

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB**  
**Syllabus of BBA in Digital Marketing (In-house)**  
**(Effective for 2020-2021 Admission Session)**  
**Choice Based Credit System**  
**140 Credit (3-Year UG) MAKAUT Framework**  
**w.e.f 2020-21**

**Semester-IV**

Paper Name: **Consumer Behaviour**

Paper Code: BBA (DM)-401

Total Credit: 6

Total hours of lectures: 60 hours

**Course Outcomes:**

After completion of the course, the students will be able to

1. analyze consumer behaviour and its impact on buying patterns.
2. interpret the power of individual influences on decision-making and consumption.
3. explain consumer's perception in determining brand preferences
4. compile the components and stages of the individual decision-making process.

Sl.	Topic/Module	Hours
1.	<b>Module 1:</b> Introduction to Consumer Behaviour and Consumer Research: Introduction, Consumer Behaviour – Definition, Consumer and Customers, Buyers and Users, Organisations as Buyers, Development of Marketing Concept, Consumer Behaviour and its Applications in Marketing, Consumer Research Process	6
2.	<b>Module 2:</b> Marketing Segmentation and Positioning: Introduction, Requirements for Effective Segmentation, Bases for Segmentation, Determining How Many Segments to Enter, Product Positioning: An Introduction, Positioning Strategy, Positioning Approaches, Positioning	8
3.	<b>Module 3:</b> Consumer Motivation: Introduction, Needs and Goals, motivational Conflict, Motive Arousal, Motivational Theories, Maslow's hierarchy of needs, Motivation Research	8
4.	<b>Module 4:</b> Consumer Personality and Perception: Introduction, Self-concept, personality Theories, Brand Personality, emotions, Introduction, Sensation (Exposure to Stimuli), Perceptual Selection, Perceptual Organisation, Factors that Distort Individual Perception	8
5.	<b>Module 5:</b> Consumer Learning, Memory and Involvement: Introduction,	8

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	Components of Learning, Behavioral Theory, Cognitive Learning Theory, Concept of Involvement, Dimensions of Involvement	
6.	<b>Module 6:</b> Consumer Attitudes: Introduction, Functions of Attitude, Attitude Models, Factors that Inhibit Relationship between Beliefs, Feelings and Behaviour, Learning Attitudes, Changing Attitudes, Attitude Change Strategies.	8
7.	<b>Module 7:</b> Social Class and Group Influences on Consumer Behaviour: Introduction, nature of Social Class, Social Class Categories, Money and Other Status Symbols, Source of Group Influences, Types of Reference Groups, Nature of Reference Groups, reference Group Influences, Applications of Reference Group Influences, Family Life Cycle Stages, Husband-wife Influences, Parent-child Influences, Consumer Socialization of Children, word-of-Mouth Communications within Groups, opinion Leadership	8
8	<b>Module 8:</b> Consumer Decision-making Process – Problem Recognition, Information Search and Evaluation of Alternatives: Introduction, Problem Recognition, Information Search, Evaluation of Alternatives, Outlet Selection, Purchase and Post Purchase Behaviour, Introduction, Outlet Selection and Purchase, Post Purchase Behaviour	6

**Suggested Readings:**

1. Schiffman Leon G; Consumer Behavior: Pearson Education India.
2. Rajneesh Krishna: Consumer Behaviour 1st Edition: Oxford HED
3. Kardes Frank: Consumer Behavior : Cengage
4. David L Mothersbaugh, Del I Hawkins, Amit Mookerjee: Consumer Behavior : Building Marketing Strategies: McGraw Hill India, 13th Edition.
5. Solomon: Consumer Behaviour Buying Having and Being: Pearson.
6. Michael R. Solomon, Tapan Kumar Panda: Consumer Behavior, 13/e: Pearson

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Paper Name: Integrated Marketing Communications  
 Paper Code: BBA (DM) 402  
 Total Credit: 6  
 Total hours of lectures: 60 hours

**Course Outcomes:**

After the completion of this course the students will be able to

1. develop understanding about the principles and practices of marketing communications.
2. utilize various communication tools used by marketers to inform consumers.
3. outline the budget for marketing communication to reach consumers
4. organize a managerial framework for integrated marketing communications planning.

Sl.	Topic/Module	Hours
1.	<b>Module 1:</b> An Introduction to Integrated Marketing Communication (IMC): Meaning and role of IMC in Marketing process, one voice communication V/s IMC. Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship; The role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behaviour.	12
2.	<b>Module 2:</b> Understanding communication process: Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model, The standard learning Hierarchy, Attribution Hierarchy, and low involvement hierarchy Consumer involvement- The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model.	12
3.	<b>Module 3:</b> Planning for Marketing Communication: Establishing Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as objective, DAGMAR approach for setting ad objectives. Budgeting -Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine budget.	12

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4.	<b>Module 4:</b> Developing the Integrated Marketing Communication Programme: Planning and development. Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. Creative strategy in implementation and evaluation - Types of appeals and execution styles. Media planning and selection decisions- steps involved and information needed for media planning. Measuring the effectiveness of all Promotional tools and IMC.	12
5.	<b>Case Studies.</b>	12

**Suggested Readings:**

1. George Belch, Michael Belch & Keyoor Purani: Advertising & Promotion- An Integrated Marketing Communications Perspective, TATA McGraw Hill.
2. Jaishri Jethwaney & Shruti Jain: Advertising Management, Oxford University Press.
3. Kruti Shah and Alan D'Souza: Advertising & Promotions: An IMC perspective, Tata McGraw Hill.
4. Aakar, Batra and Myers: Advertising Management, Prentice.
5. S H Kazmi and Satish K Batra: Advertising & Promotions, Excel.
6. Wells, Moriarty and Burnett: Advertising; Principles and Practice, Pearson.

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Paper Name: Digital Marketing and Content Development

Paper Code: BBA (DM)-403

Total Credit: 6

Total hours of lectures: 60 hours

**Course Outcomes:**

After the completion of this course the students will be able to:

1. develop understanding about digital marketing and its application
2. explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
3. interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.
4. apply various analytical tools used for digital marketing

Sl.	Topic/Module	Hours
1.	<b>Module 1:</b> Fundamentals of Digital Marketing: concept, history, types, various models, implementation and benefits of digital marketing, Digital Marketing Planning.	10
2.	<b>Module 2:</b> Search Engine optimization: concept of Search Engines optimization, how SEO operates.	6
3.	<b>Module 3:</b> Social Media Marketing: concept, as a marketing tool, importance of social media marketing, Social marketing strategy (SMO) for business, SMO key concepts, business profile creation, brand awareness, social engagement; Viral marketing, tools of measurement of popularity, traffic , analytics and statistics.	12
4.	<b>Module 4:</b> Elements under social media marketing: Facebook: overview-types of facebook pages, growth of business through facebook; profile page setup, page navigation, influencer, ad options, page promotion, identity target, likes philosophy. Twitter: Concept, advantages, implementation of twitter; create of twitter account, follower growth, hash tags, sponsor of twitter/hash tags, twitter analytics, Instagram, video marketing.	12
5.	<b>Module 5:</b> Building a basic websites: Creating a website , Theories and practices of user interface .	5
6.	<b>Module 6:</b> Application of Data and analytics: Customer profiling, Customer experience and its measurement, Experience cloud platforms, Augmented Reality (AR) and Virtual Reality (VR).	10
7	<b>Module 7:</b> Goggle Analytics: Introduction, code generation in Goggle Analytics codebase, Detailed analysis of Google Analytics Dashboard.	5

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**Suggested Readings:**

1. Understanding Digital Marketing by Damian Ryan , Pearson
2. Fundamentals of Digital Marketing by Puneet Singh Bhatia
3. Digital Marketing cases from India by Rajendra Nargudkar and Romi Sainy
4. Marketing 4.0: Moving from Traditional to Digital by Kotler, Kartajaya, Setiawan
5. Social Media Marketing by Tracy L Tuten and Michel R Solomon by SAGE
6. Social Media: 2017 Marketing Tools for Facebook, Twitter, LinkedIn, Youtube, Instagram and Beyond by Mcdonald Jason.

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Paper Name: R /Python Fundamentals

Paper Code: BBA(DM) - 495

Total Credit: 2

Total hours of lectures: 40 hours

**Course Outcomes:**

After completion of this course the students will be able to:

1. develop understanding about data types, syntax and packages
2. construct a mechanism of how to import external data into R/Python for data processing and statistical analysis.
3. apply the main data structures in appropriate situations
4. examine basic summary statistics.

Sl.	Topic/Module	Hours
1.	Module 1: What is R/Python? Basic Operations in R/ Python.	5
2.	Module 2: Data Types & Data Structures in R/ Python. Sub-setting in R/ Python	5
3.	Module 3: Data Import & Export.	10
4.	Module 4: Introduction to R Packages.	5
5.	Module 5: Control Structures & User Defined Functions.	5
6.	Module 6: Introduction to Statistical Analysis & Data Mining.	10

**Suggested Readings:**

1. Dr. Mark Gardener: Beginning R: The Statistical Programming Language, Wiley.
2. Sandip Rakshit: Statistics with R Programming, McGraw Hill Education.
3. Dr Pooja Sharma: Programming in Python, BPB.
4. Yashavant Kanetkar: Let Us Python, BPB