style="list-style-type: none"> Explain how brand equity is created and maintained. (C1) Explain the creation and use of branded differentiators. (C2) Define the concept of branded energizer.(C3) 	
Unit 6: Setting Priorities for Businesses and Brands.		
Define global business strategy, motivations that influence businesses to adopt global strategies, different exit strategies available to a business	<ul style="list-style-type: none"> Define global business strategy. (C1) Discuss the motivations that influence businesses to adopt global strategies. (C2) 	6



	<ul style="list-style-type: none">Describe the different exit strategies available to a business. (C3)					
Unit 7: Organizational issues						
Organization support to business strategy, four key components of organizations.	<ul style="list-style-type: none">Explain how the organization supports business strategy. (C1)Describe four key components of organizations. (C2)	4				
Learning strategies, contact hours and student learning time						
<i>Learning strategy</i>	<i>Contact hours</i>	<i>Student learning time (Hrs)</i>				
Lecture	25	50				
Seminar	0	0				
Small Group Discussion (SGD)	2	2				
Self-directed learning (SDL)	0	0				
Problem Based Learning (PBL)	5	10				
Case Based Learning (CBL)	4	8				
Clinic	-	-				
Practical	-	-				
Revision	-	-				
Assessment	-	-				
TOTAL	36	70				
Assessment Methods:						
Formative:		Summative:				
Class tests		Sessional examination				
Assignments/presentations		End semester examination				
Quiz						
Mapping of assessment with Cos						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Sessional Examination 1						
Sessional Examination 2						
Quiz						
Assignment/Presentation						
End Semester Examination						
Laboratory examination						
Feedback Process	<ul style="list-style-type: none">Mid-Semester feedbackEnd-Semester Feedback					
Reference Material	13. Strategic Marketing Management Text and Cases By S.L. Gupta 14. 15. 16.					

Name of the Institution / Department: DEPARTMENT OF COMMERCE

Name of the Program:	Master of Arts – Digital and Creative Marketing
Course Title:	Strategic Brand Management
Course Code: MDM 510	Course Instructor: Linsy Mathew
Academic Year: 2021-2022	Semester: Second Year, Semester 3
No of Credits: 3	Prerequisites: Nil
Synopsis:	<p>The syllabus for Strategic Brand Management is on management of products more specifically on brands, in a marketing set up of a company. Brands tell consumers about its origin, identity, personality, culture, values in addition to the functional utility that it offers. A brand very specifically expresses a product through a name. Brand management hence consists of creating tangible and intangible assets in a product to the satisfaction of the customers by fulfilling his needs. It also means being strategic to be more effective than competition. Brands provide an opportunity for the company to differentiate a product through its tangible features and make it stand out distinct against competition.</p> <p>This task of consciously and consistently nurturing a brand favorably and positively in the mind of the consumer is called Brand management.</p> <p>Brand management thus essentially include product creation, product development, creating an identity and value, product launch, communicating the image and building the brand. It also includes developing very deeper understanding of present and potential consumers (their characteristics and behavior) too. Branding strategies help establish a brand and promote its product. These tasks are carried out with a strategic intention to create powerful brands. Thus, Strategic brand management is based on choosing a suitable strategy for the brand's growth and the frequent updating of the strategy. In this course on Strategic Brand management we discuss components and elements to help build, measure and manage brands with efforts directed to Digital channels.</p>
Course Outcomes (COs):	On successful completion of this course, students will be able to
CO 1:	Understand the importance of brand focused management in a marketing set up.
CO 2:	Assess any product/brand using its external and internal dimensions.
CO 3:	Develop abilities to assess brand performance
CO 4:	Examine the importance, opportunities and challenges of the digital age
CO 5:	Understand to identify problems in the management of a brand and develop appropriate solutions.
CO 6:	Equip them to develop brand related strategies.

Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1	x											
CO 2							x					
CO 3	x											
CO 4			x									
CO 5		x										
CO 6					x							
Course content and outcomes:												
Content						Competencies					No of Hours	
Unit 1: Introduction to Brands and Brand Management												
Define Brand, Brand elements, Branding for products and services, High-tech Branding, Branding challenges and opportunities, Strategic Brand Management Process						Explain Branding (C1) Discuss the brand elements (C2) Describe why branding is important (C4) Determine the main branding challenges and opportunities (C3) Understanding B2B and high tech branding (C1) Identify the steps in the strategic brand management process (C1)					5	
Unit 2: Developing a Brand Strategy												
Steps in Brand building, Customer based Brand Equity, Branding building, Sources of Brand Equity - Brand awareness, Brand Image, Product Development and Brand Analysis, Establishing Product Market fit - Segmentation and Brand Positioning, Approaches for Brand Positioning, Segmentation Basis						Define customer based brand equity (C1) Describe the sources and outcomes of customer based brand equity (C2) Critically evaluate the four components of brand positioning. (C6) Identify the steps in brand building (C2) Explain the tools to guide positioning. (C4)					6	
Unit 3: Design and Implementing Brand Marketing Programs												
Criteria for choosing Brand elements, Options and tactics for Brand elements, Programmes to build Brand Equity – Product Strategy, Pricing Strategy, Channel Strategy, Understand the launch process for a new brand, Product Design and Delivery, Pricing Strategy, Legal Branding consideration						Identify the new perspectives and developments in marketing. (C2) Examine the different types of brand elements (C3) Evaluate pricing strategy to build brand equity (C5) Explain the legal issues for consideration in brand elements (C1)					7	
Unit 4: Brand Equity Measurement and Management												



Conducting Brand Audits, Developing a Brand Equity Measurement: Qualitative Research Techniques – Zaltman Metaphor Elicitation Technique, Neural Research Methods and Quantitative Research Techniques – Brand awareness, Image and Responses, Relationships, Measuring outcomes of Brand Equity: Comparative methods: brand and marketing based methods, Conjoint analysis Holistic methods: Residual, general and valuation approaches, Brand management: ten criteria for brand report card, seven deadly sins of brand management	Recognize the multidimensionality of brand equity (C2) Describe importance of multiple methods to measure brand equity (C1) Contrast different comparative methods to assess brand equity (C3) Explain how conjoint analysis works (C1) Review different holistic methods for valuing brand equity (C5) Describe the relationship between branding and finance. (C2) Identify the ten criteria for the brand report card (C3) Outline the seven deadly sins of brand management (C2)	7
Unit 5: Managing brands over time, geographic boundaries		
Reinforcing Brands, Revitalizing Brands, Brand Reinforcement Strategies, Brand Revitalization Strategies, Positioning over time, Main growth strategies, How loyalty programmes help, maintain and grow brand allegiance, Importance of keeping brand relevant, The Brand Value Chain; Challenges and steps needed to become a global brand (C5)	Explain the important considerations in brand enforcement (C1) Describe various brand revitalizations options to an organization (C2) Understanding the rationale for developing a global brand (C2) Examine the advantages and disadvantages of developing a standardized global marketing program (C3) Define strategic steps in developing a global brand positioning. (C4) Describe unique characteristics of brand building in developing markets. (C3) Critical evaluate steps in managing a brand crisis. (C5)	6
UNIT:6 Managing a brand in the digital age		
New age influencers and brand ambassadors, the Buzz Marketing Process, Online and Virtual Brands • Multisensory Branding Online, Online Image and	Identify the new age influencers and brand ambassadors (C4) Classify the difference in branding beliefs: Old Vs New (C1)	5

Identity, Digital Co-creation of Brands, Neuro-branding, Key Brand Performance Indicators available through social media, Evolving challenges in managing a brand in the age of social media	Explore the new perspective of strategic brand management. (C4) Critically evaluate the brand performance indicators through social media (C5) Describe the buzz marketing process (C2) Compile the challenges in managing a brand in digital era (C3)					
Learning strategies, contact hours and student learning time						
Learning strategy	Contact hours	Student learning time (Hrs)				
Lecture	24	48				
Seminar	2	4				
Small Group Discussion (SGD)	1	2				
Self-directed learning (SDL)	1	2				
Problem Based Learning (PBL)	2	4				
Case Based Learning (CBL)	1	2				
Clinic	-	-				
Practical	3	6				
Revision	-	-				
Assessment	2	4				
TOTAL	36	72				
Assessment Methods:						
Formative:		Summative:				
Class tests		Sessional examination				
Assignments/presentations		End semester examination				
Quiz						
Mapping of assessment with Cos						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Sessional Examination 1	x	x	x	x		
Sessional Examination 2	x	x	x	x		
Quiz	x	x	x	x		
Assignment/Presentation					x	x
End Semester Examination	x	x	x	x	x	x
Laboratory examination				x	x	x
Feedback Process	<ul style="list-style-type: none">Mid-Semester feedbackEnd-Semester Feedback					
Reference Material	1. Kevin Lane Keller, Parameshwaran and Issac Jacob (2015), “Strategic Brand Management”, 4 th Edition, Pearson Education					

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|--|---|
| | <ol style="list-style-type: none"> 2. Jean Noel Kapferer (2003) <i>Strategic brand management</i>, 2/e, Kogan Page 3. Pran K Choudhury (2001) <i>Successful branding</i>, 1/e, University Press Ltd. 4. Barbara Kahn (2013) <i>Global Brand Power: Leveraging Branding for Long-Term Growth</i>, Wharton School Press 5. YLR Moorthi (2002) <i>Brand management</i>, 2/e, Vikas Publishing. |
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Name of the Institution / Department: DEPARTMENT OF COMMERCE

Name of the Program:	MA in Digital and Creative Marketing
Course Title:	Social Media Marketing
Course Code: MDM601	Course Instructor: Dr.Everil
Academic Year: 2020-2021	Semester: Second Year, Semester 3
No of Credits: 3	Prerequisites: None

Synopsis:	Social media is changing ways in which business is done around the world in almost every industry. The business world is undergoing fundamental changes in how consumers interact with brands and each other. Social media has helped give consumers a voice and connect them with their friends and other like-minded people, and it has also opened up numerous communication channels available for public relations practitioners and brands to connect with current and potential audiences. While Social media platforms like Facebook, Twitter, Instagram, Snapchat and many more SMM tools will be discussed in this course, our core objective is to broaden your perspective, to train you to approach SMM from a communication strategist's standpoint, not narrow your thinking by focusing on just a few platforms that happen to be important now. The emphasis of this course is instead on understanding audiences' social interactions, examining the various social media channels available to marketers, learning how to build social media strategies, and practicing how to track their effectiveness and also on how to manage online reputation.
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Course Outcomes (COs):	On successful completion of this course, students will be able to
CO 1:	Understand what social media is and ways in which SMM has transformed how business and marketing is done today
CO 2:	Research/ analyse audience behavior and needs in order to define target segments and develop appropriate marketing programs to achieve business objectives.
CO 3:	Describe types of social media platforms with emphasis on social networks and identify its best practices
CO 4:	Analyse how to use various social media channels to publish and disseminate relevant branded content in order to engage audience and to increase social impact, influence, and value.
CO 5:	Justify how to protect company's online reputation in times of adversity and monitor the same
CO 6:	Demonstrate the ability to create and present a project as an individual contributor by creating social media marketing campaigns with targeted objectives & outcome measurements.

Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1	x											
CO 2				X								
CO 3		x										
CO 4						x						
CO 5								x				
CO 6										x		

Course content and outcomes:		
<i>Content</i>	<i>Competencies</i>	<i>No of Hours</i>
Unit 1: Introduction To Social Media Marketing		
Introduction to social media marketing-Definition, importance, Myths. Major social media platforms, Careers in social media marketing. Social Media plan, social media marketing planning cycle. Goal setting in a social environment. Social media objectives, 8 C's of Strategy Development, Self-promotion and building army of advocates on the social web.	<ul style="list-style-type: none"> • Explain why social media is important (C1) • Define social media marketing(C1) • Explain the myths of social marketing (C1) • Describe the careers in social media marketing (C1) • Define a social media plan (C1) • Explain the social media marketing planning cycle (C1) • Describe how to create social media objectives (C1) • List the 8 C's of Strategy Development(C1) • Differentiate self-promotion versus building army of advocates on the social web (C2) 	4
Unit 2: Target Markets on Social Web		
Target markets on the social web: importance of audience targeting, SMM targeting process, role of big data in SMM market. SMM Media plan and its optimization. Usage of keywords, hashtags, and emoji's in targeting branded posts –best practices. Social media engagement practices, effective social media interaction. SMM ethics, Permission v/s interruption marketing, entry strategies.	<ul style="list-style-type: none"> • Explain the importance of audience targeting(C1) • Describe the SMM targeting process (C1) • Define big data and describe its role in SMM target (C1) • Determine the contents of SMM media plan(C3) • Explain what optimization means in SMM(C1) • Discuss uses of keywords, hashtags, and emoji's in targeting branded posts. (C2) • Determine the principles for success in social media engagement (C3) • Define the rules of engagement for SMM (C1) • Differentiate the initial entry strategy FOR Passive vs. Active (C2) 	4
Unit 3: Tools for Managing social Media		
Tools for managing the social media marketing effort. Types of SMM tools-usability, tools v/s apps. Social networks: types of social networking platforms, social media and B2C- B2B marketers. White	<ul style="list-style-type: none"> • Describe SMM tools (C1) • Identify types of SMM tools (C2) • Discuss how to go about choosing SMM tools for different types of marketing activities (C2) 	3



label social networking, social media-best practices.	<ul style="list-style-type: none"> • Review examples of different types of SMM tools and explain how their use can improve the marketing effort (C2) • Discuss the difference between tools and apps (C2) • Describe types of social media platforms with emphasis on social networks (C1) • Explain some ways both B2C and B2B marketers use social networks (C1) • Define a white label social networking and understand how it is used in marketing and customer engagement. (C1) 	
Unit 4: Forms Of Social Media Marketing		
<p>Forms Of Social Media Marketing</p> <p>Facebook Marketing: Practical session 1: creating Facebook page, uploading contacts for invitation, exercise on fan page wall posting. Increasing fans on fan page, fan page marketing, fan engagement, fan page marketing apps.</p> <p>Facebook advertising, types, best practices, edgerank-art of engagement</p> <p>Practical session 2: Creating Facebook advertising campaign, targeting in ad campaign, payment modes-CPC VS CPM VS CPA, setting up conversion tracking, using power editor tool for advertising, Advanced Facebook advertising tools like Qwaya.</p> <p>Linkedin Marketing :</p> <p>Understanding linkedin Company profile VS individual profiles, Understanding linkedin groups marketing on linkedin groups, Linkedin advertising-best practices Increasing ROI from Linkedin ads, Linkedin publishing, Company pages, Adv on Linkedin, Display VS text, Twitter marketing: Understanding twitter, Tools to listen and influence on twitter – TweetDeck, Klout, PeerIndex, How</p>	<ul style="list-style-type: none"> • Create a Well-Positioned, Visually-Striking SMM profiles (C5) • Identify and Express Your Brand's Voice (C2) • Identify creative Ways to Use Hashtags Correctly (C2) • Determine their Target Market with their Target SMM Audience (C3) • Discuss how to Build a Marketing Persona Lesson (C2) • Discuss types of Feeds and Their Outcomes (C2) • Explain how to connect Business Goals to SMM platforms (C1) • Execute and build a SMM Schedule Lesson (C4) • Identify best practices for marketing with social media platforms- Facebook, LinkedIn, Twitter and Instagram (C2) • Explain the benefits of marketing with microblogs (C1) • Develop a personal branding plan using microblogging (C5) • Determine how to use various social media channels to publish and disseminate relevant branded content in order to engage audience and to increase social impact, influence, and value. (C3) 	13



<p>to do marketing on Twitter, Black hat techniques of twitter marketing Advertising on twitter, Creating campaigns, Types of ads, Tools for twitter marketing, Twitter advertising, Twitter cards, Instagram marketing: Getting Started - Establishing Your Instagram Account -Instagram Starter Mission!</p> <p>Choosing the Perfect Instagram Handle / Username -Choosing the Right Instagram Name -Perfecting your Instagram Display Picture Optimizing Your Instagram Bio - Creating your Instagram Account Call-to-Action (CTA) -Photo Licensing and Image Ownership What to post on Instagram (Theme and Purpose)</p> <p>The Best Times to Post on Instagram? -Increasing your Image and Video Exposure -Identifying and Locating your Target Audience on Instagram</p> <p>Verify and Expand your Target Audience -Promotional Strategy Spectrum: Sprint Vs Marathon ,Successfully Promoting your Instagram Account Outside of Instagram</p> <p>Connecting with your target Audience using Hashtags - Promoting your Instagram Business to Your Target Audience ,Live promotion demonstration</p> <p>Birds Eye Overview of the Instagram Promotional Funnel Split Testing your Promotional Funnels to Increase Followers- Growing your Instagram Account by Leveraging your followers</p> <p>Instagram Mind-sets: Building Trustworthy Long Term Relationships ,Instagram Process for Converting Followers to Customers ,Converting Followers to Website Visitors , Converting</p>		
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Website Visitors to Email Addresses , Converting Emails, and Instagram Followers to Sales Introduction to IGTV -IGTV Walk Through -Two examples of how brands are utilizing IGTV Introduction to Instagram Ads		
Unit 5: Corporate reputation in the digital age		
Corporate reputation in the digital age, types of reputational risks, Crisis v/s issue. Reputation and participatory culture-importance, audience involvement as story co-creators, Building participatory cultures. Managing reputation online: building reputation, conversation and coverage, Issue addressal. Protecting a Reputation: identify ways to embrace online negativity/criticism, evaluating response. Best practice in reputation management -building a sustainable corporate brand online.	<ul style="list-style-type: none"> • Identify what a corporate reputation is and why it is important (C2) • Critically evaluate how the digital age has affected reputation management (C5) • Identify the types of reputational risk that exist online and the difference between an issue and a crisis (C2) • Explain what participatory culture is and why it is important (C1) • Determine how to utilise the audience as co-creator of the story and brand (C3) • Discuss recommended ways in which to build a strong participatory culture (C2) • Explain how to build a reputation – conversation and coverage (C1) • Determine how to protect a reputation in times of adversity (C3) • Determine the art of embracing negative criticism. (C3) • Explain how ethics relates to corporate reputation (C1) • Differentiate between the best practices in building a sustainable corporate brand online. (C2) 	5
Unit 6: Activity Based Learning course project		
Activity Based Learning: Your course project will include development of an online brand/community of your choice (e.g. fashion, beauty, sports, music, SMM, etc.) and creation and implementation of a social media strategy for it. In the beginning of the semester, students will be assigned into groups of 4-5 members based on their interests. Weekly Group Activities (20%) These activities will guide	<ul style="list-style-type: none"> • Create social media marketing campaigns with targeted objectives & outcome measurements. (C5) 	7



<p>you step-by-step through the most important stages of development and implementation of your social media strategy, from social media audit, to content creation, content marketing and evaluation.</p> <p>Social Media Strategy (first draft – 5%, final version – 15%; 20% in total) Generally speaking, the scope of the team project is to develop a social media strategy for your online community. The specifics will be discussed in the first class session. You should expect to do the following:</p> <p>Perform audit of the current situation for your community and its ‘competitors’, particularly with respect to their communications strategy.</p> <p>Develop clear communication objectives based on the situation analysis and the identified opportunities.</p> <p>Articulate (and subsequently evaluate) a social media strategy for your online community.</p>		
Learning strategies, contact hours and student learning time		
<i>Learning strategy</i>	<i>Contact hours</i>	<i>Student learning time (Hrs)</i>
Lecture	20	40
Seminar	3	6
Small Group Discussion (SGD)	2	10
Self-directed learning (SDL)	4	20
Case Based Learning (CBL)	2	10
Practical	4	10
Assessment	1	12
TOTAL	36	102
Assessment Methods:		
Formative:	Summative:	
Class tests	Sessional examination	
Assignments/presentations	End semester examination	
Quiz		
Mapping of assessment with Cos		

Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Sessional Examination 1	x	x	x	x		
Sessional Examination 2	x	x	x	x		
Quiz	x	x	x	x		
Assignment/Presentation					x	x
End Semester Examination	x	x	x	x	x	x
Laboratory examination				x	X	x
Feedback Process	<ul style="list-style-type: none"> • Mid-Semester feedback • End-Semester Feedback 					
Reference Material	<ul style="list-style-type: none"> • Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay; 'Social Media Marketing: A Strategic Approach', 2017 South-Western, Cengage Learning, ISBN-13: 978-1305502758. • Ward Hanson, 'Principles of Internet Marketing' 1st Edition, 2000, South Western Publishing, ISBN-13: 978-0538875738. 					

Name of the Institution / Department: DEPARTMENT OF COMMERCE

Name of the Program:				M.A. Digital & Creative Marketing								
Course Title:				SEARCH ENGINE OPTIIZATION								
Course Code: MDM 603				Course Instructor:								
Academic Year: 2020-2021				Semester: First Year, Semester 1								
No of Credits: 3				Prerequisites: NA								
Synopsis:		This course is designed to provide fundamental knowledge about search engines, it provides a detailed knowledge about Search Engine Optimization and its utility to a business organisation. It throws light on the changing landscape of Search engine optimization and future of Search engine optimization. The course provides knowledge about SEO strategies and tactics applied to drive more organic search results to a specific website or a set of websites.										
Course Outcomes (COs):		On successful completion of this course, students will be able to										
CO 1:		Understand the domain of Search Engine Optimization in Digital Marketing										
CO 2:		Identify the various elements of Search Engine Marketing Plan										
CO 3:		Generate Keywords that are highly relevant to website										
CO 4:		Prepare and Target Online Campaigns using various tools such as Pay per Click										
CO 5:		Optimize various Search Engine Strategies										
CO 6:		Evaluate performance effectiveness of SEO marketing programs										
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1	x											
CO 2		x										
CO 3				x								
CO 4					x							
CO 5						x						
CO 6											x	
Course content and outcomes:												
Content						Competencies					No of Hours	
Unit 1: SEO Basics												
Anatomy & Characteristics of Search Engine, Search Engines Classifications, SEO Goal Setting, Organic SEO Plan, Website Optimization, SEO friendly page						<ul style="list-style-type: none">Define Anatomy & Characteristics of Search Engine(C1)Classification of Search Engines(C2)Recognize Long Tail Search(C1)Discuss SEO Goal Setting & Plan Creation(C2)Illustrate & Achieve Organic SEO Plan(C3)Appraise Website Optimization(C6)Identify Components of SEO friendly page(C2)					5	
Unit 2: Key Word Planning												
Keywords & its importance, Heuristics, Natural Language Vs Boolean Search,						<ul style="list-style-type: none">Describe Importance of Keywords(C1)Illustrate Heuristics(C3)					6	



Keyword Destiny, Keyword Stuffing & Optimization	<ul style="list-style-type: none"> Recognize Natural Language Vs Boolean Search(C3) Appraise Picking right Keyword(C4) Analyse Keyword Destiny(C5) Predict on leveraging Organic Keyword(C6) Interpret Keyword Stuffing & Optimization(C6) 	
Unit 3: Pay Per Click & SEO		
Effect of PPC on SEO, PPC- Working, PPC- Category, Keyword Research, Writing Ad Descriptions, Monitoring & Analysing Results, Keyword Traffic Vs Conversation, Landing Page	<ul style="list-style-type: none"> Indicate Effect of PPC on SEO(C2) Illustrate PPC- Working, PPC- Category(C4) Analyse Keyword Competitive Research(CC4) Devise Effective Keywords(C5) Formulate Writing Ad Descriptions(C5) Demonstrate Monitoring & Analysing Results(C3) Appraise Key Word Placement(C4) Examine Keyword Traffic Vs Conversation(C4) Interpret PPC Advertisement Text (C3) Recognize Landing Page(C2) 	8
Unit 4: Online Campaign Targeting & Management		
Behavioural Targeting, Placement Targeting, Keyword Budgeting, Bid Management, Tracking Keywords & Conversations, PPC Cost, Click Through Rates, ROI of PPC, Search Engine Spam, Content Management System,	<ul style="list-style-type: none"> Outline Behavioural Targeting : Benefits & Advantage(C1) Construct Placement Targeting, Keyword Budgeting(C5) Illustrate Bid Management(C4) Devise Tracking Keywords & Conversations(C5) Assess Reducing PPC Cost, Improving Click Through Rates, ROI of PPC(C6) Identify Search Engine Spam, Content Management System(C2) Categorize Communities to improve SEO(C5) Explain how Links & Linking Works-C2 	8

Unit 5: Optimizing Search Strategies		
Types of Directories, SEO Targeting Strategies, Pay for Inclusion, Spider/Robots/Crawlers, SEO Spam, Social Media Optimization & Strategy, Mobile Search Engine Optimization, Plug Ins in SEO	<ul style="list-style-type: none"> Classify Types of Directories(C2) Construct SEO Targeting Strategies(C5) Devise Pay for Inclusion Service(C5) Identify Spider/Robots/Crawlers, SEO Spam(C2) Illustrate Social Media Optimization & Strategy(C4) Appraise Mobile Search Engine Optimization(C4) Analyse Monetizing Traffic as SEO Strategy(C6) Recognize Plug Ins in SEO(C2) 	5
Unit 6: Maintaining SEO		
Web Analytics, Keywords, Links, Content, SEO Problems & Solutions, SEO Success, Web Statistics, Competitive Analysis, Server Logs, Conversion Analysis	<ul style="list-style-type: none"> Evaluate Web Analytics, Keywords, Links, Content(C6) Examining SEO Problems & Solutions(C5) Assess SEO Success(C6) Analysing Web Statistics, Competitive Analysis(C4) Identify Server Logs(C2) Devise Conversion Analysis(C5) 	4
Learning strategies, contact hours and student learning time		
<i>Learning strategy</i>	<i>Contact hours</i>	<i>Student learning time (Hrs)</i>
Lecture	28	28
Seminar		
Small Group Discussion (SGD)		6
Self-directed learning (SDL)		
Problem Based Learning (PBL)	3	20
Case Based Learning (CBL)	5	6
Clinic		
Practical		
Revision		
Assessment		
TOTAL	36	60
Assessment Methods:		
Formative:		Summative:
Class tests		Sessional examination
Assignments/presentations		End semester examination
Quiz		

Mapping of assessment with Cos						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Sessional Examination 1	X	X	X	X		
Sessional Examination 2	X	X	X	X		
Quiz						
Assignment/Presentation	X	X	X	X	X	X
End Semester Examination	X	X	X	x	X	X
Laboratory examination						
Feedback Process	<ul style="list-style-type: none">• Mid-Semester feedback• End-Semester Feedback					
Reference Material	17. Search Engine Optimization 2 nd Edition : Jerri L Ledford : Wiley Publication Inc. 18. Search Engine Optimization : Aaron Matthew Wall					

Institution / Department: DEPARTMENT OF COMMERCE

Name of the Program:		Master of Art – Digital and Creative Marketing
Course Title:		Online Advertising
Course Code: MDM 501		Course Instructor: Mr. Praveen Kumar
Academic Year: 2020-2021		Semester:
No of Credits: 3		Prerequisites: Basics of Advertising
Synopsis:	Increased digital media consumption has forced advertiser to increase advertising budgets on digital media platforms. In this course, an attempt is made to introduce students to important aspects of digital marketing and advertising. The course is divided into six modules ranging from understanding online consumers, managing online advertising, using different communication tools and legal aspects of online advertising. In addition to the relevant marketing concepts, hands-on knowledge of online campaign management is delivered through case studies.	
Course (COs):	Outcomes	On successful completion of this course, students will be able to

CO 1:	Understand the concept of e-advertising in the changing advertising landscape
CO 2:	Apply technical skills to conduct an e- marketing campaign
CO 3:	Practice the best practices in online advertising
CO 4:	Understand regulatory aspects of online advertising
CO 5:	Appreciate the characteristics of an online adverting solution
CO 6:	Identify the determinants of brand building

Mapping of COs to POs

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1	x											
CO 2						x						
CO 3								x				
CO 4							x					
CO 5			x									
CO 6		x										

Course content and outcomes:

Content	Competencies	No of Hours
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Unit 1: The online consumer

Introduction to the characteristics of the online consumer. Models of Website visits. web and consumer decision-making process. Database marketing. Online target marketing and customer acquisition. importance of Online communities.	Discuss the Dynamics of the online consumer; (C2) Characterize the expectations of Online customer; (C4) Identify various Models of Website visits(C1); Analyse the web and consumer decision-making process; (C4) Describe Database marketing; (C1); Examine Online target marketing and customer acquisition; (C4) Discuss the importance of Online communities (C1)	6
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Unit 2: Online Campaign Management (OCM)

Execution of a OCM. social media and corporate blog. Differentiate between owned, earned and paid media. B2B and B2C campaign. Buzz & Influencer Marketing. Measuring the campaign effectiveness.	Evaluate the Preparation for successful execution of a OCM; (C5) Apply the concept of social media and corporate blog in Campaign management (C3);	
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	<p>Differentiate between owned, earned and paid media. (C4)</p> <p>Distinguish B2B and B2C campaign(C4)</p> <p>Evaluate the importance of CRM in online Campaign; (C5)</p> <p>Measure the campaign effectiveness; (C3)</p> <p>Explain the concept Buzz & Influencer Marketing(C1)</p>	
Unit 3: Online Communication Tools		
<p>Internet and communication process. promotional communications mix. types of Communication tools. viral marketing. Integrating multi-channel strategies. search engine marketing. keyword advertising. Cookies.</p>	<p>Classify Internet and communication process; (C2)</p> <p>Discuss the various promotional communications mix; (C2)</p> <p>Explain the various types of Communication tools: (C1)</p> <p>Define viral marketing, public comment sites, affiliate marketing, commercial, newsletters, Blogging, email marketing; Online sales automation; (C1)</p> <p>Apply the concept of Integrating multi-channel strategies; (C3)</p> <p>Define Traffic building; search engine marketing: keyword advertising, keyword portfolio evaluation, internet cookies. (C1)</p>	7
Unit 4: Legal Aspects of Online Advertising		
<p>Legal regulations in online advertising. Ad Fraud & Brand Safety. Spamming. Electronic authentication. Information security and data protection. E-payment system.</p>	<p>Analyse the concept Ad Fraud & Brand Safety; (C4) Discuss Consumer Privacy & Ad Blocking; define Spamming; (C2)</p> <p>Discuss Electronic contract formation and validation; (C2)</p>	6

	<p>Evaluate Electronic authentication; e-information security and data protection; (C5)</p> <p>Define e-payment system; (C1)</p> <p>Critically evaluate the need for legal regulations in online advertising. (C5)</p>	
Unit 5: Graphic designing		
<p>Essential elements of design. Fundamentals of graphic design. role of textual elements of design. image marketing. Print and digital elements of design. Graphic design software in online advertising.</p>	<p>Discuss the Essential elements of design; (C1)</p> <p>Explain the Fundamentals of graphic design; (C1)</p> <p>Critically analyse the role of textual elements of design : font, typography, spacing; (C4)</p> <p>Define image marketing; (C1)</p> <p>Evaluate the Print and digital elements of design. (C4)</p> <p>Discuss the role of Graphic design software in online advertising. (C2)</p>	
Unit 6: Executing online advertising		
<p>At the end of the subject, the student will be designing a prototype of the website/page/ad. An online campaign will be designed and executed. Creation of a blog/ page and managing it effectively. (C6)</p> <p>Drafting legal policy for the campaign: Along with practical exposure of creating and running an online advertising student will draft a policy for every campaign. (C6)</p>	<p>Designing a prototype of the website/page/ad. Creation of a blog/ page and managing it effectively. (C6)</p> <p>Drafting legal policy for the campaign:. (C6)</p>	5
Learning strategies, contact hours and student learning time		
<i>Learning strategy</i>	<i>Contact hours</i>	<i>Student learning time (Hrs)</i>
Lecture	28	56
Seminar	2	4
Small Group Discussion (SGD)	2	2
Self-directed learning (SDL)	3	3
Problem Based Learning (PBL)	0	0
Case Based Learning (CBL)	5	10

Clinic	-	-				
Practical	5	10				
Revision	2	5				
Assessment	5	-				
TOTAL	57	90				
Assessment Methods:						
Formative:		Summative:				
Class tests		Sessional examination				
Assignments/presentations		End semester examination				
Quiz						
Mapping of assessment with Cos						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Sessional Examination 1	x	x	x	X		
Sessional Examination 2	x	x	x	X		
Quiz	x	x	x	X		
Assignment/Presentation					x	x
End Semester Examination	x	x	x	X	x	x
Laboratory examination						
Feedback Process	<ul style="list-style-type: none">• Mid-Semester feedback• End-Semester Feedback					
Reference Material	1.	Richard Gay, Alan Charlseworth RE. Online Marketing. Oxford University Press; 2018.				
	2.	Ahuja V. Digital Marketing. seventh. Oxford University Press; 2018.				

Name of the Institution / Department: DEPARTMENT OF COMMERCE

Name of the Program:	Master of Art – Digital and Creative Marketing
Course Title:	Marketing Analytics
Course Code: MDM 607	Course Instructor: Dr. Mathew Thomas Gil
Academic Year: 2021-2022	Semester: Second Year, Semester 3
No of Credits: 3	Prerequisites: Nil
Synopsis:	This course in Marketing Analytics explores the growing role of data in marketing. Taking a two-fold approach, the course looks in-depth at the two primary kinds of data available to marketers: internal, or what is called marketing analytics, and external, or big data. In this course the student will learn various tools for generating marketing insights from empirical data in such areas as segmentation, targeting and positioning, perceptual mapping, customer lifetime analysis, customer choice, and product and price decisions using conjoint analysis, neural networks, logistics regression etc. This will be a hands-on course based on the statistical software approach, and on actual business situations.
Course Outcomes (COs):	On successful completion of this course, students will be able to

CO 1:	Explain the various accepts of marketing analytics & there challenges
CO 2:	Discuss the digital analytic concepts and its various tools.
CO 3:	Analyse the various tools and its importance/relevance.
CO 4:	Examine the role of market segmentation, targeting & positioning approach by using perceptual mapping.
CO 5:	Understanding the product life cycle and forecasting using different models.
CO 6:	Evaluating return on investment and also understanding the future of digital data.

Mapping of COs to POs

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1	x											
CO 2							x					
CO 3	x											
CO 4			x									
CO 5		x										
CO 6					x							

Course content and outcomes:

Content	Competencies	No of Hours
Unit 1: Introduction to Marketing Analytics		
Define marketing analytics, Analytics Process: Flying Blind, The State of Marketing Analytics, Attitude Toward Marketing Analytics, Marketing Analytics Challenges, Marketing Analytics Capabilities, Using Excel to find (slicing and dicing marketing data with pivot tables, summarize marketing data through charts and functions)	<ul style="list-style-type: none"> Explain marketing analytics (C1) Discuss the state of marketing analytics process (C1) Discuss the trends or attitude toward marketing Analytics (C2) Determine marketing analytics challenges (C3) Examine the marketing analytics capabilities (C4) Critically evaluate using excel how will you slice and dice marketing data using pivot tables (C5) 	5
Unit 2: Understanding Digital Analytics Concepts		
Determining Your Owned and Earned Social Metrics, Demystifying Web Data, Searching for the Right Metrics, Aligning Digital and Traditional Analytics, Bringing It All Together (Reporting Time Line-reporting template), Using Excel to find Pricing (Estimating Demand Curves and Using Solver to Optimize Price- Price Bundling- Price Skimming and Sales-	<ul style="list-style-type: none"> Describe what demystifying Web Data (C1) Distinguish between your owned social metrics and earned social metrics (C2) Apply the concept of how search right metrics will function (C3) Evaluate how aligning digital and traditional analytics works (C4) Critically show how a reporting time and line-reporting template works (C4) 	7



Simple Linear Regression and Correlation- Using Multiple Regression to Forecast Sales-Forecasting in the Presence of Special Events- Modelling Trend and Seasonality- Using Neural Networks to Forecast Sales)	<ul style="list-style-type: none"> Critically evaluate using excel how will you find the pricing for estimating demand curves by using solver to optimize price/ price bundling/ price skimming and sales/ simple linear regression and correlation/ using multiple regression to forecast sales/ forecasting in the presence of special events/ modelling trend and seasonality/ using neural networks to forecast sales (C6) 	
Unit 3: Getting Started with Analytics & picking the tools of the trade		
Identifying a Social Media Listening Tool, Understanding Social Media Engagement Software, Purchasing Social Media Engagement Tools, Social Media Listening in the Present Day, Understanding the Basics of Search, Search Analytics Use Cases, Free Tools for Collecting Insights through (Search data, Google trends, YouTube trends, Google Adworks key tool, Yahoo clues), Paid Tools for Collecting Insights Through Search Data (The Bright Edge SEO Platform, Wrapping up Search Analytics), Content Audits, Engagement Analysis, Using Excel to find (Conjoint Analysis- Logistic Regression- Discrete Choice Analysis)	<ul style="list-style-type: none"> Explain the different social media listening tool (C1) Describe the different social media engagement software (C1) Discuss the different purchasing social media engagement tools (C2) Apply the concept of social media listening how it is relevant in present day (C3) Appraise the basic understanding of search, search analytics using free tools and paid tools Paid (C4) Critically evaluate using excel conjoint analysis- logistic regression/ discrete choice analysis (C5) 	7
Unit 4: Market segmentation, targeting and positioning		
Segmentation, targeting & positioning approach, segmentation analysis, traditional segmentation, targeting individual customers, positioning through brand linkage, positioning using perceptual maps, combining perceptual and preference mapping, reverse mapping, uses and limitation of perceptual and preference mapping, Using Excel to find (Cluster Analysis-	<ul style="list-style-type: none"> Explain the concept of segmentation, targeting & positioning approach (C1) Identify how segmentation analysis is carried out (C2) Discuss about traditional segmentation and how individual customers can be targeted (C2) Determine how brand linkage can be positioned (C3) Determine the positioning using perceptual maps (C3) 	6



Collaborative Filtering- Using Classification Trees for Segmentation)	<ul style="list-style-type: none"> • Evaluate how perceptual and preference mapping/ reverse mapping are used (C4) • Explain the use and limitation of perceptual and preference mapping (C1) • Critically evaluate using excel to following roles using cluster analysis/ collaborative filtering/ classification trees for segmentation (C4) 	
Unit 5: Forecasting & launching new product		
General Overview of the Product Lifecycle, The Product Lifecycle Introduction Phase, The Product Lifecycle Growth Phase, The Product Lifecycle Maturity Phase, New product service design, Using Excel to find (Using S Curves to Forecast Sales of a New Product, The Bass Diffusion Model, Using the Copernican Principle to Predict Duration of Future Sales)	<ul style="list-style-type: none"> • Explain the overview of the product lifecycle (C1) • State how the product lifecycle works in the introductory phase (C1) • Discuss the product lifecycle growth phase (C2) • Determine the different maturity phase of product lifecycle (C3) • Evaluate a new product service design (C4) • Critically evaluate using excel to do the following using s curves to forecast sales of a new product/ using bass diffusion model/ using Copernican principle to predict duration of future sales (C4) 	6
UNIT:6 ROI = Return on Investment & The Future of Digital Data Business Intelligence		
Defining ROI, Return on Engagement (ROE), Return on Influence, Return on Experience, Properly Tracking ROI, Understanding the Top-Down Revenue, Utilizing Bottom-Up Measurement Models, Watching How the Digital Analytics Disciplines Evolve, Understanding Where Digital Analytics Goes, Using Excel to find (ROI & Dashboard)	<ul style="list-style-type: none"> • Defining ROI, Return on Engagement (ROE), Return on Influence, Return on Experience (C1) • Explain return on investment (C1) • Discuss return on Experience (C2) • Evaluate the top-down revenue approach (C3) • Evaluate how bottom-up measurement models are used (C4) • Critically evaluate how the digital analytics disciplines evolve (C4) • Understanding Where Digital Analytics Goes, 	5

	● Critically evaluate using Excel to find ROI & Dashboard (C5)					
Learning strategies, contact hours and student learning time						
Learning strategy	Contact hours	Student learning time (Hrs)				
Lecture	24	48				
Seminar	2	4				
Small Group Discussion (SGD)	1	2				
Self-directed learning (SDL)	1	2				
Problem Based Learning (PBL)	2	4				
Case Based Learning (CBL)	1	2				
Clinic	-	-				
Practical	3	6				
Revision	-	-				
Assessment	2	4				
TOTAL	36	72				
Assessment Methods:						
Formative:		Summative:				
Class tests		Sessional examination				
Assignments/presentations		End semester examination				
Quiz						
Mapping of assessment with Cos						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Sessional Examination 1	x	x	x	x		
Sessional Examination 2	x	x	x	x		
Quiz	x	x	x	x		
Assignment/Presentation					x	x
End Semester Examination	x	x	x	x	x	x
Laboratory examination				x	x	x
Feedback Process	● Mid-Semester feedback ● End-Semester Feedback					
Reference Material	6. Hemann, C., & Burbary, K. (2013). Digital marketing analytics: Making sense of consumer data in a digital world. Pearson Education. 7. Winston, W. L. (2014). Marketing analytics: Data-driven techniques with Microsoft Excel. John Wiley & Sons. 8. Rackley, J. (2015). Marketing analytics roadmap. New York City: Apress. 9. Lilien, G. L., Rangaswamy, A., & De Bruyn, A. (2017). Principles of Marketing Engineering and Analytics. DecisionPro.					

Name of the Institution / Department: DEPARTMENT OF COMMERCE

Name of the Program:		Master of Art – Digital and Creative Marketing
Course Title:		Content Marketing
Course Code: MDM 207		Course Instructor:
Academic Year: 2020-2021		Semester: First Year, Semester 2
No of Credits: 2		Prerequisites: Nil
Synopsis:	The course objective is to develop student's cognitive skills in creating contents and marketing the contents towards the wider audience in gaining the competitive messages. The key aspects covered in this course are the management of contents, the strategies used to develop contents, the target of the content developed effective reach and retention of the content among the viewers and the readers and the emphasis on creating a brand by using different content management techniques. The course designed includes creating original contents by the students and developing a brand by content by marketing.	
Course (COs):	Outcomes	On successful completion of this course, students will be able to

CO 1:	Discuss the role and purpose of content marketing
CO 2:	Outline the impact of content on digital marketing
CO 3:	Carry out effective techniques used to develop content marketing
CO 4:	Appraise the industry norms used in content marketing
CO 5:	Apply the practical aspects of the editorial process using content management
CO 6:	Evaluate critically the best practices for social media posts in each platform

Mapping of COs to Pos

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1	x											
CO 2							x					
CO 3	x											
CO 4			X									
CO 5		x										
CO 6					x							

Course content and outcomes:

Content	Competencies	No of Hours
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Unit 1: Introduction to Content Marketing

The basis of content marketing. Core Concepts of content marketing, Relevance of content marketing to business, developing content, managing the edit of content and the strategy involved in content development and managing.	<ul style="list-style-type: none"> Explain content marketing system (C1) Define content marketing (C1) Relevance of content in digitized world(C2) Effective content development(C2) Content marketing strategy (C3) Editorial process for content management (C2) Maintaining a content calendar (C5) Market yourself as a content strategist and writer (C5) 	4
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Unit 2: Content Formulation

Understanding the content marketing frameworks, Analysing the context and developing content, captivating the content to grab viewers eyeballs, editing and headline management techniques and involving the audience keeping a keen eye on ethics.	<ul style="list-style-type: none"> Fundamental content marketing frameworks(C1) Creating context to content creating (C2) Capture your audience's attention (C1) Developing effective headlines (C3) Tonality - Tailoring the content (C4) 	4
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	<ul style="list-style-type: none"> • Critical relationship between authority and audience (C5) • Role ethics play in successful content (C2) 	
Unit 3: Content Targeting strategy		
Introduction to AIDA and DAGMAR, Positioning the content. Concept of Marketing to the audience persona. Risk Management. Building a larger network, elevating to empathy and experience maps.	<ul style="list-style-type: none"> • Define AIDA (C1) • Explain DAGMAR (C1) • Create audience/buyer persona (C2) • Call-to-Action & Risk Reversal(C2) • Expanding Your Network (C3) • Build an Audience that Builds Your Business (C5) • Empathy and Experience Maps (C4) 	4
Unit 4: Mastering Content Types		
Introduction to different types of content, developing of blogs, whitepapers, case studies and infographic and developing course plan for the contents to be reachable to the target with business opportunities.	<ul style="list-style-type: none"> • The Strategic Types of Content (C2) • Blog Posts, Whitepapers, Case Studies, Info-graphics (C4) • Attraction Content (C1) • Affinity Content (C1) • Action Content (C1) • Authority Content (C1) • Making Action Content Actionable (C3) 	4
Unit 5: Virality - Create viral content		
Factors affecting keyword research and Google searches, increasing the presence in social media and other platforms. Best practices in different social media platforms and partnering with celebs and famous guest bloggers.	<ul style="list-style-type: none"> • Conducting keyword research to rank in Google searches (C3) • Solidifying an online presence (C2) • Best practices for social media posts in each platform (C1) • Promoting content with guest blogs (C2) 	4
Unit 6: Measuring and Analysing Your Content		
Managing the contracts through various promotion and subscriptions. Increasing subscriptions and views. Managing the content performance, Analysing the	<ul style="list-style-type: none"> • Promotion organic and paid channels (C1) • Understanding results, likes, subscription, shares. (C2) 	4

new opportunities in various media platforms. Developing the scripting of audio and video multimedia contents for maximum reach and mileage.	<ul style="list-style-type: none">• Setting goals and measuring content performance(C3)• Metrics to track the performance (C4)• Communicate the content’s performance (C3)• Opportunities for new media and platforms (C2)• Audio and video qualities, scripting multimedia content.(C5)					
Learning strategies, contact hours and student learning time						
<i>Learning strategy</i>	<i>Contact hours</i>	<i>Student learning time (Hrs)</i>				
Lecture	10	24				
Seminar	4	8				
Small Group Discussion (SGD)	2	2				
Self-directed learning (SDL)	2	16				
Problem Based Learning (PBL)	2	10				
Case Based Learning (CBL)	2	6				
Clinic	-	-				
Practical	-	-				
Revision	-	-				
Assessment	2	-				
TOTAL	24	66				
Assessment Methods:						
Formative:		Summative:				
Class tests		Sessional examination				
Assignments/presentations		End semester examination				
Quiz						
Mapping of assessment with Cos						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Sessional Examination 1	x	x	x	x		
Sessional Examination 2	x	x	x	x		
Quiz	X	x	x	x		
Assignment/Presentation					x	x
End Semester Examination	x	x	x	x	x	x
Laboratory examination				x	x	x
Feedback Process	<ul style="list-style-type: none">• Mid-Semester feedback• End-Semester Feedback					
Reference Material	1. Halvorson, Kristina and Rach, Melissa - Content Strategy for the Web- New Riders					

	2. Hall, John - Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter To You - McGraw-Hill Education
	3. Busche, Laura- Powering Content: Building a Nonstop Content Marketing Machine - Shroff/O'Reilly

Name of the Institution / Department: DEPARTMENT OF COMMERCE

Name of the Program:	MA in Digital and Creative Marketing
Course Title:	Personality Development
Course Code: MDM611.1	Course Instructor: Dr. Vikram Baliga
Academic Year: 2020-2021	Semester: Third semester, 2 nd year
No of Credits:	Prerequisites:
Synopsis:	This course starts with a basic introduction of personality. It then goes on to look at theories of personality development, the stages of development theories, researcher in personality psychology, and the main influences on personality development. It also covers basic personality traits, including values, beliefs, and nature versus nurture. Learning about one's own personality and how one can use that information in career choices and to make changes is within the scope of this course.
Course (COs):	Outcomes On successful completion of this course, students will be able to

CO 1:	Explain how personalities develop and discuss multiple theories involved in psychology.
CO 2:	Outline the stages of personality development
CO 3:	Analyze how needs impact personality
CO 4:	Identify and examine various personality types
CO 5:	Examine the theory of personality and career choice
CO 6:	Review different approaches to personal growth

Mapping of COs to POs

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1	x											
CO 2			x									
CO 3						X						
CO 4										x	x	
CO 5		X										
CO 6									x			

Course content and outcomes:

Content	Competencies	No of Hours
Unit 1:		
Introduction to personality	<ul style="list-style-type: none"> Review the elements of personality- C2 Evaluate the significance of personality – C2 Identify the uniqueness in personality – C2 	4
Unit 2:		
Developing Personality	<ul style="list-style-type: none"> Analyse the ways in which personalities develop – C4 Examine the influence of multiple theories of psychology on personality development C4 Analyse the influence of heredity, environment and situations on personality C4 	3
Unit 3:		
Stages of Development	<ul style="list-style-type: none"> Discuss the stages of personality development -C2 Examine how needs impact personality – C4 	3
Unit 4:		
Basic Personality Traits	<ul style="list-style-type: none"> Identify values, beliefs and experiences defining personality – C2 	4

	<ul style="list-style-type: none"> Explain the effect of interactions on personality development –C2 Identify and explain the dimensions affecting personality – C2 	
Unit 5:		
Personality and Career Choice	<ul style="list-style-type: none"> Analyse the association between personality and career choice - C4 Discuss self-efficacy, positive attitude and controlling emotions as an important determinant in defining personality- C2. Discuss adaptability, individuality and being yourself as important soft skills dimension influencing personal growth C2 	5
Unit 6:		
Personal growth and personality changes	<ul style="list-style-type: none"> Identify ways to self-improvement- C2 Apply tools and exercises that support personal growth- C3 Discuss the benefits of motivation and self-motivation towards personal growth C2 	5
Learning strategies, contact hours and student learning time		
<i>Learning strategy</i>	<i>Contact hours</i>	<i>Student learning time (Hrs)</i>
Lecture	20	40
Seminar	4	4
Small Group Discussion (SGD)	4	8
Self-directed learning (SDL)	-	-
Activity Based Learning (PBL)	20	20
Case Based Learning (CBL)	4	4
Clinic	-	-
Practical	-	-
Revision	-	-
Assessment	12	12
TOTAL	64	88
Assessment Methods:		
Formative:		Summative:
Class tests		Sessional examination
Assignments/presentations		End semester examination
Quiz		
Mapping of assessment with Cos		

Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Sessional Examination	x	x	x			
Quiz	x	x	x	x	x	x
Assignment/Presentation	x	x	x	x	x	x
End Semester Examination	x	x	x	x	x	x
Laboratory examination	-	-	-	-	-	-
Feedback Process	<ul style="list-style-type: none"> • Mid-Semester feedback • End-Semester Feedback 					
Reference Material	19. Drenth, A, J. The 16 Personality Types: Profiles, Theory and Type Development. 20. Barun, M. Personality Development and Soft Skills, Second edition, Oxford Press.					

5. PROGAM OUTCOMES (POS) AND COURSE OUTCMES (COS) MAPPING

Subject	Course Code	Semester	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11
			Disciplinary Knowledge	Understanding different subsets of digital marketing	Measurable Skills and Industry-ready Professionals	Effective and Influencing communication	Leadership readiness/Qualities	Critical/ Reflective thinking & language efficiency	Technologically Efficient Professional	Ethical Awareness	Lifelong Learning	Research related Skills	Cooperation/ Team work
Principles of Marketing Management	MDM 501	I											
Introduction to digital marketing	MDM 503	I											
Organisational Behaviour	MDM 505	I											



Web & Application Designing	MDM 507	I											
Marketing Research		I											
Creative & Critical Thinking	MDM5 11.1	I											
Data Visualization	MSCB A 607	I											
Consumer Behaviour	MDM 502	II											
Integrated Marketing Communication	MDM 504	II											



Financial Management	MDM506	II											
Strategic Marketing	MDM508	II											
Strategic Brand Management	MDM510	II											
Social Media Marketing	MDM601	III											
SEARCH ENGINE OPTIMIZATION	MDM603	III											
Online Advertising	MDM501												



Marketing Analytics	MDM 607	III											
Content Marketing	MDM 207	II											
Personality Development	MDM6 11.1	III											



ADDENDUM 1

**Addition of new MOOC Elective Options in MA Digital and Creative Marketing Programme
Approved in 67th Academic Council Meeting.**

Applicable from the admissions of academic year 2020-21

Semester	Existing		Replacement		Credits
	MOOCs	Course Code	New Mooc Proposed	Course Code	
I	Youtube Channel Growth	MDM513.3	The Strategy of Content Marketing	MDM513.4	2
II	Youtube Content Ownership	MDM514.3	Marketing analytics: Know your customers	MDM514.4	2
III	Youtube - Asset Monetization	MDM613.3	Introduction to consumer neuroscience and neuro marketing	MDM613.4	2
IV	Web Applications Design	MDM604.3	Digital Marketing Analytics in Practice	MDM604.4	2

Syllabus

Course Title	The Strategy of Content Marketing
Course Code	MDM513.4
University	UNIVERSITY OF CALIFORNIA : UC DAVIS
Hours required to complete	24
Academic Year: 2020-2021	Semester : 1 st sem / 1 st Year
Course Content:	
The Content Marketing Ecosystem	
<ol style="list-style-type: none">1. Define what content marketing is and explain why it is important in today's market.2. Discover the purpose of what content should be able to do and what makes content effective.3. Discover the importance of how your own professional brand can play in the importance of company's content marketing strategy towards build own professional brand, building personal website to help build your brand and in the final lesson4. Discuss the editorial process for content and describe the benefits and importance of having a content calendar.	
<ol style="list-style-type: none">1. Think strategically by creating context which leads to creating content that actually works.	

2. Practice and discuss why being agile an essential part of the framework.
3. Discuss the idea of being authentic as a professional and organization.
4. Capture your audience's attention with effective headlines.
5. Apply the 1, 2, 3, 4, 5 formula to prompt audience to take action.
6. Examine how to prioritize acceleration and present yourself as a likable authority to your network.
7. Discuss the critical relationship between authority and audience and be able to write with authority and confidence.

Mapping the Journey: Crafting a Content Marketing Strategy

- 1 . Craft a content marketing strategy by first examining the journey of buyer or audience.
2. Create audience/buyer persona and describe the importance of always thinking about their journey.
3. Develop empathy and experience maps and examine their purposes in a content marketing strategy.
4. Explore and be able to apply two essential elements for creating irresistible content.

The Strategic Types of Content

1. Explore the various types of strategic content that go into an effective content marketing program.
2. Identify and define the four types of strategic content: attraction content, affinity content, action content, and authority content.
3. Use the strategies given to write the various types of content and be able to combine all four elements to write one effective content piece

Course Title	Marketing analytics: Know your customers
University	Macquaire University
Hours required to complete	24
Course Code	MDM514.4
Academic Year: 2021-2022	Semester : 2 nd sem / 1 st Year
Course Content:	
<u>The primacy of customer value</u>	
<ol style="list-style-type: none"> 1. Understand product/service being sold 2. Understand how each customer fits into the mix 3. Understand Businesses need movement from a product-centric model to a customer-centric model as changes in society and technology place more power in the customer's hands. 4. Understand importance of valuing your customers – and how to uncover that value. 	



Types of customer data

1. Understand the importance of customer value.
2. Evaluate hands on all the data you can about your customers, to help you decide how best to serve the consumers.
3. Balancing the gather data and analyse against its relevance to business, and also towards cost of obtaining the data
4. Working out how to weigh up the relative usefulness and importance of disparate types of data.

Tools for analysing customer data

1. Understand cost of gathering and analyse the optimal amount of relevant customer data
2. Study cloud-based, software as a service (SAAS) tools available that make robust analysis achievable.
3. Explore the types of tools used by both large and small businesses for customer data and analysis and identify which questions will help to determine which ones are most relevant.

Combining tools for meaningful insight

1. Determine which types of customer data are relevant, achievable and affordable,
2. Combine different forms of data to create a meaningful picture of your customers.
3. Use the customer-centric frameworks developed earlier, to understand customers, their wants.

Using customer data to drive strategy

1. Backward-looking; and reviewing of data what's happened in the past.
2. Understanding data of your customers to develop and innovate.
3. Blend the insights learned about your customers with other information to create solutions that help bridge the gap between your customers' current and aspired selves and unlock growth in business.

Using digital and social marketing to improve customer value

1. Undertake promotional effort from traditional media to digital media, particularly social media to tap consumers online.
2. Analyze customer receptiveness to brand messaging. To use digital media to optimise customer value, as compared to interruption marketing

Course Title	Introduction to Consumer Neuroscience And Neuro Marketing
University	Copenhagen Business School
Hours required to complete	26
Course Code	MDM613.4
Academic Year: 2021-2022	Semester : 3 rd semester , 2 nd Year
Course Content:	
<u>What is Neuro-marketing all About?</u>	
1. Define neuro-marketing	



2. Understand key concepts, methods and reasons for employing neuroscience to study consumers and communication effects
3. Study key insights into what neuroscience has to offer in relationship with more traditional methods.

Attention & Consciousness

1. Understand the functions of the brain
2. Study concepts on attention and consciousness.

Sensory Neuro-marketing

1. Introduction to sensory neuro-marketing.
2. Understanding on how senses affected differently among consumers
3. What can you do to organise your communications to better use all the senses?
4. How does the brain actually use the senses?
5. What tools do we have for assessing the use of senses, and how they affect consumers?

Emotions & Feelings, Wanting & Liking

1. Introduction to emotions and feelings
2. Analyse the relationship between emotions and preference.
3. Understand the dual side of human mind: a conscious and an unconscious response and motivation, which are crucial to understanding consumer preference and choice.
4. Study unconscious emotional responses that may turn out to be driving consumer choice to the same - or even larger - degree than conscious feelings.
5. Evaluate if conscious feelings a mere after-the-fact rationalization upon conscious choice?

Learning & Memory

1. Introduction to Learning and Memory
2. Study the multiple kinds of memory, and purpose they serve.
3. Understand learning as the vehicle required to understand the consumer behaviour.
4. Understand What causes memory, and can we be affected unconsciously by our memories?
5. Analyse how can we measure memory effects, and what is the relationship between brand equity and the brain?

Neuro-ethics and Consumer Aberrations

1. Introduction to neuro ethics in neuro marketing
2. Understand ethical standpoint towards a consumer choice that can sometimes become the centre focus on a person's life, be it pathological gambling, "shopaholism" or digital dependencies.
3. Discuss the ethical and legal aspects of neuro-marketing.

Course Title	Digital Marketing Analytics in Practice
University	Illinois
Hours required to complete	24
Course Code	MDM604.4
Academic Year: 2021-2022	Semester : 4 th Sem / 2 nd Year



Course Content:

The Art of Analytics

1. Competitive advantages of Analytical Tools
2. Four elements of the Marketing Analytics Process (MAP): plan, collect, analyse, report.
3. Understand the role of the analyst,
4. Analyse the six mutually exclusive and collectively exhaustive ("MECE") marketing objectives of analytics,
5. Finding context and patterns in collected data, and how to avoid the pitfalls of bias.

Storytelling with Data

1. Digital marketing analytics: transforming the data the analyst compiled into a comprehensive, coherent, and meaningful report.
2. Outline the key characteristics of good visuals and the minutiae of chart design and provide a five-step process for analysts to follow presenting to an audience.
3. Equip analysts with the tools they need to tell a compelling and memorable story that "cuts through the noise" of the overwhelming amount of information audiences experience every day.

Case Study Analysis

Relate theories, techniques, and tools discussed in the course in a business case written about Bellabeat, a high-tech design and manufacturing company that produced health-focused smart devices for women. Students will see each step in the MAP illustrated through the case.

The Future of Analytics

1. Understand data route from crude maps to gigabytes of multidimensional information.
2. Analysing critical crossroads that persists in a Industry towards future of Digital Media Analytics.
3. Explore predicament while casting an eye toward what comes next for digital marketing analytics.

Programme Structure after Addendum 1

Applicable from the admissions of academic year 2020-21

FIRST YEAR					
Semester: 1					
Subject Code	Subject Title	L	T	P	C
MDMBC01	Principles of Management #	1	-	-	1*
MDMBC02	Managerial Economics #	1	-	-	1*
MDM501	Principles of Marketing Management	3	-	-	3
MDM503	Introduction to Digital Marketing	2	1	-	3
MDM505	Organisational Behaviour	2	1	-	3
MDM507	Web & Application Designing	1	-	4	3
MDM509	Marketing Research	2	1	-	3
MDM511	Open Elective*(Any One):				
	MDM511.1 Creative & Critical Thinking	2	1	-	3
	MSCBA 607 DataVisualization	-	2	2	3
MDM513	MOOC (Any TWO)**				
	MDM513.1 Facebook Certified Digital Marketing Associate				2
	MDM513.2 Google Analytics for Beginners				2
	MDM513.4: The Strategy of Content Marketing				2
	Total				22+2*

Semester: 2					
Subject Code	Subject Title	L	T	P	C
MDM502	Consumer Behaviour	3	-	-	3
MDM504	Integrated Marketing Communication	2	1	-	3
MDM506	Financial Management	3	-	-	3
MDM508	Strategic Marketing	2	1	-	3

MDM510	Strategic Brand Management	2	1	-	3
MDM512	Minor Project	-	-	6	3
MDM514	MOOC (Any TWO)**				
	MDM514.1- Facebook Certified Media Planning Professional	-	-	-	2
	MDM514.2: Advanced Google Analytics	-	-	-	2
	MDM514.4: Marketing analytics: Know your customers	-	-	-	2
	Total				22

*Open electives of MOOC are Subject to availability. Additional Electives / Courses would be added to the list of electives from time to time as recommended by Academic Review Committee of the Department

**Students can choose any two MOOC courses in a semester (2 credits each)

Bridge course credits are compulsory however they are not considered in calculation of GPA

Semester: 3					
Subject Code	Subject Title	L	T	P	C
MDM601	Social Media Marketing	2	1	-	3
MDM603	Search Engine Optimization	2	1	-	3
MDM605	Online Advertising	2	1	-	3
MDM607	Marketing Analytics	2	1	-	3
MDM609	Content Marketing	2	-	-	2
MDM611	Open Elective*: (ANY ONE)				
	MDM611.1 Personality Development	1	1	-	2
	MSCBA 603 Analytics Using R	1	1	-	2
MDM613	MOOC (Any TWO)**				
	MDM613.1 Facebook Certified Buying Professional	-	-	-	2
	MDM613.2 Google Analytics for Power Users	-	-	-	2
	MDM613.4: Introduction to consumer neuroscience and neuro marketing	-	-	-	2

	Total				2 0
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Semester: 4					
Subject Code	Subject Title	L	T	P	C
MDM602.1	Option 1: Internship (16 Weeks)	-	-	-	12
	OR				
MDM602.2	Option 2 : Study Abroad	-	-	-	12
MDM604	MOOC (Any Two)**				
	MDM604.1 Facebook Certified Ads Product Developer 1	-	-	-	2
	MDM604.2 Getting Started with Google Analytics 360	-	-	-	2
	MDM604.4: Digital Marketing Analytics in Practise	-	-	-	2
	Total				16
<p>*Open electives of MOOC are Subject to availability. Additional Electives / Courses would be added to the list of electives from time to time as recommended by Academic Review Committee of the Department</p> <p>** Students can choose any two MOOC courses in a semester (2 credits each)</p> <p># Bridge course credits are compulsory however they are not considered in calculation of GPA</p>					

ADDENDUM 2

Minor Revision in Programme Structure and syllabi of MA in Digital and Creative Marketing – 2020 Regulations

(Applicable from 2022-2023 Admission batch onwards)

Programme Structure after Addendum 2

(Applicable from 2022-2023 Admission batch onwards)

First Year					
Semester 1					
Course Code	Course Title	L	T	P	C
MDMBC01	Principles of Management #	1	-	-	1
MDMBC02	Managerial Economics #	1	-	-	1
MDM501	Principles of Marketing Management	1	1	0	2
MDM503	Introduction to Digital Marketing ¹	1	1	0	2
MDM505	Organisational Behaviour & Managerial Effectiveness ²	3	-	-	3
MDM507	Web & Application Designing	1	-	4	3
MDM509	Marketing Research	2	1	-	3
MDM 515	Consumer Buying Behaviour ³	3	-	-	3
MDM 513	MOOC (Any TWO)**				
MDM513.1	Facebook Certified Digital Marketing Associate	-	-	-	2
MDM513.2	Google Analyst for Beginners	-	-	-	2
MDM513.4	The Strategy of Content Marketing	-	-	-	2
	Total				20+2
Semester 2					
Course Code	Course Title	L	T	P	C
MDM504	Integrated Marketing Communication	2	1	-	3
MDM506	Financial Management	3	-	-	3
MDM508	Strategic Marketing	2	1	-	3
MDM510	Strategic Brand Management ⁴	2	1	-	3
MDM512	Minor Project	-	-	6	3
MDM514	MOOC (Any TWO)**				
MDM514.1	MDM514.1- Facebook Certified Media Planning Professional	-	-	-	2
MDM514.2	MDM514.2: Advanced Google Analytics	-	-	-	2
MDM514.4	MDM514.4 Marketing Analytics Know your customer	-	-	-	2
	Open Elective (Any One)				
PGOEC002	Mindfulness and Well-being ⁵	3	-	-	3
PGOEC003	Ethical Leadership ⁶	3	-	-	3
PGOEC004	Critical and Creative Thinking ⁷	3	-	-	3
	Total				22
Second Year					

¹ Syllabus revision Approved in 72nd Academic Council Meeting

² New title and syllabus Approved in 72nd Academic Council Meeting

³ New course and syllabus Approved in 72nd Academic Council Meeting

⁴ Syllabus revision Approved in 72nd Academic Council Meeting

⁵ New course and syllabus Approved in 72nd Academic Council Meeting

⁶ New course and syllabus Approved in 72nd Academic Council Meeting

⁷ New course and syllabus Approved in 72nd Academic Council Meeting

Semester 3					
Course Code	Course Title	L	T	P	C
MDM601	Social Media Marketing	2	1	-	3
MDM603	Search Engine Optimization	2	1	-	3
MDM605	Online Advertising	2	1	-	3
MDM607	Marketing Analytics ⁸	2	1	-	3
MDM609	Content Marketing	2	-	-	2
MDM611	Program Elective*: (ANY TWO)				
MDM611.1	Personality Development	1	1	-	2
MDM611.2	Data Visualization for marketers ⁹	1	1	-	2
MDM611.3	Python for marketers ¹⁰	1	1	-	2
MDM611.4	Analytics using R ¹¹	1	1	-	2
MDM613	MOOC (Any TWO)**				
MDM613.1	Facebook Certified Buying Professional	-	-	-	2
MDM613.2	Google Analytics for Power Users	-	-	-	2
MDM613.4	Introduction to consumer neuroscience and neuro marketing	-	-	-	2
MDM613.5	Leadership Skills ¹²	-	-	-	2
	Total				22
Semester 4					
Course Code	Course Title	L	T	P	C
MDM602.1	Option 1: Internship (16 Weeks)	-	-	-	12
	OR				
MDM602.2	Option 2 : Semester abroad (12 credits)	-	-	-	12
MDM604	MOOC (Any Two)**				
MDM604.1	Facebook Certified Ads Product Developer 1	-	-	-	2
MDM604.2	Getting Started with Google Analytics 360	-	-	-	2
MDM604.4	Digital Marketing Analytics in Practice (Illinois University)	-	-	-	2
MDM604.5	Asian Environmental Humanities: Landscapes in Transition ¹³	-	-	-	2
	Total				16

* Open electives of MOOC are Subject to availability. Additional Electives / Courses would be added to the list of electives from time to time as recommended by Academic Review Committee of the Department. From the batch of 2022 the proctored examinations for MOOCs will be conducted @ the department and will not be clubbed with final semester examinations.

** Students can choose any two MOOC courses in a semester (2 credits each)

Bridge course credits are compulsory however they are not considered in calculation of GPA

Syllabus of New and revised courses

Semester 1

Name of the Program:	MA in Digital and Creative Marketing
Course Title	Introduction to digital marketing
Course Code: MDM 503	Course Instructor:
Academic Year	2022-2023
No of Credits	2

⁸ Syllabus revision Approved in 72nd Academic Council Meeting

⁹ New course and syllabus Approved in 72nd Academic Council Meeting

¹⁰ New Course and syllabus Approved in 72nd Academic Council Meeting

¹¹ New course code and syllabus Approved in 72nd Academic Council Meeting

¹² New course and syllabus Approved in 73rd Academic Council Meeting

¹³ New course and syllabus Approved in 73rd Academic Council Meeting

Synopsis:	Introduction to digital Marketing will enlighten students to different facets of digital marketing and the module will equip them to utilize digital Media Platforms to design effective marketing campaigns. The course will cover topics relate to digital marketing planning, segmentation and targeting. The course will also cover digital marketing channels and provides different technical skills such as SEO, Website Planning, and evaluating digital marketing campaigns effectiveness at an elementary level. The application of gained knowledge, skills and competencies, will help future managers in forming digital marketing plan in order to manage Digital Marketing Performance Efficiently.
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Course Outcomes (COs):	
On successful completion of this course, students will be able to:	
CO 1:	Discuss the need of Marketing in Digital Eco-System
CO 2	Discuss Online Branding & Advertisement applicable to Digital Platforms
CO 3	Describe the components of Social Media Marketing
CO 4	Formulate digital marketing strategy
CO 5	Design customer web planning across digital media platforms
CO 6	Evaluate the effectiveness of web marketing programs

Course contents:

Unit 1: Digital media business overview

Evolution of Internet. Internet Marketing Paradigm. Internet User Profile. Internet Value Chain. Business Models in Digital Marketing Era. Search Engine Optimization.

Unit 2: Online advertising

Consumer Media Habits. Online Advertising & Promotion, Building Internet Brands, Video Marketing & Strategy. Customer Acquisition Tools, Online Advertising, Online Ad Serving & Targeting. Email Marketing Campaign. Levels of Permission Marketing. Email Marketing, Targeting, Personalization & Customization.

Unit 3: Social Media Marketing

Business Models using Social Media Marketing. Social Media Marketing Strategy. Social Media Marketing Strategies. Social Media Marketing Matrix. Concept of Personal Brands in Social Media.

Unit 4: Developing Internet Marketing Strategies and Programs

Search Engine Marketing, Paid Search and Social Advertising, Mobile Marketing, Demand Generation and Conversion in B2B Market, Customer Relationship Development and Retention Marketing, Developing and Maintaining Effective Online and Mobile Websites. Digital Customer Service and Support in the Digital Era, Social and Regulatory Issues: Privacy, Security, and Intellectual Property. Measuring and Evaluating Digital Marketing Programs.. Cost & Failure of CRM System Projects.

Unit 5: Developing & Maintaining Customer Web Effectiveness

Website development process. Websites enhancement of Customer Experience. Customer Web Service & Satisfaction. Strategies for Customer Excellence. Strategic Customer Experience. Strategies for Service Excellence

Unit 6: Evaluation of Marketing program effectiveness

Marketing Matrix. Usability Testing, Measuring Website Traffic/Audience/Campaigns. Strategic drivers of Mobile Marketing. Mobile Tools in action for Mobile. Outline Marketing, Location Based Marketing, Digital Convergence.

Reference Material	<ul style="list-style-type: none"> Internet Marketing: Integrating Online & Offline Strategies: Roberts & Zahay : CENGAGE Publications, 4th Edition. Internet Marketing : A highly practical guide to every aspect of Internet Marketing : Published by Get Smart under the Creative Commons BY-NC 3.0
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Name of the Program:	Master of Arts– Digital and Creative Marketing
Course Title	Organisational Behaviour and Managerial Effectiveness
Course Code: MDM505	Course Instructor:
Academic Year	2022-2023
No of Credits	3

Synopsis:	The course aims to shape the understanding on individual behaviour in an organizational setting based on an accumulation of research in psychology, sociology, economics and organizational behavior. The content focus on four key areas: Motivation; Judgment & Decision-Making; Individual Differences; and Groups & Culture. The course deals with beliefs and general assumptions about humans and their behavior, and those assumptions form the foundation individual beliefs about what motivates them; how individuals make decisions; and the ways in which the organizational context influences individuals' behaviour. This course is intends to improvise the understanding of human and their behaviour with a presumption that students aspires to be a productive and effective leader within an organizational setting.
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Course Outcomes (COs):	
On successful completion of this course, students will be able to:	
CO 1:	Explain the reasons for individual behaviour
CO 2	Apply desired group level behaviour skills to bring group effectiveness
CO 3	Comprehend contemporary theories of Organisational behaviour and leadership
CO 4	Apply time management & self-management techniques for achieving improved performance and enhanced productivity.
CO 5	Explain and use CRM tools to manage relations with customers, employees & suppliers more effectively.
CO 6	Discuss principles of ISO9001 and ability to identify critical areas in organizations for improvement.

Course content

Unit 1: Introduction to OB and Individual differences- Introduction to Organizational Behaviour, Approaches of OB. Three levels of analysis in the OB model. Challenges and opportunity. Workplace diversity.

Individual Differences I: Personality Assessment; Individual Differences II: Selection & Hiring

Unit 2: Motivation and Job redesign

Motivation and Rewards, Intrinsic Motivation and Job Redesign, Motivation I: Expectancy, Needs & Value, Motivation II: Goal-Setting, Motivation III: Rewards & Punishment, Motivation IV: Job-Design, Motivation V: Beyond Self-Interest

Unit 3: Perception, Decision Making, and Well-being at Work

Perception, theories, cognition, Decision-Making I: Rationality, Decision-Making II: Choices, Decision-Making III: Heuristics & Biases, Emotions and moods. Emotional labour, emotional intelligence, Psychological Contracts

Unit 4: Group behaviour and Leadership –

Foundations of Group, Group Dynamics and Teams, Leadership and theories. Power and Politics in Organisations. Social Networking.

Unit 5: Organizational designs: Behavioural implications of different organizational designs. Functional and dysfunctional effects of organizational culture on people and the organization. Importance of Digital transformation and its effects on HR Practices.

Unit 6. Managerial Effectiveness- Managerial Effectiveness tools for immediate implementation for improving productivity that includes; Time management & 5S technique, PDCA approach, ISO9001 principles, Relationship management – CRM, ERM, SRM, Org. Change & stress management, and conflict management & negotiation skills. Introduction to Balanced Score Card"

Reference Material	Barrick, M. R., Mount, M.K., & Judge, T.A. (2001). Personality and performance at the beginning of the new millennium: What do we know and where do we go next? Personality and Performance, 9(1/2), 9-30. Organizational Behaviour - Stephen P. Robbins & Timothy A. Judge (17 th Edition) – Pearson Erez, A., & Judge, T. A. (2001). Relationship of core self-evaluations to goal setting, motivation, and performance. Journal of Applied Psychology, 86, 1270-1279. Judge, T. A., & LePine, J. A. (2007). The bright and dark sides of personality: Implications for personnel selection in individual and team contexts.
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	J. Langan-Fox, C. L. Cooper, & R. J. Klimoski (Eds.), Research companion to the dysfunctional workplace: Management challenges and symptoms (pp. 332-355). Cheltenham: Edward Elgar. Organizational Behaviour - Fred Luthans (12 th Edition) - Mc. Graw Hill International Edition. Introduction to Organizational Behaviour, Custom Publication, AP/ADMS 2400 (2018 Edition, York University)
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Name of the Program:	MA in Digital and Creative Marketing
Course Title	Consumer Buying Behaviour
Course Code: MDM 515	Course Instructor:
Academic Year	2022-2023
No of Credits	3
Synopsis:	This course is designed to equip students with the knowledge and skills required to understand the consumer buying behaviour. It introduces students to multiple psychological and behavioural models which are essential to understand a consumer. The course also provides essential knowledge related to digital consumer behaviour and e-CRM.

Course Outcomes (COs):	
On successful completion of this course, students will be able to:	
CO 1:	Discuss and understand need for study of consumer Behaviour
CO 2	Outline various models of consumer Behaviour
CO 3	Analyse various factors influencing the consumer decision making and design marketing strategy
CO 4	Interpret internal and external factors and design a comprehensive communication strategy.
CO 5	Demonstrate the application of conventional consumer behaviour theories in contemporary marketing scenarios on a continuous basis.
CO 6	Develop strategy for utilizing factors that will influence the buying Behaviour of the target segment.

Course contents:

Unit 1 – Introduction

Meaning & Definition of Consumer Behavior ,Consumer & Customer, Nature & characteristics of Indian Consumers , Consumerism, Consumer Movement in India, Rights & Responsibilities of consumers in India, Benefits of consumerism.

Unit 2- : Models and CB process

Models of Consumer Behavior, Input-Process-Output Model, Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell Models of Consumer Behaviour , Consumer Buying Decision Process ,Structure Levels of Consumer Decision Making.

Unit 3: Internal and External factors

Internal influences on Consumer Behaviour: Motivation, Personality, Perception ,Individual influences on Consumer Behaviour -Learning, Attitude and Persuasive communication , External Influences on Consumer Behaviour Social Class, Culture , Groups

Unit 4: Digital Consumers

digital customers, motivations-expectations-fears and phobias, online buying process and online relationship, communities and social network, Profile the customers- researching the online customers, post-literate customer, Examining the consumer perspective and assessing the online consumer Behavior

Unit 5: eCRM

Customer Relationship Management- Meaning & Significance of CRM Types of CRM Strategies for building relationship marketing, e-CRM, Meaning & Importance of e-CRM , CRM & e-CRM, Customer lifecycle marketing, database marketing, profiling and personalization.

Unit 6. Activity based Learning

Each student will be assigned a company (product/service based). The student has to identify the STP of the product/service, Choose the theory under each of the internal and external influences on consumer decision making process. Assess how each of the influences impact the final decision making of the consumer, Prepare a CRM strategy to strengthen the understanding of consumer behaviour and sustain relationship with the customers.

Reference Material	<ul style="list-style-type: none"> Consumer Behaviour - Leon Schiff man, Lesslie Kanuk, Pearson, Latest edition. Consumer Behaviour - A Digital Native First Edition By Pearson Paperback – 1 Aug 2019 Jagdish N Sheth, Varsha Jain and Don E Schultz. Digital Marketing Excellence- Dave Chaffey and PR Smith, 5th Edition , Taylor & Francis 4. Digital Marketing-Strategy, Implementation and practice- Dave Chaffey and Fiona Ellis Chadwick, Pearson 6th ed.
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Semester 2

Name of the Program:	MA in Digital and Creative Marketing
Course Title	Strategic Brand Management
Course Code: MDM 510	Course Instructor:
Academic Year: 2022-2023	
No of Credits: 2	
Synopsis:	<p>The course will provide insights into how to create a strong brand equity by effective brand strategies. High performance companies understand the importance of brands and actively manage brand equity. In this course on Strategic Brand management, we discuss components and elements to help build, measure and manage brands with efforts directed to Digital channels. It would include how to name a brand, how to market a brand, how to measure brand equity based on customer's knowledge. Students will learn how to design and implemented marketing program and activities to build, measure and manage brand equity.</p>

Course Outcomes (COs):	
On successful completion of this course, students will be able to:	
CO 1:	Explain the terminology, concepts and activities of brand management
CO 2	Identify sources and outcomes of brand equity
CO 3	Interpret, analyse and evaluate brand performance
CO 4	Examine the importance, opportunities and challenges of the digital age
CO 5	To be able to use strategic marketing tools to design, promote and deliver sustainable marketing strategies
CO 6	Creating effective brand management programs, including a personal brand

Course content

Unit 1 - Introduction to Brands and Brand Management-

Brand– Meaning, Definition, Evolution of Brands, Functions of Brand to consumer, Role of Brand- Advantages of Brand, Product Vs Brand, Branding- Meaning, Creation of Brands through goods, services, people, Organisation, Retail stores, places, online, entertainment, ideas, challenges to Brand builders Brand Management-Meaning & Definition. Strategic Brand Management Process-Meaning, Steps in Brand Management Process

Unit 2: Developing a Brand Strategy

Customer-Based Brand Equity and Brand Positioning: Steps in Brand building, Customer based Brand Equity, Branding building, Sources of Brand Equity - Brand awareness, Brand Image, Product Development and Brand Analysis, Establishing Product Market fit - Segmentation and Brand Positioning, Approaches for Brand Positioning, Segmentation Basis

Unit 3: Design and Implementing Brand Marketing Programs

Criteria for choosing Brand elements, Options and tactics for Brand elements, Programmes to build Brand Equity – Product Strategy, Pricing Strategy, Channel Strategy, Understand the launch process for a new brand, Product Design and Delivery, Pricing Strategy, Legal Branding consideration

Unit 4: Brand Equity Measurement and Management

Conducting Brand Audits, Developing a Brand Equity Measurement: Qualitative Research Techniques – Zaltman Metaphor Elicitation Technique, Neural Research Methods and Quantitative Research Techniques – Brand awareness, Image and Responses, Relationships, Measuring outcomes of Brand Equity: Comparative methods: brand and marketing based methods, Conjoint analysis Holistic methods: Residual, general and valuation approaches, Brand management: ten criteria for brand report card, seven deadly sins of brand management.

Unit 5: Managing brands over time, geographic boundaries

Reinforcing Brands, Revitalizing Brands, Brand Reinforcement Strategies, Brand Revitalization Strategies, Positioning over time, Main growth strategies, How loyalty programmes help, maintain and grow brand allegiance, Importance of keeping brand relevant, The Brand Value Chain; Challenges and steps needed to become a global brand (C5)

Unit 6. Managing a brand in the digital age

New age influencers and brand ambassadors, the Buzz Marketing Process, Online and Virtual Brands • Multisensory Branding Online, Online Image and Identity, Digital Co-creation of Brands, Neuro-branding, Key Brand Performance Indicators available through social media, Evolving challenges in managing a brand in the age of social media.

Reference Material	Measuring, and Managing Brand Equity, Global Edition”, 5th Edition, Pearson Education David A. Aaker (2010) “Building Strong Brands” Al Ries, Jack Trout (2001) Positioning: The Battle for your Mind Barbara Kahn (2013) Global Brand Power: Leveraging Branding for Long-Term Growth, Wharton School Press
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Name of the Program:	MA in Digital and Creative Marketing
Course Title:	Mindfulness and Well-being
Course Code: PGOEC002	Course Instructor:
Academic Year: 2022-2023	Semester: II
No of Credits: 3	Prerequisites: Nil
Synopsis:	This practical course is an overview to mindfulness. Through it, learners will learn the ideologies of practice, progress their own meditation practice, and apply principles to daily life. They will learn approaches to skilfully work with thoughts, emotions, and sensations, while increasing their capacity to enhance mind-body awareness of present-moment experience. They will study principles and research in the field of mindfulness and the emerging science that shows encouraging, beneficial effects for physical and mental health and well-being. This course is designed for beginners and is also suitable for those with experience who want to refine their practice. Classes consist of a combination of lecture, practice, and discussion.

Course Outcomes (COs):	
On successful completion of this course, students will be able to:	
CO 1:	Discuss the importance of mindfulness and various health outcomes.
CO 2:	Discuss the principles of practice, develop their own meditation practice, and apply principles to daily life
CO 3:	Apply the logic of understanding the theory, practice, and research of mindfulness and how to apply that knowledge to individual practice
CO 4:	Analyse the key issues to skilfully work with thoughts, emotions, and sensations, while developing their capacity to enhance mind-body awareness of present-moment experience
CO 5:	Moderating skilfully and cultivating concentration to work with thoughts, emotions, and body sensations, including as it relates to stress, difficult emotions, and pain.
CO 6:	Outline the first-person experience with mindfulness practices, and how the practices helped personal well-being, if at all

Course contents:

Unit 1: Introduction to Mindfulness: Conscious and deliberate direction of our attention. Discipline and focus meditation practice (5-10 minutes/day), Emerging science of mindfulness Effort and concentration, Anchor/object of focus: breath, body, sound STOP technique: Stop; Take a Breath, Observe, and Proceed

Unit 2: Mind-body awareness and connection: Postures Working with body sensations: body scan. Standing meditation, walking, and mindful movement Mindful eating, Nature walk, Visualisation, Photo/Art appreciation, JOMO (Joy of missing out)

Unit 3: Seven key attitudes of mindfulness: Non Judging, Patience, Beginners Mind, Trust, Non Striving, Acceptance, Letting Go

Unit 4: Calmness and creativity: Mindfulness on Sleep, Cultivating positive emotions: equanimity and joy, Working with difficult emotions, Cognitive Function and Performance, Birding, Gratitude sharing (writing/letters), Balancing time and priorities

Unit 5: Forgiveness and Groundlessness: Forgiveness Meditation, Coping with change, loss, and impermanence, Groundlessness, mindfulness in decision-making, Deep listening of inner wisdom, Journaling, Resilience and post-traumatic growth, Working with anxiety RAIN technique: Recognize, Allow, Investigate, Nonidentification

Unit 6: Health and support: Mindfulness on Social Support and Loneliness”, Mindfulness on Depression and Anxiety, Working with thoughts Observation, Working with uncertainty

References

- Mark Williams and Danny Penman (2011), “Mindfulness: A practical guide to finding peace in a frantic world”, Piatkus, ISBN-13-978-0749953089
- Chantal Hofstee (2017), “Mindfulness on the Run: Quick, Effective Mindfulness Techniques for Busy People” Pan McMillan, ISBN-13-978-9382616931
- Vinay Dabholkar (2019), “Mindfulness: Connecting with the Real You”, HarperCollins India, ISBN-13-978-9353573454

Name of the Program:	MA in Digital and Creative Marketing
Course Title:	Ethical Leadership
Course Code: PGOEC003	Course Instructor:
Academic Year: 2022-2023	Semester:
No of Credits: 3	Prerequisites: Nil
Synopsis:	This course addresses the need for ethical leadership. It also addresses the shortfalls in today’s leaders. It deals with identifying the characteristics that needs to be in today’s leaders. The course also highlights the standards and strategies required for decision-making by ethical leadership. The course also deals in ethical contexts for small and large groups. The course also talks about how to stand form ethically even during crises. Finally, the course attempts to bring an Indian angle to the thought of ethical leadership and compare it with European ideology of ethical leadership.

Course Outcomes (COs):	
On successful completion of this course, students will be able to:	
CO 1:	Identify the problems in today’s leadership and their causes
CO 2:	Outline the various inherent qualities required to be present in today’s leaders
CO 3:	Apply the ethical strategies and standard required for ethical decision making by leaders
CO 4:	Examine the building of ethical contexts in small and large groups
CO 5:	Assess the need for crises leadership
CO 6:	Develop and propose Indian models of ethical leadership with spirituality.

Course contents:

Unit 1: Shadow side of Leadership: A Dramatic Difference/The Dark Side of Leadership; The Leader’s Shadows; The Shadow of Power; The Shadow of Privilege; The Shadow of Mismanaged Information; The Shadow of Inconsistency; The Shadow of Misplaced and Broken Loyalties; The Shadow of Irresponsibility;

Unhealthy Motivations: Internal Enemies or Monsters; Personality Disorders; Faulty Decision Making; Failure of Moral Imagination; Moral Disengagement; Lack of Ethical Expertise; Contextual Pressures; Stepping Out of the Shadows;

Unit 2: Looking Inward: Elements of Character Courage; Temperance; Wisdom and Prudence (Practical Wisdom); Justice; Optimism; Integrity; Humility; Compassion (Kindness, Generosity, Love); Forming a Moral Identity; Character Building; Finding Role Models; Hearing Stories/Living Shared Stories; Learning from Hardship; Developing Habits; Developing Personal Mission Statements; Identifying Values; Combating Evil: The Faces of Evil; Evil as Dreadful Pleasure; Evil as Exclusion; Evil as Deception; Evil as Bureaucracy; Evil as a Choice; Evil as Ordinary;

Unit 3: Ethical Standards and Strategies: Utilitarianism: Do the Greatest Good for the Greatest Number of People; Kant's Categorical Imperative: Do What's Right No Matter the Cost; Applications and Cautions Justice as Fairness: Guaranteeing Equal Rights and; Pragmatism: Ethics as Inquiry; Applications and Cautions; Altruism: Love Your Neighbour; Ethical Decision Making and Behavior, Ethical Decision Making: A Dual Process Approach, Components of Moral Action 1: Moral Sensitivity (Recognition) Component 2: Moral Judgment, Component 3: Moral Focus (Motivation), Component 4: Moral Character Decision-Making Formats Compliance Gaining; Communication of Expectations; Argumentation; Negotiation; Resisting Influence: Reciprocation (Give and Take); Commitment and Consistency; Social Proof; Liking; Authority; Scarcity

Unit 4: Shaping Ethical Contexts: Building an Ethical Small Group, What's Ahead, The Leader and the Small Group, Fostering Individual Ethical Accountability, Promoting Ethical Group Interaction, Comprehensive, Critical Listening, Defensive vs Supportive Communication, Emotional Intelligence, Productive Conflict, Minority Opinion, Avoiding Moral Pitfalls, Groupthink, False Agreement, The Leader as Ethics Officer, Ethical Climates, Signs of Healthy Ethical Climates, Recognition of Risk, Zero Tolerance for Individual and Collective Destructive Behaviours-Justice-Integrity, Trust, Codes of Ethics, Ethical Socialization Processes, Ethics Training

Unit 5: Ethical Crises Leadership: Crisis: An Overview, The Three Stages of a Crisis, Components of Ethical Crisis Management, Assume Broad Responsibility, Practice Transparency, demonstrate Care and Concern, Engage the Head as Well as the Heart, Improvise from a Strong Moral Foundation, Build Resilience, The Ethical Demands of Extreme Leadership

Unit 6: Indian Spiritual Traditions as Inspiration for Ethical Leadership: Indian Spiritual Traditions as Inspiration for Ethical Leadership, A Multidimensional View of Leadership from an Indian Perspective-Lessons for the Future for India and Europe

References

- Bellingham, R. (2003). *Ethical leadership: Rebuilding trust in corporations*. Human Resource Development.
- Johnson, C. D. (2012). Meeting the ethical challenges of leadership: Casting light or shadow by Craig E. Johnson.
- Millar, C., & Poole, E. (2011). Ethical Leadership in a Global World—a roadmap to the book. In *Ethical Leadership* (pp. 1-14). Palgrave Macmillan, London.
- Chatterji, M., & Zsolnai, L. (Eds.). (2016). *Ethical leadership: Indian and European spiritual approaches*. Springer.

Name of the Program:	MA in Digital and Creative Marketing
Course Title:	Creative & Critical Thinking
Course Code: PGOEC004	Course Instructor:
Academic Year: 2022-23	Semester: First Year; Second Semester
No of Credits: 3	Prerequisites:
Synopsis:	<p>Critical and creative thinking are two of the top, in-demand workplace skills. Critical and creative thinking skills are crucial to the process of decision-making, in both business settings and personal situations. One can improve decision-making by progressing through structured steps focused toward better understanding of the positions of arguments and ideas.</p> <p>In this course, students will learn the steps needed to break down an argument or idea. Students would learn to use and vary these steps in context. These methods would be helpful in minimizing the influence of bias in decision-making.</p>

Course Outcomes (COs):

On successful completion of this course, students will be able to:	
CO 1:	Discuss the relevance of creative and critical thinking in the decision-making and problem-solving process
CO 2:	Apply the method of creative and critical thinking within the decision-making and problem-solving process
CO 3:	Consider critical thinking from the perspective of multiple stakeholder/s.
CO 4:	Develop a habit of making unbiased and sound decisions lifelong

Course Contents:

Unit 1: Introduction to thinking:

Thinking and reacting. Difference between 'Thinking' and 'reacting'. Right way of thinking and reacting. Shifting perception as the key to 'seeing' new opportunities, Describe ideas and concepts. Developing right perception.

Unit 2: Creative thinking:

The process of creating new ideas, solving problems, developing Improvisation plans with existing resources, Understanding knowledge and ideas from unfamiliar territories Ideation, Apply ideas, Design new ideas.

Unit 3: Decision-making:

The process of decision making, Identify habits that lead to cognitive biases which influence our decisions.

Unit 4: Critical Thinking

Need of critical thinking, relevance of critical thinking in problem solving, methods of critical thinking, the resources required for critical thinking. Critical thinking to understand the "position" of the argument/s in front of us.

Unit 5: Application and solution:

The perspectives of internal and external stakeholders (stakeholder analysis as part of critical thinking). The decision-making process, interest of the stakeholder.

Unit 6: Application/ Project:

Students will be assigned a community based/social project to apply the learnings from the course. And students will work on a community based project and provide solutions.

References

- Critical Thinking and Clinical Judgment: A Practical Approach by Rosalinda AlfaroLefevre.
- Concept Mapping: A Critical-Thinking Approach to Care Planning by Pamela McHugh Schuster, C.R. Schuster.

Semester 3

Name of the Program:	MA in Digital and Creative Marketing
Course Title	Marketing Analytics
Course Code: MDM 607	Course Instructor:
Academic Year	2022-2023
No of Credits	3
Synopsis:	This course in Marketing Analytics explores the growing role of data in marketing. Taking a two-fold approach, the course looks in-depth at the two primary kinds of data available to marketers: internal, or what is called marketing analytics, and external, or big data. In this course the student will learn various tools for generating marketing insights from empirical data in such areas as segmentation, targeting and positioning, perceptual mapping, customer lifetime analysis, customer choice, and product and price decisions using conjoint analysis, neural networks, logistics regression etc. This will be a hands-on course based on the statistical software approach, and on actual business situations

Course Outcomes (COs):	
On successful completion of this course, students will be able to:	
CO 1:	Use MS Excel To Summarize data

CO 2	Choose an appropriate Pricing strategy using the right tools.
CO 3	Predict sales trends using appropriate forecasting methods
CO 4	Analyze customer needs using appropriate tools
CO 5	Formulate market segment strategies
CO 6	Predict new product sales using appropriate tools

Course contents:

Unit 1 - Use Slicing and Dicing Marketing Data with Pivot Tables, Using Excel Charts to Summarize Marketing Data Using Excel Functions to Summarize Marketing Data.

Unit 2: Pricing

Apply Estimating Demand Curves and Using Solver to Optimize Price, Evaluate Price Bundling
Apply Nonlinear Pricing , Price Skimming and Sales , Revenue Management.

Unit 3: Forecasting

Simple Linear Regression and Correlation, Using Multiple Regression to Forecast Sales
Forecasting in the Presence of Special Events, Modelling Trend and Seasonality, Ratio to Moving Average
Forecasting Method, Winter's Method , Using Neural Networks to Forecast Sales.

Unit 4: What do Customers Want

Conjoint Analysis , Logistic Regression, Discrete Choice Analysis

Unit 5: Market Segmentation

Cluster Analysis, Collaborative Filtering, Using Classification Trees for Segmentation

Unit 6. Forecasting New Product Sales- Using S Curves to Forecast Sales of a New Product, The Bass
Diffusion Model , Using the Copernican Principle to Predict Duration of Future Sales

Reference Material	<ul style="list-style-type: none"> Hemann, C., & Burbary, K. (2013). Digital marketing analytics: Making sense of consumer data in a digital world. Pearson Education. Winston, W. L. (2014). Marketing analytics: Data-driven techniques with Microsoft Excel. John Wiley & Sons. Rackley, J. (2015). Marketing analytics roadmap. New York City: Apress. Lilien, G. L., Rangaswamy, A., & De Bruyn, A. (2017). Principles of Marketing Engineering and Analytics. DecisionPro.
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Name of the Program:	MA in Digital and Creative Marketing
Course Title	Data Visualization for marketers
Course Code: MDM611.2	Course Instructor:
Academic Year	2022-2023
No of Credits	2
Synopsis:	The aim of the course is to provide theoretical and practical basis of data visualization knowledge and skills required for business analyst. This course will equip the students with the required hands-on skills for executing data-driven creative designing and visualisation for effective and efficient communication. Students will be able to identify key performance indicator of the business- and problem solving. Students will gain hands-on working experience in the most widely used data visualisation tools such as Tableau and MS Power BI.

Course Outcomes (COs):
On successful completion of this course, students will be able to:

CO 1:	Prepare the data in a structured format for gaining better understanding of the data.
CO 2	Define key performance metrics required for business performance measurement
CO 3	Apply appropriate data visualisation approaches and analytical techniques for the business problem
CO 4	Create charts and diagrams for descriptive analytics of data
CO 5	Develop creative dashboards for data visualisation and communication
CO 6	Demonstrate the power of story-telling using interactive data-visualisation using tools like Tableau and Power BI

Course content

Unit 1: Basics of Data Visualisation

Art and Science of data visualisation, Principles of Communicating Data, Principles of Presentation of Data

Unit 2 Taxonomy of Data Visualisation methods

Methods for data visualisation, Type of charts, diagrams, plots, matrix, tables, maps, Tools for Data Visualisation

Unit 3: Storytelling with Data

Art of storytelling, data and purpose of the data, communication with optimal use of visualisation, International Business Communications Standards for data visualisation, Synthesize data reporting & presentation.

Unit-4 Data Visualisation using Tableau

Installing Tableau Public – Navigating the workspace, types of data – Categorical, continuous, time series, type of data connections, Data preparation and extraction, connecting and merging of data from multiple sources, type of visualisations – Bar, Line, Histogram, Pie, Maps, CrossTab, Scatter Plot, Highlight Table, Bubble Charts, Heat Maps, Tree Maps, Gantt, Box and Whiskers, features available in Charts and Diagrams, Maps – single and dual layer, and geographic, and other plots,

Guidelines for Tooltip and features, Date Hierarchies and calculated fields for dates and date conversions, Table calculations and customization, Filters options and parameters, interactive dashboards and interactive plots, Server, Data bases and online features of Tableau, Data Visualisation

Unit-5 Data Visualisation using Power BI

Power BI – Navigating the workspace, types of data, type of data connections, Demonstrate the Data preparation and extraction, Illustrate connecting and merging of data from multiple sources, Explain the type of visualisations – Bar, Line, Histogram, Pie, Maps, CrossTab, Scatter Plot, Highlight Table, Bubble Charts, Heat Maps, Tree Maps, Gantt, Box and Whiskers. features available in Charts and Diagrams, and other plots. Table calculations and customization, Filters options and parameters, Design interactive dashboards and interactive plots

Unit-6 Case study analysis- Design interactive dashboards

Reference Material	<p>Andy Kirk (2012). Data Visualization: A successful design process. Packt Publishing, Birmingham, UK</p> <p>Daniel Murray and the InterWorks BI Team, (2013). Tableau Your Data! Fast and Easy Visual Analysis with Tableau Software©John Wiley & Sons, Inc., Indianapolis, Indiana</p> <p>https://docs.microsoft.com/en-us/power-bi/fundamentals/desktop-getting-started</p>
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Name of the Program:	MA in Digital and Creative Marketing
Course Title	Python for marketers
Course Code: MDM611.3	Course Instructor:
Academic Year	2022-2023
No of Credits	2

Synopsis:	The course provides fundamental theoretical and practical basis of data analytics using programming tools Python. The course equips the students with the required hands-on skills for executing data analysis and reporting for business-decision making and problem solving. Students will gain hands-on working experience in the most widely used open source data analytics tools Python. This course introduces students to built-in data structures and class to handle various types of data.
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Course Outcomes (COs):	
On successful completion of this course, students will be able to:	
CO 1:	Attain basic programing skill in python.
CO 2	Knowing the use of popular Python libraries in data analysis
CO 3	Writing the business analysis report using Jupyter Lab/Notebook in Python
CO 4	Handling the different types of Business analytics datasets in Python
CO 5	Demonstrate the skills required to visualise the business data in Python
CO 6	Execution of different analytics tools concerning different business analytics methods for different types of data.

Course contents:

Unit 1: Introduction to Programming in Python

Programming basics, Variables, expressions and statements; Conditional executions and iterations Introduction to the basic of data analysis in Python, Operator Types - Integers, Strings, Booleans; Operators- Arithmetic Operators, Comparison (Relational)

Operators, Assignment Operators, Logical Operators, Bitwise Operators, Membership Operators, Identity Operators, Expressions

Unit 2: Knowing the Jupyter Notebook and Jupyter Lab, Numpy

Installation and usage of Jupyter Notebook and Jupyter Lab for the use of data analysis, Use of Numpy functions in data analysis -, matrices, arrays, classes, and other mathematical and statistical operation

Unit 3: Introduction to Pandas

Use of the functions of Pandas library (built on the top of Numpy) for data import, data manipulation, and other critical data analysis functionality and features

Unit 4: Data Visualisation in Python

Use of various libraries such as Matplotlib, Seaborn, Plotnine etc., for visualisation of data.

Unit 5: Analytics using Python

Installing Packages via PIP, Using Python Packages/libraries. Use of various libraries/packages such as pandas, Numpy, Scipy, Scikit-learn, Stats Models for doing different business data analysis in consistent with the content of the courses such as Statistical Methods, Applied Multivariate Data Analysis, Time Series Analysis, Machine Learning

Unit 6: Introduction to Object Oriented Programming

Classes, Self-Variable, Methods, Constructor Method, Inheritance, Overriding Methods, Data Hiding, Difference between an Error and Exception, Handling Exception, Try Except Block, Raising Exceptions, and User Defined Exceptions.

Reference Material	<ul style="list-style-type: none"> Charles Severance, 2017, Python for Everybody – Exploring Data in Python 3, Publisher: Shroff Publishers; First edition. Allen B. Downey, 2015, Think Python: How to Think Like a Computer Scientist, Publisher: Shroff/O'Reilly; Second edition Martin C. Brown, 2001, Python: The Complete Reference Paperback, Publisher: McGraw Hill Education; Forth edition <i>The built-in manuals for all the required libraries in Python are the original and most appropriate reference materials.</i>
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Name of the Program:	MA in Digital and Creative Marketing
Course Title	Analytics using R

Course Code: MDM 611.4	Course Instructor:
Academic Year	2022-2023
No of Credits	2
Synopsis:	This course aims to provide students with the statistical skills necessary for them to carry out empirical research works. The purpose is to build the advanced inferential statistical foundation for the students which will help them in taking other courses like Econometrics. Also, this course helps them in carrying out their empirical research works. Over the semester, students will be able to engage themselves in learning topics such as various inferential statistical data analysis techniques and result presentation using the standard format. Students are taught these techniques in the context of computer-based data analysis software.

Course Outcomes (COs):	
On successful completion of this course, students will be able to:	
CO 1:	Understand the importance of inferential statistical method in data analysis.
CO 2	Understand concepts of probability, probability distribution, statistical inferencing method
CO 3	Identify, select and define appropriate statistical tools for business and economics decision making.
CO 4	Perform statistical and mathematical data analysis using R and interpret
CO 5	Apply statistical concepts and analytical skills to analyses real world business and economic problems
CO 6	Develop interactive documentation and web applications using R

Course contents:

Unit 1: Programming in R and Data management in R

Fundamentals of Programming, Rules and Syntax in programming, Data Types, Global variables, Symbols and operators, Control statements and loops, Flow Charts, Conditional Statements and Iterative statements. Introduction, how to run R, Basic math- variables, data types, vectors, data frames, matrices, arrays, classes, - Lists and data frames - Creating the list, Common list operations, Using libraries and functions.

Unit 2: Graphics and Customised plotting

Creating graphs, The plot() function, Basic plots, Labeling and documenting plots, Specifying colors, fonts and sizes, Saving graphs to files, using ggplot, plotly and other packages.

Unit 3 Probability and Theoretical Distributions

Random experiment, outcome, random event: Probability – definition, theorems of probability, Bayes Theorem, Random Variable and its types, Properties of Random Variables: Expectation of Random Variables – Mean, Variance & Moments, Conditional Expectation, Moment Generating Functions and its Properties, Transformation of Random Variables, Binomial Distribution, Poisson Distribution, Negative Binomial Distribution, Multinomial Distribution, Uniform Distribution, Normal Distribution, Lognormal Distribution, Chi square, F and t Distribution, Central Limit Theorems and its applications, Practical Implications of the above topics in R.

Unit 4: Sampling and Theory of Estimation: Sampling and complete enumeration, Sampling error and bias. Types of sampling, Sampling distribution, Standard error and probable error, Sample Size Determination. Introduction to the estimation theory, Point Estimation – Desirable Properties of Point Estimators – Unbiasedness, Sufficiency, Efficiency and Consistency, Interval Estimation.

Unit 5: Testing of Hypothesis

Introduction to Hypothesis Testing: Types of Errors, Level of Significance, One & Two Tailed Tests, Power, p-value, Statistical Significance, Small Sample Tests, Large Sample Tests, Practical sessions using R.

Unit 6: Dashboards and documentation

Creating R Markdown files and reporting of statistical results, use of Mathjax for scientific documentation in markdown file, R Shiny apps and Publishing, Quarto document – next generation markdown implementation in R.

Reference Material	<ul style="list-style-type: none"> Business Statistics, J.K. Sharma (Author), Vikas Publishing House. Statistics for Management, 7th Edition, Richard I. Levin and David S. Rubin, Pearson
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	<ul style="list-style-type: none"> Statistics for Business and Economics, J.S. Chandan, Vikas Publishing
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Course Title	Leadership Skills
Course Code	MDM613.5
Year/Semester	Second Year, Third Semester
Credits	3

Module 1: Leading the Self: Mindfulness, Inner Stability, and Positive Strengths

Automatic Cycle of Behavior; Multitasking; Mindfulness; Our Two Selves ; Understanding Emotional Intelligence; Emotional Intelligence: Managing Anger; Emotional Intelligence: Managing Fear ; Emotional Intelligence: Managing Shame and Guilt; Emotional Intelligence: Managing Envy; Emotional Intelligence and Our Inner Talk; Understanding the Learning Mindset ; Building a Learning Mindset; Positive Strengths: Hope; Positive Strengths: Optimism; Positive Strengths: Resilience; Positive Strengths: Self-efficacy ; Leading Downward: Leader Behaviors and Leadership Styles.

Module 2: Leading Downward: Leader Behaviors and Leadership Styles

Leadership Challenges for the New-age Organizations; TREAT Leadership: Task-orientation; TREAT Leadership: Relation-orientation ; TREAT Leadership: Empowerment; TREAT Leadership: Authenticity; TREAT Leadership: Team-building; TREATment styles; Educate TREATment Style; Engage and Execute TREATment Style; Energize TREATment Style; Empower TREATment Style; Scoring Leadership Style Inventory; Leadership Effectiveness: Situational Leadership; Leadership Effectiveness: Managing High Performers; Leadership Effectiveness: Managing Demotivated Individuals; Building Sustainable Relationships: Supportive Communication and Decision-making Biases.

Module 3: Building Sustainable Relationships: Supportive Communication and Decision-making Biases

Associative Coherence and Decision-Making Bias; The Anchoring Bias; The Availability Bias; Overconfidence and Confirmation Bias; Framing Bias; Attribute Substitution and Representative Bias; Sunk-cost Bias; Understanding System 1 and System 2 of Decision-Making; Developing Skilled Intuitions; Supportive Communication; Principles of Supportive Communication: Listening; Principles of Supportive Communication: Non-judgmental; Principles of Supportive Communication: Validating; Principles of Supportive Communication: Authentic; Fundamental Techniques of Handling People; Power, Politics, and Leading Upwards.

Module 4: Power, Politics, and Leading Upwards

Understanding Power in Organizations ; Sources of Power: Personal ; Sources of Power: Positional; Sources of Power: Relational ; Sources of Power: Conflicts and Dominance; Understanding Networks and Their Characteristics; Understanding Network Characteristics: Breadth; Understanding Network Characteristics: Strength; Understanding Network Characteristics: Density; Understanding Network Characteristics: Centrality and Structural Holes; Principles of Developing Networks; Politics: Using Power to Influence Others; Politics: Negative or Positive; Leading Upwards and Paradigms of Human Interactions; Leading Upwards: Art of Working with Bosses; Ethics, Culture, and Change Management

Module 5: Ethics, Culture, and Change Management.

Ethical Dilemmas: What are they?; Ethics and Morals: Understanding the Difference; Resolving Ethical Dilemmas: Ethical Purpose; Resolving Ethical Dilemmas: Ethical Principles; Resolving Ethical Dilemmas: Pragmatism; Resolving Ethical Dilemmas: Principled Pragmatism; Understanding Organizational Culture; Leadership and Organizational Culture; LEAP Organizational Culture: Learning Mindset and Enjoyment; LEAP Organizational Culture: Autonomy and Performance; Cultural Transformation: TREAT for LEAP; Challenges of Change Management; Essentials of Change Management: Leadership; Essentials of Change Management: Coalition; Essentials of Change Management: Culture; Leadership and Ancient Indian Wisdom: Lessons from the Mahabharata.

Module 6: Leadership and Ancient Indian Wisdom: Lessons from the Mahabharata

Mahabharata: The Origin; Mahabharata: Plot and the Conflict; Mahabharata Characters: Bhishma - The Grandsire; Mahabharata Characters: The Kauravas; Mahabharata Characters: The Pandavas; Mahabharata's Other Characters: Karna, Dronacharya, and Ashvatthama; Karna: The Quest for Identity; Ashwatthama: Mindfulness and Emotional Stability; Kunti: Vision, Values, and Positive Leader Behaviors; Shakuni: Power, Politics, and

Stratagem; Bhishma: Life and Deeds; Bhishma: Resolving Paradoxes; Krishna: Life and Deeds; Krishna: Principled Pragmatism; The Mahabharata Code: The Leadership Triangle.

Semester 4

Course Title	Asian Environmental Humanities: Landscapes in Transition
Course Code	MDM604.5
Year/Semester	Second Year, Fourth Semester
Credits	2

Module 1: The Roots and Routes of Asian Environmental Thought

Introduction, Landscape Theory, Museum Rietberg Chinese Landscape Art Collection, Shanshui in Modern Art, Landscape and Body, and Ecosickness narratives

Module 2: Entangled Landscapes - Chinese Garden Concepts and Global Environments

History of Entangled Landscapes, Chinese Gardens in Britain, Chinese Literati Gardens, Wädenswil Garden of TCM Herbs, Demolition, Hometown Nostalgia, New Village Movements, Modern Landscaping, and Shaxi Reconstruction Project

Module 3: Indian Religious Approaches: Two Communities

Overview, What is Religion?, Religious Communities, Introduction to Zoroastrianism, Dokhmenashini: System and Ritual, Conflicts and Opinions, Outcome: Doongerwadi as Entangled Landscape, History of Auroville, A City as a Visionary Project for the Evolution of Mankind, Community of a Location?, and Voices of Auroville

Module 4: Environment in India: Concepts and Socio-Economic Conditions

Hindu Notions of Matter and Environment, Waste, Pollution, and Cleaning, Social Structures, Sacred Rivers, Polluted Water, Manual Scavenging, Public Sanitation, India's Economy of Waste, Solid Waste Collectors

Module 5: East Asian Environmentalism

Social Movements in Japan, Environmental Movements in Japan, New Movements after Fukushima, Spirit of Nuclear Energy in Japan, China's Environmental History, China's Environmental Modernization, Ecodocumentaries from the Sinosphere, Representing Animals and Problems of Speciesism, Postcolonial Environmentalism 1: Hong Kong, Postcolonial Environmentalism 2: Taiwan.

ADDENDUM 3

Revision in the regulations pertaining to the evaluation of MOOC and practical/lab-based courses

(Applicable from 2022-2023 Admission batch onwards)

Approved in 73rd Academic Council Meeting

Mode of evaluation for the MOOC Courses

8.7 MOOC courses shall be evaluated by the concerned faculty delivering the course. Concerned course faculty after discussing with Program Coordinator should finalise the components of Internal Assessments and term end examinations as per the requirement of the MOOC course. Absolute grading will be followed for MOOC courses.

Revision of regulations governing the evaluation of practical/lab-based courses

8.8 Evaluation of practical/lab-based courses shall be conducted by the concerned faculty delivering the course with 60% weightage for internal/continuous assessment and 40% weightage for end-term lab-based examination. Concerned course faculty after discussing with Program Coordinator should finalise the components of Internal Assessments. Absolute grading will be followed for practical/lab-based courses.