

Study Scheme and Syllabus of

POST GRADUATE DIPLOMA IN DIGITAL MARKETING

(PGDDM)

Batch 2020 onwards



By
Board of Studies (Management / Commerce)

Department of Academics
IK Gujral Punjab Technical University

POST GRADUATE DIPLOMA IN DIGITAL MARKETING

1st Semester Scheme

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total	Credits
			L	T	P	Int.	Ext		
PGDDM101-20	Core Theory	Digital Marketing Fundamentals	4	0	0	40	60	100	4
PGDDM102-20	Core Theory	Website Planning Process	4	0	0	40	60	100	4
PGDDM103-20	Core Theory	IT for Business & MIS	4	0	0	40	60	100	4
PGDDM104-20	Core Theory	Modern Business Organization & management	4	0	0	40	60	100	4
PGDDM105-20	Core Theory	Cyber Security Laws	4	0	0	40	60	100	4
PGDDM106-20		Communication Skills	0	0	4	50	-	50	2
Total			20	-	4	250	300	550	22

2nd Semester Scheme

Course Code	Course Type	Course Title	Load Allocation			Marks Distribution		Total	Credits
			L	T	P	Int.	Ext		
PGDDM201-20	Core Theory	Web Analytics	4	0	0	40	60	100	4
PGDDM202-20	Core Theory	Social Media Marketing	4	0	0	40	60	100	4
PGDDM203-20	Core Theory	Search Engine Management & Search Engine Optimization	4	0	0	40	60	100	4
PGDDM204-20	Core Theory	E Commerce	4	0	0	40	60	100	4
PGDDM205-20	Core Theory	Online Reputation Management	4	0	0	40	60	100	4
PGDDM206-20		Project Work	-	-	4	-	100	100	2
PGDDM207-20		Seminar	-	-	4	50	-	50	2
Total			20	0	8	250	400	650	24

SEMESTER-I

PGDDM 101
Digital Marketing Fundamentals

Course Objectives: This course will acquaint the learners to create a structured digital marketing plan and budget, Identify the correct measures to set objectives and evaluate digital marketing, Review and prioritize the strategic options for boosting customer acquisition, conversion, and retention using digital marketing.

Course Outcomes:

CO-1 Develop a digital marketing plan that will address common marketing challenges.

CO-2 Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, Marketing Analytics.

CO-3 Recognize Key Performance Indicators tied to any digital marketing program.

CO-4 Improve Return on Investment for any digital marketing program.

Unit-I

Introduction & origin of Digital Marketing. Traditional v/s Digital Marketing. Digital Marketing Strategy, The P-O-E-M Framework, Segmenting & Customizing Messages, The Digital landscape, Digital Advertising Market in India. Skills required in Digital Marketing. Digital Marketing Plan.

Unit-II

Social Media Marketing: Meaning, Purpose, types of social media websites. Blogging: Types of blogs, Blogging platforms & recommendations. Social Media Engagement, Target audience, Sharing content on social media, Do's and don'ts of social media. **Search Engine Optimization:** Meaning, Common SEO techniques, Understanding Search Engines, basics of Keyword search, Google rankings, Link Building, Steps to optimize website. **Basics of Email Marketing:** Types of Emails, Mailing List, Email Marketing tools, Email Deliverability & Email Marketing automation.

Unit-II

Facebook Marketing-Introduction, Facebook for business. Anatomy of an Ad Campaign, Role of Adverts-Types & Targeting, Adverts Budget & Scheduling, Adverts Objective & Delivery. **LinkedIn Marketing-**introduction & importance, LinkedIn Strategies, Sales Leads Generation Using LinkedIn, Content Strategies. **Mobile Marketing-**Introduction, Mobile Usage, Mobile Advertising, Mobile Marketing tool Kit, Mobile Marketing Features.

Unit-IV

Understanding Web Analytics: Purpose, History, Goals & objectives, Web Analytic tools & Methods. Web Analytics Mistakes and Pitfalls. **Basics of Content Marketing:** Introduction, Content marketing statistics, Types of Content, Types of Blog posts, Content Creation, Content optimization, Content Management & Distribution, Content Marketing Strategy, Content creation tools and apps, Challenges of Content Marketing.

Suggested Readings:

- **Digital Marketing: Cases from India** by Rajendra Nargundkar and Romi Sainy, Notion Press, Inc
- **Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation** by Damian Ryan, Kogan Page Publisher

- **Marketing 4.0: Moving from Traditional to Digital** by Philip Kotler, Publisher Wiley
- **Digital Marketing** by Seema Gupta, McGraw Hill Education
- **Fundamentals of Digital Marketing** by Punit Singh Bhatia, Pearson
- **The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns** by Ian Dodson, Wiley Publisher

PGDDM-102

Website Planning Process

Course Objective:

The syllabus provides the instructor and students with a contract, a common reference point that sets the stage for learning the details required for making website. The students should be able to plan and design a website after completion of course.

Course Outcome (COs):

- CO1: Discover how does web works really, what makes web sites work.
- CO2: Employ fundamental computer theory to basic programming techniques.
- CO3: Create an Information Architecture document for a web site.
- CO4: Know how and where to start research, planning for website
- CO5: Use fundamental skills to maintain web server services required to host a website.

UNIT I

Internet: Meaning and Concept, Understanding domain names & domain extensions, Different types of websites, Based on functionality, Based on purpose Planning & Conceptualizing, Website Booking and a domain name & web hosting, Buying a Domain, Website Language & Technology, Core Objective of Website and Flow, One Page Website.

UNIT II

Adding domain name to web Server, Adding web pages & content, Adding Plugins, Building website using CMS in Class, Identifying objectives of website, deciding on number of pages required, Strategic Design of Home Page, Strategic Design of Products & Services, and Page Strategic Design of Pricing Page.

UNIT III

Deciding on number of pages required, planning for engagement options, Landing Pages & Optimization, Creating blueprint of every webpage Best & Worst Examples.

Introduction to HTML : What is HTML, HTML Documents, Basic structure of an HTML document, Creating an HTML document, Mark up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Working with Hyperlinks, Images and Multimedia; Working with Forms and controls.

UNIT IV

Portfolio, Gallery and Contact Us Page, Call to Action (Real Engagement Happens), Designing Other Pages, SEO overview, Google Analytics Tracking Code, Website Auditing, Designing Word press Website.

Suggested Readings:

- **Darryl King.**The Complete Website Planning Guide: A step-by-step guide on how to create a practical and successful plan for your next web design project Kindle Edition
- **Steve Krug, Roger Black.**Don't Make Me Think: A Common Sense Approach to Web Usability
- **Jakob Nielsen.** Designing Web Usability:
- **Jennifer Niederst, Richard Koman.** Web Design in a Nutshell: A Desktop Quick Reference
- **Eric Meyer** CSS: Mastering the Language of Web Design
- **Hirdesh Bhardwaj,** Web Designing.

PGDDM-103
IT for Business & MIS

Course Objective: This course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Information Technology and MIS. The course will explain the relationship among and between information systems and management, analyze how technology can be used to synthesize complex data to make sound business decisions.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Have a basic understanding of how Information technology is used in organizations for meeting strategic and operational goals.

CO2: Acquire skills using Information technology in the competitive business scenario through data transformation, collaboration, and problem solving.

CO3: Understand software and hardware components of MIS, information structure, and networks.

CO4: Understand why it is important to implement security measures for business Information Systems and the current trends.

Unit I

Information systems and strategic implications: Data information systems, Difference between data and information, Information system activities and resources, System approaches, Organizational sub-systems, Support system, Systems application in strategy building.

Information Technology: Concepts of data, information and computer based information system. Impact of information technology on business (business data processing, intra-organizational and inter-organizational communication by using network technology, business process and knowledge process outsourcing).

Unit II

Information Technology and Business – An Overview: Types of Information System - Transaction Processing System (TPS), Management Information System (MIS), Decision Support System (DSS), Knowledge Management System (KMS) - and their implementation at managerial levels (operational, tactical and strategic). Recent trends in information technology (brief ideas) – Enterprise computing, mobile communication, smart card.

Decision Support System: DSS and ES, Software for Decision Support, Group Decision making, Enterprise Wide computing, Object oriented analysis and design.

Unit III

Understanding MIS: Introduction to Management Information Systems, History of MIS, Impact of MIS, Role and Importance, MIS Categories, Managers and Activities in IS, Types of Computers Used by Organizations in Setting up MIS, Hardware support for MIS

Kinds of Information Systems: Introduction, Types of Management Systems Concepts of Management Organization, Planning and Control: Introduction, Differences between planning and control information, Systems Analysis, Systems Design, MIS Planning and Development: Introduction, Planning, development

Unit IV

Strategic Management Information System: Introduction, Background, Performance, Product differentiation and Value Chain, How IT influences Organizations' goals, the five levels, Governance Modes in the use of IT

Security and Ethical Issues: Introduction, Control Issues in Management Information Systems, Security Hazards, Ethical Issues, Technical solutions for Privacy Protection

Trends in MIS: Introduction, Decision Support Systems (DSS), Artificial Intelligence (AI)

Suggested Readings:

1. D.P. Goyal : Management Information Systems. MacMillan.
2. Davis & Olson: Management Information Systems.
3. Murdick, Ross, & Clagett: Information Systems for Management.
4. Kenneth, Laudon and Jane Laudon MIS: Managing the Digital Firm, Pearson Education.

PGDDM-104
Modern Business Organization & Management

Objective of the Course: This course presents a thorough and systematic coverage of Business organization & management theory and practice. The course aims at providing fundamental knowledge and exposure of the concepts, theories and practices in the field of Business management. It focuses on the Business Framework, functions & process of management, with special attention to managerial responsibility for effective and efficient achievement of goals.

Unit -I

Foundation of Indian Business: Spectrum of Business Activities, Manufacturing and service sectors. India's experience of liberalization and globalization, Technological innovations and skill development. 'Make in India' Movement.

Social Multinational Corporations and Indian transnational companies. Social responsibility and ethics. Emerging opportunities in business; Franchising, Outsourcing, and E-commerce.

Unit- II

Business Enterprises : Sole Proprietorship, One Person Company, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative society; Limited Liability Partnership. Choice of Form of Organization. Entrepreneurial Process- Idea generation, Feasibility study. Basic considerations in setting up a Business Enterprise.

Unit- III

The Process of Management: Planning; Decision-making; Strategy Formulation. Organizing: Basic Considerations; Departmentation – Functional, Project, Matrix and Network; Delegation **and Decentralization of Authority;** Dynamics of group behavior. Conceptual framework of Marketing Management, Financial Management, and Human Resource Management.

Unit- IV

Leadership: Concept and Styles; Trait and Situational Theory of Leadership. Motivation: Concept and Importance; Maslow Need Hierarchy Theory; Herzberg Two Factors Theory, McGregor and Ouchi theory. Control: Concept and Process. **Communication:** Process and Barriers. Transactional Analysis (TA), Johari Window. Change Management: Resistance to change and strategies to manage change, conflict levels, causes and resolution. Functional and Dysfunctional aspects of conflict. Emerging issues in management.

Suggested Readings:

1. Harold Koontz, and Heinz Wehrich, Essentials of Management: An International Perspective, New Delhi, McGraw-Hill, 2010.
2. Richard L Daft, the New Era of Management, New Delhi, Thomson, 2007.
3. Stephen P Robbins, Mary Coulter and Neharika Vohra, Management, New Delhi, Pearson, 2011.
4. V S P Rao & V H Krishna, Management, Excel Books
5. P.Subba Rao, Principles of Management, Himalaya Publishing
6. Dubrin, Management: Concepts & Cases, Cengage Learning
7. Ferrell, Business: A Changing World, Tata McGraw Hill
8. Mukherjee, Principles of Management and Organizational behavior, Tata McGraw Hill.
9. Bateman, T. S., and Snell, S. A. (2008). Management TMH

PGDDM: 105
Cyber Security Law

Course Objective: Cyber security law promotes the confidentiality, integrity, and availability of public and private information, systems, and networks, through the use of forward-looking **regulations** and incentives, with the **goal** of protecting individual rights and privacy, economic interests, and national **security**.

Course Outcomes:

CO1: Understand the key security requirements of Confidentiality, Integrity & Availability.

CO2: Demonstrate the concept of Intrusion Detection & Intrusion Prevention.

CO3: Describe the concept of Security policies and Cyber Laws

CO4: To spread awareness of Cyber Security is the need of the hour and particularly among the law fraternity as these are the persons who have to handle the cases of cyber-crime.

UNIT-I

Computer Basics and Need of Cyber Law: Introduction to Information System, classification and components of information system, Computer Security Concepts, CIA (Confidentiality, integrity and availability), Security Functional Requirements. **User Authentication:** Means of Authentication, Password-Based Authentication, Token-Based Authentication, Biometric Authentication, Remote User Authentication, Security Issues for User Authentication

UNIT-II

Intrusion Detection: Intruders, Intrusion Detection, Host-Based Intrusion Detection, Distributed Host-Based Intrusion Detection, Network-Based Intrusion Detection, Honeypots. **Firewalls & Intrusion Prevention Systems:** The Need for Firewalls, Firewall Characteristics, Types of Firewalls, Firewall Basing, Intrusion Prevention Systems. **Cryptographic Algorithms:** Symmetric Encryption Principles, Data Encryption Standards (DES) Introduction to Internet Security Protocols & Standards: SSL, TLS, HTTPS, IPv4 and IPv6 Security protocols.

UNIT-III

Cyber Law - International Perspectives : UN & International Telecommunication Union (ITU) Initiatives, Council of Europe - Budapest Convention on Cybercrime, Asia-Pacific Economic Cooperation (APEC), Organization for Economic Co-operation and Development (OECD), World Bank, Commonwealth of Nations. **Constitutional & Human Rights Issues in Cyberspace:** Freedom of Speech and Expression in Cyberspace, Right to Access Cyberspace – Access to Internet, Right to Privacy, Right to Data Protection

UNIT-IV

Cyber Crimes & Legal Framework : Cyber Crimes against Individuals, Institution and State, Hacking, Digital Forgery, Cyber Stalking/Harassment, Cyber Pornography, Identity Theft & Fraud, Cyber terrorism, Cyber Defamation, Different offences under IT Act, 2000. **Cyber Torts:** Cyber Defamation, Different Types of Civil Wrongs under the IT Act, 2000. **Intellectual Property Issues in Cyber Space :** Interface with Copyright Law, Interface with Patent Law, Trademarks & Domain Names Related issues, **Dispute Resolution in Cyberspace:** Concept of Jurisdiction, Indian Context of Jurisdiction and IT Act, 2000, International Law and Jurisdictional Issues in Cyberspace, Dispute Resolutions.

Text Books:

1. William Stallings, Lawrie Brown, “Computer Security: Principles & Practice”, 3 rd Edition, Pearson, 2015.

2. Surya Prakash Tripathi, Ritendra Goel, Praveen Kumar Shukla, “Introduction to Information Security and Cyber Laws”, Wiley India, 2014.

Reference Books:

1. Christof Paar, Jan Pelzl, “Understanding Cryptography: A Textbook for Students and Practitioners”, 1st Edition, Springer, 2010

2. William Stallings, “Cryptography and Network Security Principles and Practices”, 4th Edition, Prentice Hall, 2006.
3. Darren Death, “Information Security Handbook”, Packt Publishing, 2017.
4. Justice Yatindra Singh, *Cyber Laws*, Universal Law Publishing Co, New Delhi, (2012).
5. Vasu Deva, *Cyber Crimes and Law Enforcement*, Commonwealth Publishers, New Delhi, (2003).
6. *Cyber Law & Cyber Crimes* By Advocat Prashant Mali; Snow White publications, Mumbai
7. *The Indian Cyber Law* by Suresh T. Vishwanathan; Bharat Law House New Delhi
8. *Guide to Cyber and E – Commerce Laws* by P.M. Bukshi and R.K. Suri; Bharat Law House, New Delhi

PGDDM 106

Communication Skills

Objective: This subject aims at becoming the toolbox for digital communication professionals. It presents communication as integral part to digital marketing and as a critical component for success in the workplace. The students will develop a foundation for designing effective messages, both written and oral, from concept to delivery. They will create the most effective arrangement and channel for delivering messages. Particularly, the course emphasizes elements of persuasive communication: how to design messages for diverse and possibly resistant audiences and how to present that information in a credible and convincing way.

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

CO1 : To understand the basics of communication and its process, and the various barriers in the communication.

CO2 : To comprehend Non – Verbal communication skills and its application for effective Communication.

CO3 : To learn the skills for effective content writing and to write messages, e-mails and advertisement effectively.

CO4 : To develop the skills to organize and structure content for marketing communication

CO5 : To manage and apply autonomously online communication tools and digital metrics (digital analytics) for efficient development of digital marketing strategies.

UNIT I

Communication Process, Digital marketing channels, Multichannel marketing, Crafting messages for electronic media, Barriers in communication environment, Importance of marketing communication, Verbal and Non-Verbal Communication, Role of communication in business, Phonetics

UNIT II

The Three-Step Writing Process, Importance of analyzing the situation before writing a message, Content writing, content strategy, Writing product descriptions, Information organization, Guidelines for successful collaborative writing

UNIT III

Marketing Communication and Ethics, Cross Cultural Communication, writing for the web and for social media and chat apps, Developing engaging messages, Understanding audience needs, Building brand image, Presentation skills

UNIT IV

Social networking platforms for Digital Marketing, blogging, microblogging, advertising through paid search, understanding network and viral effects, Emails, Interview skills, Listening Comprehensions

Recommended Readings:

1. The Advertising Concept Book. London: Thames & Hudson, Barry P., 2016.
2. The Online Journalism handbook: Skills to Survive and Thrive in the Digital Age. New York: Routledge, Broadshaw, P, 2018.
3. Fluency in English - Part II, Oxford University Press, 2006.
4. Business English, Pearson, 2008.
5. Language, Literature and Creativity, Orient Blackswan, 2013.

SEMESTER-II

PGDDM -201
WEB Analytics

Course Objective: The objective is to understand concept of Business by Web in relation to systems development and business administration and this course help in to apply basic web analytics methods for business value of web-based enterprise solutions.

UNIT I

Basics: Introduction to Web Analytics, Importance of Web Analytics, Web Analytics Process.

Google Analytics: Google Analytics, Audience Analysis, Acquisition Analysis, Behavior Analysis, Conversion Analysis.

UNIT II

Data collection architecture; Introduction to OLAP, Web data exploration and reporting.

Tools of web analytics :Optimizely, Kissmetrics, Crazyegg, Key Metrics, Conversion, Data Sources: Server Logs, Visitors' Data, Search Engine Statistics, Conversion Funnels, Web Analytics Visualizes Data, Acquisition and Conversions

UNIT II

Segmentation: Data Segmentation, Analysis Using Segmentation, Dashboards : Dashboard Implementation, Types of Dashboards, Metrics for Every Dashboard, Navigating goggle analytics-Basis Metrics ,Main Sections of Google Analytics reports, Adobe Analytics

UNIT IV

Social Media Analytics, E-commerce Analytics, Mobile Analytics, A/B Testing, Automated Reporting And Annoation, Actionable Reporting, Web Analytics Terminology, Referral marketing. Content marketing.

Suggested Readings and books:

- Avinash Kaushik, Web Analytics: An Hour a Day .
- Justin Cutroni, Google Analytics
- Alistair Croll & Benjamin Yoskovitz ,Lean Analytics Use Data to Build a Better Startup Faster

PGDDM -202
Social Media Marketing

Course Objectives: Students will be able to identify the importance of the Social media marketing for marketing success, to manage customer relationships across all social & digital channels and build better customer relationships, they are able to create a digital marketing plan, ways of integration; will learn how to integrate different social media tools and create marketing content for measuring effects of social media marketing and getting insight of future trends that will affect the future development of the social media marketing.

UNIT I

Introduction to Social Media Marketing: The Role of Social Media Marketing, Identifying Target Audiences, Rules of Engagement for SMM, overview of Digital Marketing, Social media Channels: Types and models, Social media benefits and applications. Social media marketing framework. Consumer behavior on the Internet: Basics, evolution of the digital consumer, managing consumer demand & IMC

UNIT II

Social media marketing campaign: Elements of marketing campaigns, implementing social media marketing campaigns, Budgeting. Managing social media marketing revenue: social media marketing revenue sources, managing service delivery and payments. Social media execution, campaign analytics

UNIT-III

Web site planning & Overview: Web Marketing, Understanding Website, Domain, Hosting & Web server , Web site v/s Portals , Web site designing basics, types of websites, types of webservers, SWOT analysis of website, Optimization of Web Site, SEM, SEO, Content marketing and ROI

UNIT- IV

Emerging trends in social media marketing: Big data, IOT, Content Creation and Sharing: Blogging, micro blogging, Google Analytics, Podcasts, and Webinars, Email Marketing- Introduction and Significance, LinkedIn Marketing, Designing and Monitoring Video campaigns, Pinterest

Suggested readings

1. Dan Zarella, Social media marketing, O reilly.
2. R Solomon and Tracy , Social Media Marketing: Pearson New International Edition
3. Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
4. The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi,J.(2014) Epic Content Marketing, Mcgraw Hill Education.
5. Social Media Marketing: How to Use Social Media for Business Kindle Edition

PGDDM 203
Search Engine Management and Search Engine Optimization

Course Objective:

Search engine management & optimization is one of the most important parts of Digital Marketing. SEM is identified as an effective form of internet or digital marketing that focuses on promoting the websites in terms of enhancing their visibility along both paid and also organic searches. SEO is about getting organic traffic on website from search engines. In digital marketing space, SEO is considered as one of the most effective channels for getting visibility, traffic on website without spending too much.

Course Outcome (COs):

On successful completion of the course students will be able to:

CO1: Demonstrate cognitive knowledge of the skills required in conducting online search and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.

CO2: Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.

CO3: Investigate and evaluate issues in adapting to globalised markets that are constantly changing and increasingly networked.

CO4: Comprehend the importance of conversion and working with digital relationship marketing.

UNIT-I

SEM: Introduction to SEM, Introduction to Ad Words (About Google and Google Ad Words, Ad Words fundamentals, Overview of search ad positions, Introduction to the Google network); Account management (Setting up an Ad Words account, Account management); **Campaign and ad group management**(Campaign strategy, Campaign set-up, Managing campaigns); Introduction to ad group management Keyword targeting (Introduction to keyword targeting, Keyword management & troubleshooting, Keywords and the display network).

UNIT-II

Introduction to SEM Terminologies: Payper Click (PPC), Cost Per Click (CPC), Search Engine Results Page (SERP), Click-Through Rate (CTR), Impressions (served and viewable), Split Testing(Multivariate and A/B Testing); Development of PPC ads, CPM and CPA campaigns, Retargeting. Comparison between SEO and SEM, SEO: Understanding Search Engine Optimization, Features of SEO, Significance of SEO, Inverted Pyramid in SEO.

UNIT-III

On-Page SEO- Keyword Research with Google Keyword Planner, Difference between keywords stuffing & KW placement, Selection of a Domain Name, Page Naming {URL Structuring} and Folder Naming Image Naming, Image Title and ALT Tags Creation.

Meaning of Meta Tags, Description, Robots, Keywords, Author Redirection Tags Headings Tags {H1 to H6}, Meaning of Content Writing, SEO Friendly Content Writing {Insert keywords in content}, Anchor Text, Link Title Internal linking Robot, text file use and creation HTML Sitemap creation, XML Site Map Creation Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool) ,Alexa, AlexaIntegration.

UNIT-IV

Off-Page SEO – Meaning of OFF-Page Optimization, Backlinks, Importance of Backlinks are Important , Getting Backlinks , Difference Between Do-Follow and No-Follow Backlinks, Meaning of Google Page Rank , Steps to Increase Page Rank

Search Engine Submissions, Directory Submissions, Article Writing and submissions ,Press Release writing and submissions, Blog Posting and comment writing, Classifieds posting, Forum Posting, Business Listing, Social Bookmarking, Social Networking RSS, Feeds Do's and Dont's of link building, Easy link acquisition techniques, Domain Authority & How to Increase.

Suggested Readings:

1. Arnold, J., 2007. E-Mail Marketing For Dummies®. Sussex: John Wiley & Sons.
2. Saleh, K. &Shukairy, A., 2010. Conversion Optimization: The Art and Science of Converting Prospects to Customers. United States : "O'Reilly Media, Inc."
3. Diamond, S., 2019. Digital Marketing All-In-One For Dummies. Sussex: John Wiley & Sons.
4. SEO Fitness Workbook, 2016 Edition: The Seven Steps to Search Engine Optimization Success on Googleby:Jason Mc Donald.
5. Search Engine Optimization All-in-One For Dummies 3rd Editionby:Bruce Clay.
6. Ultimate guide to Link Building by: Eric Ward & Garrett French.

PGDDM 204

E Commerce

Course objective: Upon successful completion of this course, the student will be able to understand the e-commerce concepts. The objective of the course is to acquaint the students with E-commerce in competing International markets.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand various applications and scope of ecommerce

CO2: Acquire knowledge of various payment modes used in ecommerce today and issues Involved in e-commerce and payment system

CO3: To apply e-commerce theory and concepts to what e-marketers are doing in "the real World"

CO4: Describe how to follow various security issues while dealing with e commerce .

UNIT-I

Introduction to E-Commerce and E- Business : Definition and competing in the digital economy – Forces Fuelling E-commerce and E- Business Models - Environment of E-Business, Economics and social impact of E- Business, opportunities and Challenges. E-Commerce vs M-Commerce, Different E-Commerce Models (B2B, B2C, C2C), Legal and Ethical issues in E-Commerce. Role of Internet in E-commerce.

UNIT-II

Overview of Electronic Payment system, Types of Electronic payment schemes (Credit cards, Debit cards, Smartcards, Internet banking), E-checks, E-Cash Concepts and applications of EDI and Limitation. Issues in Electronic payment systems: Legal, Security and Privacy issues E-Commerce security, threats, managing security issues through internet security protocols and standards, and Firewall. Electronic Agreements & Digital Signatures,

UNIT-III

Supply chain management: Supply chain Integration and coordination, importance of supply chain management, objective and methodology of supply chain management, CRM - online sales force, online customer service and support, Technology and Marketing Strategy: Intranets and manufacturing. Integrated logistics, agile manufacturing, Internet Marketing. Manufacturing Information Systems, Intranet based manufacturing logistics Management.

UNIT-IV

Security Issues in e-business: Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Securing E-commerce Networks: Security Protocols such as HTTP, SSL, Firewalls, Personal Firewalls, IDS, VPNs, Public Key Infrastructure(PKI) for Security. **Importance of Internet and Search Engine** and Role of Keywords in SEO, On-Page Optimization (Onsite) and Off Page Optimization.

Suggested Readings/Books

1. Whitley, David, "E-Commerce Strategy, Technologies and Applications", Tata McGraw Hill.
2. Laudon and Traver, "E-Commerce: Business, Technology & Society", Pearson Education
3. E-Commerce by S. Pankaj, A.P.H. Publication, New Delhi.
4. E-Commerce, A Manager, Guide by Ravi Kalakota and Andrew B. Whinston.
5. Damian Ryan, Calvin Jone. Kogan Page; "Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation".
6. Seema Gupta, Digital Marketing, McGraw Hill
7. Venakataramana Rolla, "Digital Marketing Practice guide for SMB: SEO, SEM and SMM", CreateSpace Independent Publishing Platform, First edition.
8. Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted and Measurable Online Campaigns, Publication Wiley India Pvt Ltd.

PGDDM 205
Online Reputation Management

Course Objective: The objective is to develop an understanding of the concept of Online Reputation management, benefits and pitfalls of Social Media Marketing. This course helps in understanding about tools to be used for brand monitoring & Brand awareness with the help of ORM techniques.

UNIT I

Overview of Reputation management- Introduction to Social Media Marketing, Types of Online Reputation Management Services, Relevant Local and Global ORM Stories, Role of ORM in Lead Generation Monitoring/Brand Monitoring, Reputation Defending Techniques- Building Positive links, Press Release, Tagging, Buying well ranking Sites, PPC.

UNIT II

Online Reputation Monitoring Tools- RSS Alerts, Google Reader, Google Alert, Comment Tracking, Social Monitoring, Twitter Alerts, ORM tips and tricks, ORM Model, ORM Guidelines, Dealing with negative reviews & links , ORM Strategy creation.

UNIT III

Creating positive Brand Awareness- Branding on social media, Competitors Analyzing, Importance of listening Online and responding Reviews, SMO Tools, Generating Positive Reviews and Feedback , Evaluating ethics and sentiments of the company – Start-up or existing , Measuring the strong points about the company

UNIT IV

ORM Techniques- Defense mechanism, Creating links via subdomains, additional sites, site links, Google local listings, Using Social Media Platforms, Paid Tools and listing via Facebook and Google, Website and other links optimization, Review Management

Suggested Readings:

- 1) Mechanics of Online Reputation Management by Tyler Collins.
- 2) Social Media Risk & Governance by Phil Mennie.
- 3) The Social Media Strategist by Christopher Barger.
- 4) Managing Online Reputation by Charlie Pownall.
- 5) The New Mindset of Reputation Management, Bill Coletti .
- 6) Communication and Reputation Management in the Digital Age, Gini Dietrich

Project Work (PGDDM-206)
Guidelines for Project Work / Dissertation:

OBJECTIVE

The objective of the project course is to help the student develop ability to apply multi-disciplinary concepts, tools and techniques to analyze and logically approach the problems.

TYPE OF PROJECT

The project may be from any one of the following types:

- i) Comprehensive case study (covering single organization/multifunctional area problem formulation, analysis and recommendations).
- ii) Inter-organizational study aimed at inter-organizational comparison/validation of theory/survey of digital management practices.
- iii) Field study (empirical study).

PROJECT PROPOSAL

Proposal should be prepared in consultation with the supervisor and submitted before the routine first MST in department.

The Proposal may have the following components:

- a) Introduction, brief background, and Rationale of the topic chosen for the project.
- b) Brief Introduction and vital details of the organization/s understudy.
- c) Statement of the problem.
- d) Objectives of the Project (clearly stated in behavioral terms).
- e) Research Methodology
- f) Limitation of the proposed project, if any.
- g) Any other relevant detail which will help better appreciation and understanding of the project proposal.

PROJECT PROPOSAL EVALUATION:

The project proposal will be evaluated by the panel of three teachers immediately after first MST in presence of student, who will give the presentation to the panel.

In case of non-approval of the proposal the comments/suggestions for reformulating the project proposal will be communicated to the student. In such case, the revised project proposal should be submitted within 7 days, which shall be evaluated on similar guidelines.

PROJECT PRE-SUBMISSION:

After approval of the project proposal, the students shall complete their projects and submit the completed Project Report (Spiral bound) for final internal evaluation before 2nd MST.

The guidelines for project report are as follows:

- The length of the report may be about 50 to 60 double spaced typed pages not exceeding approximately 18,000 words (excluding appendices and exhibits). However, rational variation on either side is permissible.
- The Project Report may have the following:
 - Cover Page – must have the Title of the Project, Name & logo of college / university, Name and University Roll No of the Student and the Name of the Guide, along with the designation and department.

- Detailed table of contents with page nos.
- All pages of the Project Report must be numbered as reflected in the table of contents.
- Project Proposal, properly bound in the project and not just stapled. Please note that project with stapled Proposal will not be accepted.
- Certificate of originality- duly signed by the student and the guide with dates.
- Introduction to the Project and Review of Literature along with brief details of the organization/s understudy.
- Rationale
- Statement of problem
- Objectives of the Project
- Scope of the study
- Research Methodology
- Details of the tools:
 - The Questionnaire and other methods used and their purpose
 - Reliability and Validity of the tools used
 - Administration of tools and techniques
 - Data collection
 - Data Handling, Statistical tools used for Data Analysis
 - Data Interpretation and Findings
 - Recommendations
 - Summary and Conclusion
 - Limitations of the Project
 - Reference/Bibliography
 - Annexures/Appendices (Questionnaire used etc.)

The spiral bound project report will be evaluated by the panel of three teachers before second MST in presence of student, who will give the presentation to the panel before second MST.

In case of non-approval of the final project report, the comments/suggestions for revising the project report will be communicated to the student. In such case, the revised project report should be submitted within 7 days, which shall be evaluated on similar guidelines.

SUBMISSION OF FINAL PROJECT REPORT:

After incorporating changes, if any, pointed out during internal evaluation, the final Project Report in Hard Bound form (3 copies) shall be submitted by the student at least 3 working days before final viva voce. After signing of certificate by student and supervisor, one copy will be retained by the supervisor, second copy by the student and third copy shall be produced at the time of viva-voce, which shall be maintained by the department as record.

Seminar (PGDDM-207)

OBJECTIVE

The objective of the seminar is to help the student to exhibit the knowledge on various platforms of digital marketing as learnt during the duration of the course

The student is required to give a presentation on any relevant topic from the course material.