

ADIKAVI NANNAYA UNIVERSITY
BBA Digital Marketing

w.e.from 2019-20 admitted batch

Table-1: Semester – I

| Sl. No. | Course | Name of the subject | Total Marks | Mid. Sem. Exam* | Sem. End Exam | Teaching Hours | Credits |
|--------------|---------------------|--|-------------|-----------------|---------------|----------------|-----------|
| 1. | First Language | English | 100 | 25 | 75 | 4 | 3 |
| 2. | Second Language | (Tel/Hindi/Urdu/Sans) | 100 | 25 | 75 | 4 | 3 |
| 3. | Foundation Course-1 | HVPE (Human Values & Professional Ethics) | 50 | --- | 50 | 2 | 2 |
| 4. | Foundation Course-2 | Environmental Studies | 50 | --- | 50 | 2 | 2 |
| 5. | DSC 1A | Management Process | 100 | 25 | 75 | 5 | 4 |
| 6. | DSC 2A | Managerial Economics | 100 | 25 | 75 | 5 | 4 |
| 7. | DSC 3A | Fundamentals of Marketing and Digital Markets | 100 | 25 | 75 | 5 | 4 |
| Total | | | 600 | 125 | 475 | 27 | 22 |

Table-2: -Semester – II

| Sl. No. | Course | Name of the subject | Total Marks | Mid. Sem. Exam | Sem. End Exam | Teaching Hours | Credits |
|--------------|---------------------|--|-------------|----------------|---------------|----------------|-----------|
| 1. | First Language | English | 100 | 25 | 75 | 4 | 3 |
| 2. | Second Language | (Tel/Hindi/Urdu/Sans) | 100 | 25 | 75 | 4 | 3 |
| 3. | Foundation Course-3 | ICT-1 (Information & communication Technology) | 50 | --- | 50 | 2 | 2 |
| 4. | Foundation Course-4 | Communication & Soft Skills-1 | 50 | --- | 50 | 2 | 2 |
| 5. | DSC 1B | Business Statistics | 100 | 25 | 75 | 5 | 4 |
| 6. | DSC 2B | Accounting for Managers | 100 | 25 | 75 | 5 | 4 |
| 7. | DSC 3B | Business Environment | 100 | 25 | 75 | 5 | 4 |
| Total | | | 600 | 125 | 475 | 27 | 22 |

Table-3: Semester – III

| Sl. No. | Course | Name of the subject | Total Marks | Mid. Sem. Exam | Sem. End Exam | Teaching Hours | Credits |
|--------------|---------------------|--|-------------|----------------|---------------|----------------|-----------|
| 1. | First Language | English | 100 | 25 | 75 | 4 | 3 |
| 2. | Second Language | (Tel/Hindi/Urdu/Sans) | 100 | 25 | 75 | 4 | 3 |
| 3. | Foundation Course-5 | ICT-2 (Information & communication Technology) | 50 | --- | 50 | 2 | 2 |
| 4. | Foundation Course-6 | Communication & Soft Skills-2 | 50 | --- | 50 | 2 | 2 |
| 5. | DSC 1C | Operations Management | 100 | 25 | 75 | 5 | 4 |
| 6. | DSC 2C | Affiliate Marketing | 100 | 25 | 75 | 5 | 4 |
| 7. | DSC 3C | Organization Behaviour | 100 | 25 | 75 | 5 | 4 |
| Total | | | 600 | 125 | 475 | 27 | 22 |

Table-4: -Semester – IV

| Sl. No. | Course | Name of the subject | Total Marks | Mid. Sem. Exam | Sem. End Exam | Teaching Hours** | Credits |
|--------------|----------------------|---|-------------|----------------|---------------|------------------|-----------|
| 1. | Foundation Course-7 | Communication & Soft Skills-3 | 50 | --- | 50 | 2 | 2 |
| 2. | Foundation Course-8 | Analytical Skills | 50 | --- | 50 | 2 | 2 |
| 3. | Foundation Course-9 | Entrepreneurship | 50 | --- | 50 | 2 | 2 |
| 4. | Foundation Course-10 | Leadership Education (LE) | 50 | --- | 50 | 2 | 2 |
| 5. | DSC 1D | Financial Management | 100 | 25 | 75 | 5 | 4 |
| 6. | DSC 2D | Digital and Social Media Marketing | 100 | 25 | 75 | 5 | 4 |
| 7. | DSC 3D | Business Ethics & Corporate Governance | 100 | 25 | 75 | 5 | 4 |
| Total | | | 500 | 75 | 425 | 23 | 20 |

*HVPE: May be taught by Telugu Teachers

**Analytical Skills: To be taught by Maths/Statistics teachers (and partly by English Teachers)

Table-5: Semester – V

| Sl. No. | Course | Name of the subject | Total Marks | Mid. Sem. Exam | Sem. End Exam | Teaching Hours** | Credits |
|--------------|--------------------|-----------------------------------|-------------|----------------|---------------|------------------|-----------|
| 1. | Skill Based Course | Business Leadership | 50 | - | 50 | 2 | 2 |
| 2. | DSC 1 E | E-Commerce | 100 | 25 | 75 | 5 | 4 |
| 3. | DSC 2 E | Business Laws | 100 | 25 | 75 | 5 | 4 |
| 4. | DSC 3 E | Taxation | 100 | 25 | 75 | 5 | 4 |
| 5. | DSC 1F | Search Engine Optimization | 100 | 25 | 75 | 5 | 4 |
| 6. | DSC 1F | Content Marketing | 100 | 25 | 75 | 5 | 4 |
| 7 | DSC 1F | Project - I | 100 | 25 | 75 | 5 | 4 |
| Total | | | 650 | 150 | 500 | 32 | 26 |

Table-6: Semester – VI

| Sl. No. | Course | Name of the subject | Total Marks | Mid. Sem. Exam | Sem. End Exam | Teaching Hours | Credits |
|--------------------|--------------------|---|-------------|----------------|---------------|----------------|------------|
| 1. | Skill Based Course | Event Management | 50 | - | 50 | 2 | 2 |
| 2. | DSC 1 G | International Business | 100 | 25 | 75 | 5 | 4 |
| 3. | DSC 2 G | Medium, Small & Micro Enterprises Management | 100 | 25 | 75 | 5 | 4 |
| 4. | DSC 3 G | Project Management | 100 | 25 | 75 | 5 | 4 |
| 5. | DSC 1 H | Lead Generation and E-Marketing | 100 | 25 | 75 | 5 | 4 |
| 6. | DSC 2 H | IT Tools for Digital Marketing | 100 | 25 | 75 | 5 | 4 |
| 7 | DSC 3 H | Project Work-2 | 100 | 25 | 75 | 5 | 4 |
| Total | | | 650 | 150 | 500 | 32 | 26 |
| Grand Total | | | 3600 | - | - | - | 138 |

Note:

2.The colleges have to implement original project work which may consist of field survey/internship/case study/practical training also for the third respective elective papers in V & VI semester.

ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM
CBCS-SEMESTER-I SYLLABUS
(W.e.f.2019-2020 Admitted Batch)
BBA Digital Marketing

FUNDAMENTALS OF MARKETING and DIGITAL MARKETS

Unit-I: Introduction to Marketing - Market, Marketing, Marketer - Selling concept, marketing concept, Social marketing concept - Need and Significance of Marketing in Business - Marketing environment - Identifying market segments -Basis for market segmentation

Unit-II: Product and Product lines - Product hierarchy, Product classification, Product mix decisions - Product line decisions -Branding and Brand decisions, packing and labeling decision - Product life cycle-Strategies.

Unit-III: Pricing: Setting the price, pricing process, pricing methods. Adapting price: Geographical pricing, price discounts and allowances, promotional pricing, discriminatory pricing, product mix pricing.

Unit-IV: Marketing channels: The Importance of marketing channels - Channel design decisions - Channel management decisions - Channel Conflict: Types, Causes and managing the conflict.

UNIT V: Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM.Email Marketing-Need for Emails, Types of Emails, options in Email advertising, Mobile Marketing-Overview of the B2B and B2C Mobile Marketing.

Reference Books

- 1) Philip Kotler and Armstrong, Principles of Marketing, PHI
- 2) Philip Kotler, Marketing Management, PHI
- 3) V.S Ramaswamy and S. Namakuari, Marketing Management.
- 4) J.P.Gupta and Joyti Rana, Principles of Marketing Management, R. Chand & Co. New Delhi.
- 5) Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of BusinessEngagement. Wiley
- 6) Your Google Game Plan for Success: Increasing Your Web

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BUSINESS STATISTICS

UNIT I: Introduction to Statistics: Definition, importance and limitations of statistics- Collection of data- Schedule and questionnaire- Frequency distribution – Tabulation - Diagrammatic and graphic presentation of data .

UNIT II: Measures of Central Tendency: Characteristics of measures of Central Tendency- Types of Averages- Arithmetic Mean, Geometric Mean, Harmonic Mean, Median, Mode.

UNIT III: Measures of Dispersion: Properties of dispersion – Range - Quartile Deviation – Mean Deviation- Standard Deviation- Coefficient of Variation.

UNIT IV: Measures of Relation & Regression Analysis: Meaning and use of correlation – Types of correlation- Karl Pearson's correlation coefficient – Spearman's Rank correlation- probable error- Calculation of Correlation. Regression analysis comparison between correlation and Regression – Regression Equations- Interpretation of Regression Co-efficient.

UNIT V: Index Numbers: Index Numbers- Methods of Construction of Index Numbers- Price Index Numbers- Quantity Index Numbers- Tests of Adequacy of Index Numbers- Cost of Index Numbers- Limitations of Index Numbers.

Suggested Books

Business Statistics- Reddy, C.R Deep Publications.

Statistics-Problems and Solutions- Kapoor V.K.

Fundamentals of Statistics- Gupta S.C

Statistics-Theory, Methods and Applications- Sancheti, D.C. & Kapoor V.K

Business Statistics- J.K. Sharma

Business Statistics- Bharat Jhunjhunwala

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AFFILIATE MARKETING

Unit I: Introduction to Affiliate Marketing How affiliate Marketing works-Affiliate Program payment methods-Cookies, Cookie Stuffing and Affiliates-Ad sense- Email spam, search engine spam, Google slap, adware, trademark bidding-Tiered Affiliate Marketing-Cross selling and up selling-Multi tier marketing and commissions.

Unit II: Enrolling in an Affiliate Marketing Program Signing up as an Affiliate-Logging into your affiliate account-Integrating Affiliate Links into your websites-Monitoring affiliate performance and tracking sales - Setting up an affiliate website.

Unit III: Types of Affiliate Marketing Search affiliates-Price comparison service website-Loyalty websites-Cause related and coupon websites Content and niche market website-Personal weblogs and website syndicates-Email marketing and shopping directories-Registration or co-registration affiliates-File sharing affiliates.

Unit IV: Strategies to improve Affiliate Marketing - Affiliate Links and how to deal with them-Promoting your affiliate program-Overcoming the challenges of affiliate marketing-Performing market analysis and market research-Market strategies Establishment-Affiliate Marketing and organic Search Optimization.

Unit V: Setting Up affiliate Marketing Program - How to attract affiliates-Hosting and implementing an affiliate program-Growing your Affiliate Numbers. Setting up an affiliate program-Affiliate network service agreement-Data feeds and customer returns.Merchants/publisher management-Affiliate program promotion and content pages-Screen affiliates-Combating affiliate fraud.

Text Books

Bruce C. Brown: The Complete Guide to Affiliate Marketing on the Web: How to Use and Profit from Affiliate Marketing Programs. (2008)

Evgenii Prussakov: Affiliate Program Management: An Hour a Day (2011)

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DIGITAL AND SOCIAL MEDIA MARKETING

UNIT-I: Introduction to digital and social media marketing-meaning-definition-types of social media websites-mobile apps-email- social media-various social media websites; Blogging-types, platforms.

UNIT-II: Social Media Management-Social Media and Target Audience-Sharing content on Social Media-Book marking websites; DO's and Don'ts of Social media.

UNIT III: Social Media Strategy-Goals ,Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing-Customization; Social Media Optimization; Social Media Promotion-paid advertising -other methods-Social Media ROI.

Unit IV: Social Media for Branding; Establishing Relationship with customers-Social Media and SEO-Managing Tools of Social Media.

UNIT V: Social Analytics-Automation and Social Media-Social Media and other types of Marketing.

Text Books:

Digital Marketing: Seema Gupta-Mcgraw hill

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SEARCH ENGINE OPTIMIZATION

Unit I: Domain Names & Hosting

What is Website? What is Domain Name, Types of Domains, Domain name suggestions, Premium Domains, Register a Domain Name, Web Hosting Concepts, Domain/Hosting Business, Types of Websites, HTML, CSS and Java Script Popular CMS, What is WordPress, Benefits of using WordPress,

Unit II: Website Structure & WordPress CMS

WordPress Installation, Admin Interface Basics, Default Settings in WP, Types of Themes, Theme Settings and Customization, Managing Themes, Content management in WP, Categories, Tags and Posts, Pages and Sub Pages, Custom Content Types, Adding a menu to the website, Plugins and Widgets, Using Plugins in Site, Adding widgets to the website, Best Plugins in WP.

Unit III: How Search Engines Work

How Search Engines Work, Major Search Engines, Components of Search Engines, Major Search Engines: Google, Yahoo, Bing, Google Results, Search Engine Mechanism, Search Engine Crawling, Robots.txt, Sitemaps, Storing, Processing and Indexing, Ranking,

Unit IV: SEO Introduction

SEO Introduction, Importance of SEO, What Is SEO?, Search Ecosystem Components, Search Ecosystem Components, What Drives Search Ecosystem?, SEO and Social Media, SEO: Pros and Cons, Avoid Outdated Techniques, SEO Career in Organizations, Enterprise SEO, Small-Medium Business SEO, SEOs in Agencies, Individual SEO, Opportunities and Skill, Key Takeaways, Knowledge Check.

UNIT V: SEO-On-page SEO, Off-Page SEO; Link building-types, benefits; Setting up SEM strategy-Analyzing the Efficiency of SEM Strategy-Digital promotion-Tools and techniques.

Text Books:

Search Engine Optimization:Your Visual Blueprint for effective Internet marketing,3 Edition(MISL-Wiley)-Kristopher B Jones

Search Engine Optimization:An Hour a Day-Jennipeggrappone,Gradiva Cousin-Wiley.

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CONTENT MARKETING

UNIT I: Introduction to Content Marketing and Management: Why and how content is important to business – use of content marketing, Content strategy and planning, Forming mission statement and its importance, selection of Niche Markets.

UNIT II: Business goals and planning for websites -Naming primary and lower level goals-CMS overview and concepts, Intro to Word Press - Word Press design, navigation and site structure,

UNIT III: Adding and managing content - Adding and managing functionality on the site. Writing for the Web-Refining content – design, brand guidelines -Tools for developing visual content -HTML and CSS, overview for CMS

UNIT IV: Competitive analysis -Collecting content ideas, Tools and resources for creating and managing content -Social media channels – community and communication, distributing content.

UNIT V: Tools for social media management -Establishing metrics -Evaluating data-Capstone Project

Note: Capstone projects are designed to apply the skills and knowledge learned in the course and will include the following elements as projects are shared:

1. Explain the criteria that guided your content development.
2. Present your website and other media channels that highlight that content.
3. Give a summary of your plan for developing, managing, and distributing future content.

SOURCE: AARON MATTHEW WALL Content Marketing Book© Aaron Matthew • seobook@gmail.com

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BBA DIGITAL MARKETING

LEAD GENERATION AND E- MARKETING

UNIT-I: Introduction to Lead Generation: Understanding Lead Generation For Business, Why Lead Generation is important, Understanding Landing Pages Understanding Thank You Page, Landing Page vs. Website, types of Landing Page.

UNIT-II: A/B Testing : What is A/B Testing, How to do A/B Testing, Selecting landing pages after A/B Testing, Converting leads into sales, Creating lead nurturing strategy, Understanding lead funnel, Steps in lead nurturing

UNIT III:E-Marketing-An Overview – Introduction, Objectives, Definition, History and, Features of E-Marketing, Scope of E-Marketing, Benefits of E-Marketing, Problems in E-Marketing, E-marketing Techniques, Internet Marketing, Digital Marketing and E-marketing.

UNIT IV:Applications of E-Marketing - Introduction, Objectives, Online Advertising, Direct Response Medium, Role of Distribution in E-Marketing, Lead Generation Platform, Customer Service Mechanism, Relationship Building Medium

UNIT V:Types and Tools of E-Marketing - Introduction, E-Malls, E-Storefront, E-Marketplace, E-Marketing Tools: Creating a Website, Social Media Marketing, Pay-Per-Click Advertising, and Search Engine Optimization or Paid Search Engine Listing Search Engine Marketing, Blogging and Classified Advertising

SOURCE:

<https://www.bapugraphics.com/leadgenerationforbusinesstrainingindelhi.php>

<https://smude.edu.in/smude/programs/mba/marketing-management/e-marketing.html>

REFERENCE:

1. Strauss, J., & Frost, R. (2014). *E-Marketing* (7th ed.). Upper Saddle River, NJ: Pearson Prentice Hall. ISBN
2. Inbound Marketing: Attract, Engage, and Delight, by Brian Halligan and Dharmesh Shah.

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IT Tools for Digital Marketing