# ANDHRA UNIVERSITY

**CBCS-SEMESTER-I SYLLABUS**

**(W.e.f.2020-2021 Admitted Batch)**

**BBA Digital Marketing**

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| **S.NO** | **SEMESTER** | **COURSE** | **TOTAL MARKS** | **TEACHING**  **HOURS** | **CREDITS** |
| 1 | I | FUNDAMENTALS OF MARKETING AND DIGITAL MARKETS | 100 | 5 | 5 |
| 2 | II | SOCIAL MEDIA MARKETING | 100 | 5 | 5 |
| 3 | III | INTELLECTUAL PROPERTY RIGHTS & CYBER LAW | 100 | 5 | 5 |
| 4 | IV | E-CUSTOMER RELATIONSHIP MANAGEMENT | 100 | 5 | 5 |
| 5 | IV | BUSINESS INTELLIGENCE | 100 | 5 | 5 |

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# ANDHRA UNIVERSITY

**CBCS-SEMESTER-I SYLLABUS**

**(W.e.f.2020-2021 Admitted Batch)**

**BBA Digital Marketing**

**FUNDAMENTALS OF MARKETING AND DIGITAL MARKETS**

**Course Objective:** Helps to identify core concepts of marketing and the role of marketing in society. Ability to collect process and analyze consumer and market data to make informed decisions. It also helps to understand pricing decisions. It focuses on the importance of digital marketing and its applications.

**Learning Outcome:** Students will be understand the marketing Concepts and Marketing environment.The applications of digital marketing in the globalized market. Application and usage of E-mail advertisement and mobile marketing.

**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 MarketingOverview of the B2B and B2C Mobile Marketing.

## Text Books:

1. Marketing Management, 15th Edition, Philip T. Kotler, Northwestern University, Pearson
2. Marketing: An Introduction by Gary Armstrong and Philip T. Kotler
3. Fundamentals of Digital Marketing by Puneet Singh Bhatia, Pearson

## 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

**Co curricular Activities:**

1. Marketing Based Activities and E-based activities
2. Marketing Survey
3. Group Discussions on subject related topics

**Continuous Assessment Methods:**

* 1. Fortnight test
  2. Subject based MCQs
  3. Individual Presentation
  4. Case Studies
  5. Sessional Exams

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# ANDHRA UNIVERSITY

**CBCS-SEMESTER- II SYLLABUS**

**(W.e.f.2020-2021 Admitted Batch)**

**BBA Digital Marketing**

**SOCIAL MEDIA MARKETING**

**Course Objective:** Introduce current and core practices of Digital and Social Media Marketing that will allow learners to analyse, plan, execute and evaluate a digital marketing strategy.

**Learning Outcome:** Understand the Social Media space and tools • Analyze the effectiveness of your company’s and competitors’ social media programs. Design social media programs that directly support business and marketing goals. Channels and programs. Implement a process for planning social media marketing activities.

**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:

1. Social Media Marketing: Social Media Marketing Fundamentals -Course material – knowledge required - for certification-Copyright © 2018 eMarketing Institute
2. Digital Marketing: Seema Gupta-Mcgraw hill
3. Social Media & Mobile Marketing Paperback – 1 January 2019 by Puneet Singh Bhatia (Author)
4. Digital Marketing by Vandana Ahuja Oxford Higher Education

**Reference Books:**

1. Social Media Marketing  (English, Paperback, Tracy L. Tuten, Michael R. Solomon- SAGE Anderson, C. 2006. *The Long Tail*. Hyperion Books.
2. Arndt, J. 1967. *Word of Mouth Advertising: A Review of the Literature*. New York: Advertising Research Foundation.Battelle, J. 2005. *Search*. Nicholas Brealey Publishing.
3. Blau, P.M. 1964. *Exchange and Power in Social Life*. New York: Wiley.

**Co curricular Activities:**

* 1. Assignments on important topics
  2. Subject based Seminar/Workshop .
  3. Subject based Group discussion
  4. General Quiz Programme

**Continuous Assessment Methods:**

* 1. Fortnight tests
  2. Subject based MCQs
  3. Oral Presentation
  4. Peer to Peer assessment through activities
  5. Sessional Exams

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# ANDHRA UNIVERSITY

**CBCS-SEMESTER-III SYLLABUS**

**(W.e.f.2020-2021 Admitted Batch)**

**BBA Digital Marketing**

**INTELLECTUAL PROPERTY RIGHTS AND CYBER LAW**

## Course Objective: The main objective of the IPR is to make the students aware of their rights for the protection of their invention done in their project work. To get registration in our country and foreign countries of their invention, designs and thesis or theory written by the students during their project work and for this they must have knowledge of patents, copy right, trademarks, designs and information Technology Act. To Understand, Explore, And Acquire A Critical Understanding Cyber Law. Develop Competencies For Dealing With Frauds And Deceptions (Confidence Tricks, Scams) And Other Cyber Crimes

## Learning Outcome: On completion of this unit of study, students should be able to: Apply intellectual property law principles (including copyright, patents, designs and trademarks) to real problems and analyse the social impact of intellectual property law and policy. Work in teams, solve problems and manage time. Determine the various cyber law, theoretically and practically, and importance of knowledge of the current cyber law. Response constructively to various issues pertaining to cyber law implementation. Adhere to cyber law rules and regulation in handling security issues.

**UNIT I**

Introduction to Intellectual Property Law – Evolutionary past – Intellectual Property Law Basics

* Types of Intellectual Property – Innovations and Inventions of Trade related Intellectual Property Rights – Agencies Responsible for Intellectual Property Registration – Infringement – Regulatory – Over use or Misuse of Intellectual Property Rights – Compliance and Liability Issues.

**UNIT II**

Introduction to Copyrights – Principles of Copyright – Subject Matters of Copyright – Rights Afforded by Copyright Law –Copyright Ownership – Transfer and Duration – Right to Prepare Derivative Works –Rights of Distribution – Rights of performers – Copyright Formalities and Registration – Limitations – Infringement of Copyright – International Copyright Law- Semiconductor Chip Protection Act.

**UNIT III**

Introduction to Patent Law – Rights and Limitations – Rights under Patent Law – Patent Requirements – Ownership and Transfer – Patent Application Process and Granting of Patent – Patent Infringement and Litigation – International Patent Law – Double Patenting – Patent Searching – Patent Cooperation Treaty – New developments in Patent Law- Invention Developers and Promoters.

**UNIT IV**

Introduction to Trade Mark – Trade Mark Registration Process – Post registration procedures – Trade Mark maintenance – Transfer of rights – Inter parties Proceedings – Infringement – Dilution of Ownership of Trade Mark – Likelihood of confusion – Trade Mark claims – Trade Marks Litigation – International Trade Mark Law.

**UNIT V**

Introduction to Cyber Law – Information Technology Act – Cyber Crime and E-commerce – Data Security – Confidentiality – Privacy – International aspects of Computer and Online Crime.

## Text Books:

1. Intellectual Property Rights by Neeraj Pandey and Khushdeep Dharni, PHI Learning Pvt Ltd.
2. Cyber Laws and Intellectual Property Laws by Er. Ramandeep Kaur Nagra (Author)Kalyani Publications

**Reference Books:**

1. Deborah E.Bouchoux: “Intellectual Property”. Cengage learning, New Delhi
2. Kompal Bansal & Parishit Bansal “Fundamentals of IPR for Engineers”, BS Publications (Press)
3. Cyber Law. Texts & Cases, South-Western’s Special Topics Collections
4. Prabhuddha Ganguli: ‘ Intellectual Property Rights” Tata Mc-Graw – Hill, New Delhi
5. Richard Stim: “Intellectual Property”, Cengage Learning, New Delhi.

**Co curricular Activities:**

1. Written Assignments
2. Quiz Programme
3. Group Discussion on live cases
4. Subject based Seminar/Workshop .

**Continuous Assessment Methods:**

1. Fortnight tests
2. Subject based MCQs
3. Oral Presentation
4. Peer to Peer assessment through activities
5. Sessional Exams

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# ANDHRA UNIVERSITY

**CBCS-SEMESTER-IV SYLLABUS**

**(W.e.f.2020-2021 Admitted Batch)**

**BBA Digital Marketing**

**E - CUSTOMER RELATIONSHIP MANAGEMENT**

**Course Objective:**

This course explains the fundamentals of e-CRM or electronic customer relationship management which encompasses all the e-CRM functions with the use of the net environment i.e., intranet, extranet and internet. Electronic CRM concerns all forms of managing relationships with customers making use of information technology (IT) in order to help for businesses to successfully implement strategies, practices and technologies aimed at winning and retaining customers. With this background, objective of this course is to equip learners with a sound foundation of e-CRM concepts and best practices so you can implement e-CRM practices successfully for long-term profitability.

**Learning Outcome:** Understand the meaning and application of e-CRM. Analyze benefits of e- CRM to companies and consumers. Understand how to implement e-CRM best practices.

## UNIT 1: Introduction to e-CRM :

Meaning and definition of e-CRM, benefits of e-CRM, need of e-CRM, Framework of e-CRM, Features of e-CRM

## UNIT 2: Customer Optimization:

Achieving customer optimization through e-CRM, six E’s in e-CRM, difference between CRM & e-CRM, components of e-CRM

## UNIT 3: e-CRM Applications:

Trends in e-CRM, Pitfalls in e-CRM, Applications of e-CRM in different market situations, The upsides and downsides of such applications.

## UNIT 4: e-CRM in Business Market:

Concepts of e-CRM best practices in Business Markets scenarios, sensitivity analysis and profits computations in e-CRM.

**UNIT 5:** **e- CRM implementation:**

Planning process, e-CRM implementation process, post implementation pitfalls, Strategies for successful e-CRM implementation with examples.

## Text Books:

1. Electronic Customer Relationship Management E-CRM Complete Self-Assessment Guide Paperback – 9 September 2017- Gerardus Blokdyk
2. e-CRM by Jerry Fjermestad, Nicholas C. Romano - PHI
3. Electronic Customer Relationship Management(e-CRM) in Online Banking Paperback – November 29, 2017-Tanveer Ahmed

**Reference Books:**

1. JNU(Jaipur National University Course Material on e-CRM) E-COMMERCE: An Indian Perspective by P.T.Joseph and SJ, PHI Publications

2. E-Commerce: Fundamentals and Applications by Henry Chan Raymond Lee, Tharam Dillon & Elizabeth Chand-Wiley

**Co curricular Activities:**

* 1. Written Assignments
  2. Quiz Programme
  3. E-Labs (Application of E-CRM)
  4. Building Relationships through E-CRM practices

**Continuous Assessment Methods:**

* 1. Fortnight tests
  2. Subject based MCQs
  3. Oral Presentation
  4. Power Point Presentation on subject related topics
  5. Peer to Peer assessment through activities
  6. Sessional Exam

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# ANDHRA UNIVERSITY

**CBCS-SEMESTER- IV SYLLABUS**

**(W.e.f.2020-2021 Admitted Batch)**

**BBA Digital Marketing**

**BUSINESS INTELLIGENCE**

**Course Objective:**

Business Analytics is a set of techniques and processes that can be used to analyze data to improve business performance through fact-based decision-making. The objective of this subject is to introduce the Business Intelligence methods that Support the decision process in business operations.

**Learning Outcome:** Understands the importance of Business Intelligence in todays’s competitive business environment**.** The learning outcomes of BI include accelerating and improving decision-making, optimizing internal business processes, increasing operational efficiency, driving new revenues and gaining competitive advantage over business rivals.

**UNIT I: INTRODUCTION**

Business Intelligence: definition, concept and need for Business Intelligence, Case studies BI Basics: Data, information and knowledge, Role of Mathematical models

**UNIT II: ANALYTICS STRATEGY**

Business Analytics at the strategic level: Strategy and BA, Link between strategy and Business Analytics, BA supporting strategy at functional level, dialogue between strategy and BA functions, information as strategic resource.

**UNIT III: DATA MINING**

Business Analytics at Analytical level : Statistical data mining, descriptive Statistical methods, lists, reports, automated reports, hypothesis driven methods, data mining with target variables, cluster analysis, Discriminate analysis, logistic regression, principal component analysis.

**UNIT IV: DATA WAREHOUSING**

Business Analytics at Data Warehouse Level, Designing physical database, Deploying and supporting DW/BI system

**UNIT V: BUSINESS INTELLIGENCE**

Business Intelligence Architectures: Cycle of Business Intelligence Analysis, Development of Business Intelligence System, spread sheets, concept of dashboard, CLAP, SQA, decision engineering. BI Tools: Concept of dashboard. BI Applications in different domains- CRM, HR,

Production

**Text Books:**

1. Turban, Sharda,Decision Support and Business Intelligence Systems, Delen,Pearson, 9th

Edition, 2014

1. Steve Williams and Nancy Williams, The Profit impact of Business Intelligence, Morgan

Kauffman Publishers! Elsevier, 2007

**References:**

1. Olivia Parr Rud, Business Intelligence Success Factors Tools for aligning your business in the global economy,John Wiley and Sons, 2009
2. Gert H.N. Laursen, JesperThorlund,Business Analytics for Managers: Taking Business

Intelligence beyond reporting, Wiley and SAS Business Series. 201

**Co curricular Activities:**

* 1. Assignments for latest concepts of the topics
  2. Subject based Seminar/Workshop .
  3. Subject based Group discussion
  4. General Quiz Programme

**Continuous Assessment Methods:**

* 1. Fortnight tests
  2. Subject based MCQs
  3. Oral Presentation
  4. Peer to Peer assessment through activities
  5. Sessional Examinations

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