



RV Institute of Management
Bangalore

Course Docket

4th Semester MBA

INTERNATIONAL BUSINESS DYNAMICS

Subject Code 4.1

Affiliated to

Bangalore Central University

Subject taught by

Dr. Maruthi Ram.R

Dr. Anupama Malagi

Prof. Anitha D'Silva

2017 – 2018

**The articles and the reading materials contained in this docket are for class
room discussions only**



Rashtreeya Sikshana Samithi Trust

R V Institute of Management

CA – 17, 36th Cross, 26th Main, 4th T Block Jayanagar, Bangalore – 41

Course	MBA programme
Batch	2016-2018
Semester	IV
Subject Name	International Business Dynamics Subject Code 4.1
Credits	4 credits per week
Total hours	40 sessions
Course Instructors	Dr. Maruthi Ram.R Dr. Anupama Malagi Prof. Anitha D'Silva

Part A

Introduction

“A Merchant has no nation” is a popular saying. In line with this we have a popular quote from our scriptures called ” Vasudhaiva Kutumbakam” meaning whole world is a family. So also all the popular adjectives “Global Village” “Global Hut” etc. In this context the subject “International Business Dynamics” plays a vital role in bringing in-depth knowledge about integration of economics. International Business concerns those firms that do not restrict their processes to a single state or populace. International business dissects the reasons for the existence of firms engaged in International business, how they flourish in the intricate and unpredictable international environment, and what their undertakings mean for the countries in which they do business. Culture, language, political systems, geography, and socio-economic factors all influence a company’s business practices. Therefore, expanses of study comprise of the challenges of managing international companies, whether enormous or diminutive; the rudiments of strategic management; cross-cultural management; globalization; and the regulation and politics of international business.

Students who aspire to intensify their understanding of global markets need to study international business, since it delivers insights into the global economic and business climates. International business studies encompass topics across countries beyond boundaries.

Course Outcomes

After the successful completion of the course students will be able to ...

- CO1: Understand some business organizations and how they operate in an international environment, Cross cultural management
- CO2: Recognise impact of international influences on overall business and conflict management.
- CO3: Understand the significance of trade blocks, WTO and strategic
- CO4: Demonstrate the increased confidence level the ability to take up a career in international business.
- CO5: Get ready for the future challenges in the globalised economy, strategic issues and technology transfers.

Module wise key concepts:

Module - 1

- Domestic and international business
- Organisation Competitive advantage
- International Business environment
- Cross cultural management
- Demographic and Economic environment
- levels of culture,
- models to aid international managers

Module – 2

- Routes of globalization,
- Modes of International Business-Organizing international business
- factors influencing choice of a design,
- Issues in organization design.
- Conflict management, reconciliation, adjudication and arbitration issues,
- Supporting Institutions, Negotiations.

Module – 3

- WTO and its functions
- International Strategic alliance
- Regional Trade Blocks, Integration between countries,
- Levels of integration and impact of integration.

Module – 4

- Theories of global trade
- Exim trade policy
- Exim Bank functions
- Comparative advantages
- FDI in world economy

Module – 5

- Corporate Social responsibility
- Global Ethics
- National difference in Ethics
- Global E-business
- E-commerce in India

Module -6

- Global Operations management
- Strategic issues in Operations management
- Technology transfers
- Issues arising in technology transfers

Module wise outcomes

Module 1

MO 1 To identify the difference in domestic and international business.

MO 2 To demonstrate the use of International environment in Business.

Module 2

MO3 To recognize the Globalization routes

MO4 To prepare the students to understand International Conflict management

Module 3

MO 5 To recognize the World trade organization and its importance

MO6 To illustrate the trade blocks and their uses.

Module 4

MO7 To understand global trade theories

MO8 To evaluate Foreign direct investment and its significance

Module 5

MO 9 To define and illustrate the Global business ethics

MO 10 To create awareness about E-commerce

Module 6

MO11 To identify the Competitive advantages of global operation management

MO12 To analyse the technology transfers & devise methods to understand Contemporary issues in Global marketing

Pedagogical Methods and Tools

- Lecture method and activity based learning
- PPTs
- Classroom discussions and interactions
- Videos of eminent speakers and experts from the field
- Multimedia case presentations,
- Group and individual Presentations
- Mini projects

Course Evaluation Plan

Sl.No.	Criteria	Weightage
1	Attendance	5
2	Internal Exam	5
3	Assignment	10
4	Mini Project	10

Text Books

1. Francis Cherunilam; International Business, Prentice Hall Of India, 5th Edition,
2. Charles Hill, International Business, McGraw-Hill-Irwin, 9th Edition, 2012.

3. P. Subba Rao , International Business, Himalaya Publications, 2nd Edition
4. John Daniels, Lee Radebaugh and Daniel Sullivan, —International Businessll, Prentice Hall,13th Edition, 2010

Books to be referred

1. Shyam Shukla, International Business, Excel Books
2. Andrew Harrison Et Al; International Business; Oxford, 2006
3. Richard M Hodgetts And Fred Luthans, —International Managementll, McGraw-Hill, 5th Edition, 2003
4. Anant K Sundaram &J Stewart Black, The International Business Environment, Prentice Hall Of India, 1998

Course facilitator details

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Designation: Senior Asst. Professor

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Part B Session Plan

Session Nos	Coverage to the	Pedagogy / Activity	Chapter of the book & supplementary reading	Assignment
1	Module 1: Introduction of domestic and global business, Evolution, Drivers and Challenges of IB as compared to Domestic Business	Lecture PPTs Classroom discussions	Book 1 Chapter 1 Book 2 Chapter 2 Article 1: Cultural Differences Are More Complicated than What Country you're from By Andy Molinsky January 14, 2016 Harvard Business Review	
2	National and organizational competitive advantage over the world			
3	Active players in multinational business.			
4	The International environment of IB - Political, Legal,			
5	Technological, Cultural, Demographic and Economic environment			
6	Cross-cultural management			
7	levels of culture, models to aid international managers			
8	Module 2: Globalization, Routes of globalization	Lecture PPTs Classroom discussions	Book 1 Chapter 12 Book 2 Chapter 6 Article 2: Globalization and its Impacts on the World Economic Development International Journal of Business and Social Science Vol. 2 No. 23, 2011	
9	Modes of International Business-Organizing international business	Case: Dispute Settlement between Developing Countries: Argentina and Chilean Price		
10	international designs, factors influencing choice of a design			

11	Issues in organization design. Conflict management	Bands		
12	adjudication and arbitration issues			
13	Supporting Institutions, Negotiations.			
14	Module 3:WTO And Trading Blocks	Lecture PPTs Classroom discussions Case: Case: Cross-Cultural Management	Book 1 Chapter 5 Book 2 Chapter 7 Article 3: The social responsibility of international business: From ethics and the environment to CSR and sustainable development	
15	WTO and LPG policies			
16	Its Implications on India— Regional Trade Blocks			
17	Integration between countries			
18	Levels of integration and impact of integration. International strategic alliances			
19	Nature, benefits, pitfalls, scope, how to make alliances work			
20	Module 4: Global Trade And Investment - Theories of global trade and investment	Lecture PPTs Classroom discussions Case:	Book 1 Chapter9 Book 2 Chapter 5	Assignment 1 “Social responsibility/ Ethical issues/ Best practices”
21	Mercantilism, theory of absolute advantage, theory of comparative advantage			
22	factor endowment theory, product life cycle theory, Porter’s national competitive advantage.			
23	FDI- in World Economy, horizontal and vertical FDI, benefits of FDI to home and Host Country			
24	FDI- Indian Scenario. EXIM TRADE- Export and Import financing			
25	Export marketing, EXIM policy, Balance of payments			

26	Roles of Institutions connected with EXIM trade.			
27	Module 5: Global Ethics And E-Commerce	Lecture PPTs Classroom discussions Case:	Book 1 Chapter 22 Book 2 Chapter 13	Mini Project ➤ International Business Environment ➤ Impact Of Culture On Employees And Business
28	Social responsibility and ethical issues in international business			
29	national differences in ethics and social responsibility			
30	codes of conduct for MNC's			
31	Global E-Business, Conceptual Analysis			
32	Advantages and Disadvantages of E-Business			
33	E-Commerce in India.			
34	Module 6: Global Business Operations	Lecture PPTs Classroom discussions Case:	Book 1 Chapter 27 Book 2 Chapter 18	
35	Global- Operations management and competitive advantage, strategic issues in operations management			
36	Manufacturing Management, Logistics Management and Procuring, Technology transfers – issues arising out of technology transfers			
37	Issues arising out of technology transfers. Marketing Management, benefits of international markets			
38	major activities in international marketing Human Resource Management			
39	Approaches, Expatriation and Repatriation Process, Training, Compensation, Industrial Relations			
40	Revision			



Part A

1.1 Introduction

This course emphasizes on gaining competitive advantage in the global marketplace by providing in-depth understanding of the competitive implications affecting global marketing strategies. It covers the factors that govern the decision to enter export markets and analyzes planning, organizing, and managing an international marketing strategy. Organizations are becoming increasingly aware of the importance of understanding what their customers want and therefore the necessity to develop products and services that meet their needs and aspirations. Organizations which place the customers at the forefront of all decision-making and take a marketing-led approach are able to create competitive advantage and build brand loyalty.

This course provides a detailed overview of international marketing issues and instills an appreciation of conducting business in foreign markets. The subject will introduce students to the international market environment and the principles underlying the development and implementation of marketing strategies across and within foreign countries. The course will also consider the international marketing mix and the challenges this may pose.

Course	MBA
Semester	IV Semester Sec D
Batch	2016-18
Title	International Marketing Strategy (4.3.2)
Credits	4
Course Facilitator	Prof. G Mahesh

1.2 Course Outcomes:

On the successful completion of this course the students will have demonstrated the ability to:

CO1: To acquaint students with opportunities and challenges in International Marketing.

CO2: To help students sharpen their problem solving skills and enhance their sales practice in global markets.

CO3: To understand the Export Documentation Process and Documentation.

CO4: To help students in formulating Marketing strategies to be successful in selling to International Buyers.

CO5: To familiarize students the importance of International MIS and role of Emerging Markets in International Marketing.

1.3 Key Concepts:

Module 1:

- International Marketing
- Quality
- Forces of International Marketing
- Participants in International Marketing
- Trade Theories
- Negotiations
- Regulators
- Statutory Framework

Module 2:

- Global Marketing
- Information System
- Marketing Research
- Global Opportunity
- Target Countries
- International Buyer Behaviour
- Research Process

Module 3:

- Global Market Entry and Exit
- Exporting
- Licensing
- Joint Ventures
- Strategic Alliance
- Trade Map

Module 4:

- Global Branding
- Brand Name
- Pan Regional Brands
- Product Life Cycle

- New Product Development
- Global Advertising
- Media Planning

Module 5:

- International Channels
- Distribution Systems
- Price Escalation
- Dumping
- Counter Trade
- Intra-company Pricing

Module 6:

- Quality Control
- Export Orders
- Newly Industrialized Countries
- Developing Countries
- Emerging Markets
- European Community
- Regional Trade Blocks

1.4 Module Outcome

Module 1

MO1: To understand basics of International Marketing and apply the same in practical situations.

MO2: To understand the challenges faced by marketers in International Markets.

Module 2

MO3: To evaluate various opportunities offered by doing business at global level.

MO4: To apply knowledge gained in International MIS in day to day running of business.

Module 3

MO5: To analyze different Market Entry Strategies.

MO6: To analyze opportunities and benefits using Trade Map

Module 4:

MO7: To demonstrate use of Branding knowledge in formulating company's international marketing strategies.

MO8: To apply knowledge of Product related strategies in international business.

Module 5

MO9: To analyze and apply price related strategies to be successful in the Marketing efforts of the company.

MO10: To understand importance of distribution strategies and role of logistics.

Module 6

MO11: To understand the importance of documentation in exports.

MO12: To apply the knowledge gained in Regional Trade Blocks in successful running of International Business.

1.5 Pedagogy Tools used

1. Lecture using PPT with class room discussions
2. Case Study with discussions
3. Video Case
4. Role Plays
5. Live Projects
6. Company Visit
7. Workshop
8. Interaction with Industry experts

1.6 Course Evaluation Plan

University Examination: 70 Marks

Internal Assessment Marks: 30 Marks

Attendance: 5 marks

Surprise Test: 10 marks

Assignments: 5 marks

Live Projects: 5 marks

Individual / Group Presentation: 5 marks

1.7 Text Book References:

PRESCRIBED TEXT BOOK:

1. Rakesh Mohan Joshi , International Marketing , Oxford University Press, 1st Edition, 2009
2. Phillip Cateora, John Graham, Mary Gilly, International Marketing, Mc Graw-Hill/Irwin, 16th Edition, 2012

OTHER READINGS AND REFERENCES:

Students can also refer to other books to supplement their study:

- A. Svend Hollensen , Global Marketing – A Decision Oriented Approach, Prentice Hall ,6th Edition, 2013
- B. Frank Bradley. International Marketing Strategy, Pearson Education, 5th Edition, 2004
- C. Johansson, J. K. Global Marketing: Foreign Entry, Local Marketing, and Global Management, McGraw-Hill, 5th Edition, 2008 Kate Gillespie, Jean Pierre Jeannet, H David Hennessey, Global Marketing, Biztantra, 3rd Edition, 2009
- D. Svend Hollensen, Madhumita Banerjee, Global Marketing, Pearson, 4th Edition, 2007
- E. Manab Adhikary, Global Business Management, Macmillan Business Book, 6th Edition, 2001.

Course Facilitator: Prof.G.Mahesh

Asst. Professor

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Part B

Session Plan

Session No.	Coverage of key concepts	Pedagogy/Activity	Reading Material to be referred
1	<p>MODULE 1: GLOBAL MARKETING – AN OVERVIEW</p> <p>International/Multinational/Multiregional/Global Marketing – Definition & Scope, Objectives of International Marketing</p>	<p>PPT, Lecture, Case Study discussion</p>	<p>Chapter 1 of Book1 Chapter1 of Book2 Chapter 1 of Book C</p>
2	<p>Challenges and opportunities in International Marketing – Quality considerations in International Marketing –</p>	<p>Case Study:</p> <ol style="list-style-type: none"> 1. Think Globally act locally – the case of Jack Daniel’s 2. Re-engineering supply chain to achieve global competitive advantage 	<p>Chapter 1 of Book1 Chapter2 of Book2</p>
3	<p>Underlying forces of International Marketing – Major Participants in International Marketing</p>	<p>Article: The Effect of Service Quality on Customer Satisfaction on Tourist</p>	<p>Chapter 1 of Book F</p>

		Standard Hotels of Gondar Town. (Global Journal of Marketing Management and Research, Vol4 No.1, Jan-June 2014)	
4	Importance Of International Marketing – Review of Trade theories -	Lecture, exercise and Discussion / Individual Student Presentation	Chapter 1 of Book1 Chapter1 of Book2 Chapter 1 of Book D PPT Chapter1
5	Culture & Social Factors – Culture & Its Impact On International Marketing	PPT, Lecture, class room discussion & Newspaper Headlines Discussions	Chapter 2 of Book1 Chapter1 of BookE
6	Political & Legal Forces - Negotiating With International Customers	PPT, Lecture, Case Study discussion 3. Case Study: IKEA – A Long March to Far East 4. Anglo American –	Chapter 2 of Book1 Chapter1 of BookC Chapter 1 of Book

		a global conglomerate	D PPT chapter1
7	Partners & Regulators, Global marketing environment	PPT, Lecture, Case Study discussion	Chapter 1 of Book1 Chapter1 of Book2 Chapter 1 of Book B
8	Economic Environment, Socio-cultural Environment –Legal and Statutory Framework	Lecture, exercise and Discussion / Individual Student Presentation	Chapter 2 of Book1 Chapter2 of Book2 Chapter 1 of Book F
9	MODULE 2: INFORMATION SYSTEM AND RESEARCH Definition and Meaning of Global Marketing Information System	Article: The Effect of Culture on Organisation Alincentive System: Saudi Electric Company in Kholis. (International Journal of Market	Chapter 3 of Book1 Chapter2 of Book2 Chapter 2 of Book D
10	Process of Marketing Research, Analyzing Global Opportunities	PPT, Lecture, class room discussion & Newspaper Headlines Discussions	Chapter 2 of Book 1 PPT

			chapter2
11	Screening International Marketing Opportunities	Video Case: McDonald Global and Local Strategy Case Study: Arcor – A Latin American confectionary player is globalizing its business. 6.Manchester United :Still trying to establish a global brand	Chapter 2 of Book 1 Chapter3 of Book D PPT chapter2
12	Criteria for Selecting Target Countries	PPT, Lecture, class room discussion & Newspaper Headlines Discussions	Chapter 3 of Book 1 Chapter2 of Book D PPT chapter2
13	Grouping International Markets	Lecture, exercise and Discussion / Individual Student Presentation	Chapter 3 of Book 1 Chapter3 of Book D
14	Analyzing International	PPT, Lecture, Case	Chapter 3

	Buyers/Business Markets & Government Markets	Study discussion Case Study: 7. Bridgestone Tyres: European Marketing Strategy 8. Cereal Partners Worldwide (CPW): The No.2 world player is challenging the No.1 – Kellogg	of Book 1 Chapter4 of Book D Chapter 2 of Book C, D
15	International Marketing Research Process	Lecture, exercise and Discussion / Individual Student Presentation	Chapter 3 of Book 1 & Book 2 Chapter3 of Book F
16	MODULE 3: MARKET SELECTION AND ENTRY STRATEGIES Global Market Entry & Exit Strategies: Exporting – Licensing – Local Manufacturing	PPT, Lecture, class room discussion & Newspaper Headlines Discussions	Chapter 4 of Book1 Chapter 10 of Book2 Chapter 7 of Book F

17	Joint Ventures- Merger & Acquisition	PPT, Lecture, Case Study discussion	PPT of Chapter 3
18	Strategic Alliances – Preparing For Exit Strategy Analysis	Lecture, exercise and Discussion / Individual Student Presentation	Chapter 7 to 110 Book 1 Chapter 4 and 6 Book B
19	Exit Strategies – Analyzing Opportunities	Video case: International Market Exit Strategy	Chapter 6 of Book E
20	Using Trade Map	PPT, Lecture, Case Study discussion	Chapter 3 to 7 Book 1 Chapter 5 and 7 Book 2
21	MODULE 4: GLOBAL MARKETING MIX International Product & Promotion Strategy: Adjusting Quality to Global requirements	Lecture, exercise and Discussion / Individual Student Presentation	Chapter 5 to 9 Book 1 Chapter 6 Book 2
22	International & Global Branding Decisions	PPT, Lecture, Case Study discussion	Chapter 6 and 7 Book A
23	Brand Name Selection Procedure	Video case: International Branding Strategy	Chapter 6 to 9 Book 1 Chapter

			10 Book B
24	Global/Pan Regional Brands	Lecture, exercise and Discussion /	Chapter 10 to 12 Book C Chapter 6 Book E
25	Exploiting Product Life Cycles In International Marketing	Video Case: PLC strategy of Coco Cola	Chapter 5 to 9 Book C
26	New Product Development in Global Markets	PPT, Lecture, Case Study discussion	PPT of Chapter 4
27	Global Advertising	Video Case: Global Advertising Strategies	Chapter 12 to 14 Book 1 Chapter 9 Book 2
28	Creative Challenges – Media Planning and Analysis	PPT, Lecture, class room discussion & Newspaper Headlines Discussions	Chapter 3 to 8 Book 1 Chapter 6 Book E
29	MODULE 5: PRICING AND DISTRIBUTION STRATEGY Selection Of International Channels – Managing Distribution Systems	Lecture, exercise and Discussion / Individual Student Presentation	Chapter 10 to 12 Book 1 Chapter 6 and 7 Book A
30	Global Trends in Distribution	PPT, Lecture, Case	Chapter 8

	Systems-	Study discussion	of Book 2 Chapter 7 of Book D
31	Pricing – Price Escalation	Video Case: Airbnb’s Pricing Strategy	Chapter 3 to 6 Book C Chapter 6 and 7 Book E
32	Dumping – Countertrade as a Pricing Tool	Article: Prediction of Buying Intension for Online Shopping: An Empirical Study. (IUP journal of Marketing Management, Vol XV No.4)	PPT of Chapter 5
33	Intra-company Pricing	Lecture, exercise and Discussion / Individual Student Presentation	Chapter 10 to 13 Book D Chapter 6 and 7 Book F
34	MODULE 6: DOCUMENTATION AND	9. PPT, Lecture, Case Study	Chapter 12 to 14

	<p>EMERGING MARKETS</p> <p>Documentation and procedural complexities- Registration with various agencies</p>	<p>discussion Red Bull: The global market leader in energy drink is considering further market expansion</p> <p>10. Jarlsberg: The king of Norwegian cheese is seeking new Mark</p> <p>Case Study:</p>	<p>Book 1</p> <p>Chapter 6 and 7</p> <p>Book 2</p>
35	<p>Compulsory Quality Control - Processing Export Orders. Newly Industrialized Countries</p>	<p>Lecture, exercise and Discussion / Individual Student Presentation</p>	<p>Chapter 5 to 8 Book 1</p> <p>Chapter 4 and 5 Book 2</p>
36	<p>Developing Countries & Emerging Markets – European Community</p>		<p>PPT</p> <p>chapter6</p>
37	<p>CIS – CEFTA – NAFTA-ASEAN – Africa – Middle East – BRICS</p>	<p>PPT, Lecture Discussion</p>	<p>Chapter 3,4,7 & 10 of Book B</p>
38	<p>Regional Trade Blocks & Impact on Marketing.</p>	<p>Lecture, exercise and Discussion / Individual Student</p>	<p>Chapter 5 to 9 Book 1</p>

		Presentation	Chapter 3 and 4 Book 2 Chapter 8 of Book D
39	RIVISION OF MODULES / DISCUSSION OF PREVIOUS YEAR QUESTION PAPERS		
40	RIVISION OF MODULES / DISCUSSION OF PREVIOUS YEAR QUESTION PAPERS		

COURSE DOCKET FOR IV SEM



RASHTREEYA SIKSHANA SAMITHI TRUST
RV INSTITUTE OF MANAGEMENT

CA-17, 36TH CROSS, 26TH MAIN, 4TH T BLOCK, JAYANAGAR, BANGALORE - 41

STRATEGIC BRAND MANAGEMENT - 4.3.1

FEBRUARY' 18 - JUNE' 2018

DR. NOOR FIRDOOS JAHAN
PROFESSOR, DEPARTMENT OF MARKETING

THE ARTICLES AND READING MATERIALS CONTAINED IN THIS DOCKET ARE FOR
CLASSROOM DISCUSSIONS ONLY

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Rashtreeya Sikshana Samithi Trust

R V Institute of Management

STRATEGIC BRAND MANAGEMENT

Programme:	MBA
Batch:	2016-2018
Semester:	4
Course Name:	STRATEGIC BRAND MANAGEMENT -- 4.3.1
Credits:	4
Course Instructors:	Dr. Noor Firdoos Jahan

PART A

INTRODUCTION:

A brand is a means to distinguish the goods of one producer from those of others. The power of a brand plays a significant role in strategic marketing. It is often referred as one of a few strategic assets that can provide a company long-lasting competitive advantage. This course focuses on the nature of competitive branding strategy in a global context. It offers students the opportunity to understand a fundamental marketing strategy in brand management. The emphasis is on exploring the role of branding and the development of a brand in strategic marketing field and highlights the performance of a brand in the value competition.

COURSE OUTCOMES (CO):

Having successfully completed this module students will be able to demonstrate knowledge and understanding of:

CO 1: Whole process of managing the existing and new products of the organization.

CO 2: The concept of brand equity, brand performance and key principles of strategic brand management

CO 3: Critically evaluating brand strategy and make effective suggestions for companies

CO 4: Analyse visual content and brand management strategies

CO 5: Recognise and respond to challenges in the management of brands

CO 6: Make recommendations to overcome and avoid specific brand challenges and threats

Key concept:

Module 1: Product Management

1. Product Mix Decision
2. Product Portfolio Analysis - Market Attractiveness & Components of Market Attractiveness – Product
Market Strategies
3. New Product Management: process of new product, reasons or the failure of new products, categories of
the new Products
4. Product Life Cycle Stages like Introduction, growth, Maturity and decline.
5. Competitor Analysis: strategy framework for analyzing competition

Module 2: 1. Introduction to Brand Management

1. Brands Vs Products
2. Brand Components & Attributes- levels of brands, types of brands: manufacturer brands and
own-label brands, Individual Brands
3. Selecting Brand Names- Brand Identity Kefferer Brand Identity Prizm Model
4. Branding Challenges and growth of corporate branding & Opportunities.

Module 3: Brand Equity

1. Strategic Brand Management Process
2. Brand Portfolio Strategy, Brand Extension and Stretching
3. Brand Equity, Aaker's Brand Equity Model, and Customer's Based Brand Equity model.
4. Brand Leveraging and brand loyalty

Module 4: Brand Positioning:

1. Define competitive frame of reference: Target market, Nature of competition, Points-of-parity and
Points of Difference.
2. Types of Positioning: Over, Under & Repositioning- Differentiation.
3. Identifying Gaps Using Perceptual Maps - Co-Branding
4. Licensing and Celebrity Endorsement

Module 5: Brand Audit and Valuation

1. Brand Audit
2. Internal Branding
3. Components & Types of Valuation

Module 6: Building Online Brands

1. Integrated Marketing Communication
2. The New Media Environment
3. Marketing Communication Options using Social Media like face book, twitter, linkd etc.
4. E-Commerce & Brands:

MODULE OUTCOMES (MO):

Module 1

MO1: Student will be able to understand the whole process of managing the existing and new products of the organization.

MO2: To analyze the product life cycles of various products and strategies adopted by the companies for the success of the products.

Module 2

MO3: Analyze and understand the process of branding and will also be able to design brand for the companies.

MO4: Recognize and respond to challenges in the management of brands.

Module 3

MO5: Student will be able to apply the concept of brand equity, brand performance to improve the performance of brands in the market.

MO6: To apply key principles of strategic brand management in real scenario.

MODULE 4:

MO7: Student will be able to learn the art of positioning the brand in the market successfully without committing the errors in positioning

MO8: To learn to overcome brand challenges and threats

MODULE 5:

MO9: Student will be able to critically evaluate the value of brands in the market and make effective suggestions for companies

Mo10: To understand the various methods used in brand valuation.

MODULE 6:

MO11: Student will be able to develop good brands for online market

MO12: Able to build brands online

PEDAGOGY TO BE USED:

1. Lecture Method with PPTs
2. Class Room Discussion
3. Case study
4. Video cases
5. Project based learning
6. Webinars
7. Interaction with the industry people
8. Activity based learning

Course Evaluation plan

A) Internal Assessment Test

Each of the course would have two components – the First being Internal Assessment Marks and Second being Semester end exams.

The Internal Assessment (IA) are based on the continuous internal assessment.

- Each paper will carry 100 marks of which 30 marks for Internal Assessment and remaining 70 marks for written examination to be held at the end of each semester. The duration of the written examination for each paper shall be 3 hours.
- The various components of Internal Assessment for 30 Marks are as follows:

IV SEMESTERS	MARKS
Attendance	5*
One internal test (<i>surprise</i>)	5
Individual Case Study Preparation	10
Mini Project	10
Total	30

*% of Attendance	Marks
75 - 79 %	1
80 - 84 %	2
85 - 89 %	3
90 – 94%	4
95 +	5

B) Final Examination

There shall be a University examination at the end of each semester in the prescribed papers which carries 70 marks each.

PRESCRIBED TEXT BOOK:

1. Kevin Lane Keller M. G. Parameswaran and Isaac Jacob, Strategic Brand Management, Pearson Education India, 3rd Edition, 2010
2. Ramanuj Majumdar ,” Product management in India”, PHI Learning Pvt India, 2007
3. KirtiDutta, Brand Management, Principles and Practices ,Oxford University Press, 1st Edition, 2012

OTHER READINGS AND REFERENCES:

Students can also refer to other books to supplement their study:

- a. Kevin Lane Keller, Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Prentice Hall, 4th Edition, 2012
- b. MG Parameswaran, Building Brand Value – Five Steps to Building Powerful Brands, Tata McGraw hill, 2006
- c. Subroto Sengupta , Brand Positioning: Strategies for Competitive Advantage, Tata McGraw Hill Education, 2005
- d. J.N. Kapferer, The New Strategic Brand Management (Creating And Sustaining Brand Equity Long Term), Kogan Page Publishers India, 2008.
- e. S.A. Chunawalla , Compendium of Brand Management, Himalaya Publishing House , 2011
- f. David A Aaker , Managing Brand Equity, Free Press, 1991

Course Facilitator

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PART B: SESSION PLAN

Session Nos.	Coverage of the key concept	Pedagogy/Activity	Reading material to be referred
1	Introductory Session Introduction to the subject, Overview of Modules and concepts	Lecture Class room Discussion	Syllabus
2	Module 1: Product Management: meaning and its importance	Lecture Class room Discussion Video case RedBus and Product Market Fit	Chapter 1 of Book 2 PPT chapter 1
3	Product Life Cycle Stages and Corresponding Strategies Product Planning and New Product Management and process	Lecture Class room Discussion Article Discussion	Chapter 1 of Book 2 PPT chapter 1 "Product Life Cycle of Pepsi" by Joshua Blatchford, author of Manifested Marketing
4	Product Portfolio Analysis Market Strategies	Lecture Class room Discussion Article Discussion	Chapter 1 of Book 2 PPT chapter 1 HBR Spotlight Cumulative Advantage dated Jan-Feb 2017
5	Market Attractiveness & Components Of Market Attractiveness – Product	Lecture Class room Discussion	Chapter 1 of Book 2 PPT chapter 1
6	Competitor Analysis	Lecture Class room Discussion Case study	Chapter 1 of Book 2 PPT chapter 1 The "Success" Story
7	Module 2: Introduction To Brand Management: Brands Vs Products- Brand Management	Lecture Class room Discussion Video Professor Kevin Lane Keller on	Chapter 1 of Book 1 PPT chapter 2

		brand value and marketing	
8	Brand Components & Attributes-	Lecture Class room Discussion Video Article Discussion	Chapter 1 of Book 1 PPT chapter 2 Steve Jobs on The Secrets of Branding A Comparative Study of Branding Strategies Harnessed by Indian Cement Manufacturers.
9	Significance Of Branding To Consumers & Firms	Lecture Class room Discussion Video How to create a great brand name Jonathan Bell	Chapter 1 of Book 1 PPT chapter 2
10	Selecting Brand Names, elements of brand name	Lecture Class room Discussion	Chapter 1 of Book 1 PPT chapter 2
11	Brand Identity Kepferer Brand Identity Prizm Model	Lecture Class room Discussion Video Brand Identity vs Brand Image Brand Management	Chapter 1 of Book 1 PPT chapter 2
12	Branding Challenges & Opportunities	Lecture Class room Discussion Article Discussion Case	Chapter 1 of Book 1 PPT chapter 2 Challenges of Selling Luxury Motorcycle Brand in India Mother Dairy Fruits & Vegetables
13	Module 3: Brand Equity: Concept – Types Of Brands	Lecture Class room Discussion Video Strategic Brand Management CurtinX on edX	chapter 2 of Book 1 PPT chapter 3

14	Strategic Brand Management Process	Lecture Class room Discussion Article Discussion	chapter 3 of Book 1 PPT chapter 3 Growth Of Patanjali Brand from Local to Global Market: A Study
15	Brand Attribute Management & Architecture	Lecture Class room Discussion Video Brand architecture and brand portfolio	chapter 3 of Book 1 PPT chapter 3
16	Brand Portfolio Strategy – Brand Extension And Stretching - Making A Brand Strong	Lecture Class room Discussion Article Discussion	chapter 3 of Book 1 PPT chapter 3 The Role of Consumer Perceived Fit in Brand Extension Acceptability
17	Sources Of Brand Equity-The 4 Steps Of Strong Brand Building-	Lecture Class room Discussion Video Brand Equity of Narendra Modi Vs Rahul Gandhi Dr. Vivek Bindra	chapter 2 of Book 1 PPT chapter 3
18	Aakers Brand Equity Model	Lecture Class room Discussion Article Discussion	chapter 3 of Book 1 PPT chapter 3 The Effect of Brand Equity on Customer Satisfaction: An empirical study Based on David Aaker's Brand Equity Model
19	Customer Based Brand Equity model, Brand Leveraging, Brand Loyalty	Lecture Class room Discussion Article Discussion	chapter 4 of Book 1 PPT chapter 3 Luxury Brand Architecture Challenges
20	Module 4: Brand Positioning:	Lecture	Chapter 2, 7 and chapter 11

	Types Of Positioning	Class room Discussion Video case on Philips	of Book 1 PPT chapter 4
21	Over, Under & Repositioning-Differentiation	Lecture Class room Discussion Video on Nespresso Case Study Crafting the best brand positioning	Chapter 2 of Book 1 PPT chapter 4
22	Identifying Gaps Using Perceptual Maps	Lecture Class room Discussion Article Discussion	Chapter 2 of Book 1 PPT chapter 4 Perceptual Mapping of selected Sedan Brands in India and discriminant Analysis based on Parameters Influencing the Purchase of a Sedan
23	Co-Branding	Lecture Class room Discussion	Chapter 7 of Book 1 PPT chapter 4
24	Licensing – Celebrity Endorsement	Lecture Class room Discussion Article Discussion	Chapter 11 of Book 1 PPT chapter 4 Article titled Are Celebrity Endorsements Worth it? Evidence from Listed Firms in India
25	Positioning Guidelines	Lecture Class room Discussion Case study	Chapter 2 of Book 1 PPT chapter 4 Positioning is inevitable –a case study of Tata Nano
26	Module 5: Brand Audit and Valuation: Brand Audit	Lecture Class room Discussion	Chapter 8 of Book 1 PPT chapter 6

		Video of BMW Brand Audit - Team 2D	
27	Role of Internal Branding	Lecture Class room Discussion Article Discussion	Chapter 8 of Book 1 PPT chapter 6 Internal Marketing and Internal Branding in the 21st Century Organizations
28	Introduction To Brand Valuation	Lecture Class room Discussion Video	Chapter 9 of Book 1 PPT chapter 5
29	Methods of Valuation	Lecture Class room Discussion Video on Best Global Brands 2015 - Brand Valuation Methodology	Chapter 9 of Book 1 PPT chapter 5 Brand Matters How to assess brand value
30	Components & Types Of Valuation	Lecture Class room Discussion Case Study	Chapter 9 of Book 1 PPT chapter 5 A study by Brand Finance on IPL V to value IPL Brand and its Nine franchisee brands
31	Module 6: Building Online Brands	Lecture Class room Discussion	Chapter 6 of Book 1 PPT chapter 6
32	Integrated Marketing Communication	Lecture Class room Discussion Article Discussion	Chapter 6 of Book 1 PPT chapter 6 HBR Spotlight on The New Marketing dated July-August 2014
33	The New Media Environment	Lecture Class room Discussion	Chapter 6 of Book 1 PPT chapter 6

34	Building and managing online Brands	Lecture Class room Discussion Video on बिना खर्चा किये Brand Viral कैसे करें Must Watch 5 Tips By Dr Vivek Bindra	Chapter 6 of Book 1 PPT chapter 6
35	Marketing Communication Options	Lecture Class room Discussion Article Discussion	Chapter 6 of Book 1 PPT chapter 6 Patanjali: Unique Brand Building and 4Ps
36	Using Social Media to Build Brands	Lecture Class room Discussion	Chapter 6 of Book 1 PPT chapter 6
37	E-Commerce & Brands	Lecture Class room Discussion Video	Chapter 6 of Book 1 PPT chapter 6 Case study on Online branding: the case of McDonald's.
38	Wrapping up	Summary Presentations by the students covering all the topics covered	
39	Wrapping up	Summary Presentations by the students covering all the topics covered	
40	Wrapping up	Discussions about the previous year question papers	



Rashtreeya Sikshana Samithi Trust

R V Institute of Management

Jayanagar Bangalore

**COURSE DOCKET IV semester MBA
4.3.3 DIGITAL MARKETING**

February 2018-June 2018

Ms. Anitha D'silva

Sr. Assistant Professor

Department of Marketing

The articles and reading materials contained in this docket are for classroom discussion only

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01	Part- A
02	Part B- Session Plan
03	Bangalore University syllabus
04	Article: Social media 2018 by Statusbrew blog (5 pages)
05	Case study: E-bay and pay pal by Charles Hill
06	Article: “Internet things” by Jamshed Dubash (5 pages)
07	Case : Ali Baba business model by Arthur Chang Vice president in Global sales (12 pages)
08	Article: Multi channel operations of IBM in India By Rajeev Narayana (8 pages)
09	Case study on E-commerce business models (10 page)
11.	Case study- Automobile Toyota- (1 page)
12	Article: Data Mining techniques- By Martin Brown (13 pages)
13	Case study on Acquisition Research (1 page)
14	Case Study On social Media (1 page)
15	Video- Future of Retailing - location-based mobile marketing - Futurist keynote speaker for Google - YouTube (360p)
16	Video- Introducing Microsoft Surface Studio
17	Video-Heineken Departure Roulette HeinekenUSA
18	Video- Google's Mobile Marketing, Advertising Strategy - YouTube (360p)
19.	JIO का चौकाने वाला Business Plan _ A Case Study in Hindi _ By Dr. Vivek Bindra - YouTube (360p)
20	Video- Google's Mobile Marketing, Advertising Strategy - YouTube (360p)
21	Video- Linked-in advertising

22	Video- YT Marketing final
23	Video- What is Online Reputation Management-ORM _ ORM tutorial _ SEO -Part 25 - YouTube (360p).mp4
24	Part D- Previous years question papers



Rashtreeya Sikshana Samithi Trust

R V Institute of Management

CA – 17, 36th Cross, 26th Main, 4th T Block Jayanagar, Bangalore – 41

Course	MBA programme
Batch	2016-2018
Semester	IV
Subject Name	Digital Marketing
Credits	4 credits per week
Total hours	56 hrs
Course Instructors	Ms. Anitha D'silva

Part-A

INTRODUCTION

Marketing has changed from traditional advertising media to online platforms. The course shall introduce the student to social media platforms. Market research forms the back bone of digital marketing. Reputation of entities can be altered within minutes which are of high risk. Use of social media effectively produces engaged customers and their posts are brand advertisements which spread through word of mouth. Digital marketing can be successful only if an organized plan has been drawn. Social relation building helps in increasing Customer Loyalty. Hence, it is not just online presence but also its maximum utilization that is important. There is a huge inflow of new digital marketing technology and tools. Choosing the right tool is essential for customer delight

and deriving results. Most of the business have digital presence but lack the strategy to tackle the digital competition.

This course is designed for learning concepts which will be linked with hands on training, where students will be expected to know datasets, dummy display ads, virtual website optimization, SEO based on instructions in lectures and class discussions. Live experience of analyzing responses with analytical software, launching of dummy display ads, creating optimization of website through Google Adwords are some of the key features of the programme. At the end of this course, the students will understand various channels and activities essential to plan implementing and manage an effective digital marketing strategy for their businesses. As it is a fastest growing segment within marketing area acquiring skills in this area can help individuals to explore target jobs in this segment. The course also opens up opportunities in the areas like marketing analytics which provide pathways for students transitioning to the workforce

COURSE OUTCOMES (CO):

At the successful completion of this course the students will have demonstrated the ability to:

CO 1: Understand concepts of digital marketing, E- commerce business models, payment Gateways adopted by business firms

CO 2: Understand online surveys and profile of Consumer behaviour in marketing

CO 3 Understand the functioning and application of SEO, SEM, and Google ad words and Social Media platforms

CO 4: Develop a comprehensive digital marketing strategy and maintaining online Reputation for business

CO 5: Analyse the current online advertising process, mobile networks and mobile Banking Channels adopted by digital marketers.

KEY CONCEPTS:

Module1:

- Marketing in Digital environment
- Types of Web presence
- E-commerce business models
- E-models and Multi-channel models
- Media option online activities
- Fulfilment option strategies
- Payment gateways and pay pals

Module2:

- Marketing research & Audience profiling
- Segmentation of consumers in India
- Internet usage patterns in India
- Consumer behaviour and understanding buyer behaviour online
- Online research and behaviour tracking methods,
- Online surveys, blog mining, data mining,
- Building customer profiles using sales data

Module 3:

- Email campaign creation and management,
- Google Adwords, search and display on search engines,
- Search Engine Optimization, Process and methodology,
- Key word analysis, process and optimization.
- Search Engine Marketing – Paid versus natural Search,
- SEM landscape, Landing pages

Module4:

- Using Facebook,

- Linked-in,
- Twitter,
- You tube
- Social Media measuring, monitoring & reporting,
- Tracking & Monitoring platforms.
- Usage of blogs, forums and discussion boards

Module 5:

- Online reputation management
- Importance of managing online reputation for a business
- Tools of online reputation management

Module 6:

- Localization of content and online advertising.
- Marketing using mobile networks
- Evolution of Indian banking industry

MODULE OUTCOMES

Module 1:

MO1 To understand the role and framework of digital marketing

MO2 To evaluate common e-commerce business models adopted in digital environment

Module 2:

MO3 To Understand the process of buyer behaviour online for a product

MO4 Able to build customer profiles using navigations and sales data

Module 3:

MO5 To understand the functioning and application of SEO and Google ad words

MO6 Able to create an effective Email Campaign for a firm

Module 4:

MO7 To identify the key components of social media strategy

MO8 To evaluate the effectiveness of present Social media Strategy

Module 5:

MO9 To understand the conceptual framework of Online Reputation Management

MO10 To assess strategies and tools for online reputation management

Module 6:

MO11 To understand and apply various online advertising medias available

MO12 To evaluate the journey from brick and mortar to mobile banking.

INSTRUCTIONS METHODS/ PEDAGOGY/ TOOLS USED:

1. Visual presentation & Demonstrations
2. Discussions and case-lets
3. Live projects of online survey
4. Experts from Industry sharing experience
5. Visual presentations
6. Articles review
7. Project based work

EVALUATION PLAN

A. Test and Examination

Evaluation	Marks	Modules covered	Duration (in Minutes)	CO Tested
Test 1	25	1,2 3,4	60	Closed book
End Term Exam	70	1,2,3,4,5,6	180	Closed book

Internal Evaluation for IV semester

Surprise test	5 marks
Assignment and Attendance	5 marks
Project work	10marks
Mini case study	10 marks

B. OTHER ASSESSMENT:

Sl. No.	Evaluation Item	Unit of Evaluation	Time frame
1	Quizzes	Individual	Before every Session
2	Mini Project	Individual	Any of the 6 module- Topics will be given on March 1 st . Time frame is 25 days – March 1 st to March 25 th
4	Case study	Individual	Topics will be given on March 13 th 2018. Time frame 10 days Submission date is 23 march 2018
3	Surprise Test	Individual	Completion of module 1,2 6

*Contribution to the Learning Process – Written case study :

Ten designated case-based on modules would be used to assess the participation in class discussion and contribution to the learning process. Students will get cases in hand before the session to be prepared thoroughly. Additional readings, book chapters and try to make connections between these and the topic being discussed

PRESCRIBED TEXT BOOKS

1. Raghavendra K and Shruthi Prabhakar- Digital Marketing -Himalaya Publishing House
2. Seema Gutpa- Digital Marketing- MC Graw Hill Education
3. Deepak Bansal , A Complete Guide To Search Engine Optimization , B.R Publishing Corporation, 1st Edition, 2009
4. Grienstein and Feinman- E-commerce –Security, Risk Management and Control (TMH,The Consumer Decision Journey, McKinsey Quarterly, No3, 2009
5. Strauss.J and Frost . R , —E- MarketingII, Pearson Education, 5th Edition, 2009
6. Ramsey , Seven Guidelines for Achieving ROI from Social Media, eMarketer , 2010

OTHER READING AND REFERENCES

REFERENCES

1. Godfrey Parkin , Digital Marketing: Strategies for Online Success ,New Holland Publishers Ltd, 2009
2. Damian Ryan , Understanding Digital Marketing : Marketing Strategies for Engaging the Digital Generation, Kogan Page, 3rd Edition, 2014
3. Jonah Berger , Contagious Why Things Catch On , Simon & Schuster, 2013

Website:

[http:// www.knowonlineadvertising.com](http://www.knowonlineadvertising.com)

Course Facilitator

1. Prof. Anitha Dsilva
Sr. Assistant Professor, RVIM

PART B: SESSION PLAN

Session	Coverage of the key concept	Pedagogy/ Activity	Pre-Class Reading/ Additional Reading
Module 1: INTRODUCTION TO MARKETING IN DIGITAL ENVIRONMENT			
1	Module-1 Introduction to digital marketing- relevant concepts in used in traditional and digital marketing	<ol style="list-style-type: none"> 1. Lecture 2. Quiz on basic marketing concepts 3. PPT on digital marketing 4. Article- Recent Social Media strategies 	Chapter 1- Text book
2.	Module-1 Components of digital marketing- recognize relevance of web presence	<ol style="list-style-type: none"> 1. Quiz on Social media Marketing 2. PPT on digital marketing 3. Article on “ Internet things” 4. Case study: E-bay and pay pal by Charles Hill 	Chapter 1- Text book 1 Reading : E-bay and pay pal by Charles Hill
3	Module-1 E-business model and E-business challenges	<ol style="list-style-type: none"> 1. Lecture 2. Video- Future of Retailing - location-based mobile marketing - Futurist keynote speaker for Google - YouTube (360p)Quiz on Web presence 3. PPT on E-business model 	Chapter 1- Text book 1
4	Module-1 – Digital marketing and multi Channels in India and future trends in E-channels	<ol style="list-style-type: none"> 1. Lecture 2. Quiz on E-business model (recapitulation) 3. PPT on Digital marketing channel 4. Article on “Multi channel operations of IBM in India” 	Chapter 1- Text book 1
5	Module-1	<ol style="list-style-type: none"> 1. Discussion by students experience of paytm usage 	Chapter 1- Text book 1

	Payment gateways and PayPal- understand the payment gateways used for e-business	<ol style="list-style-type: none"> 2. PPT on Payment gateways 3. Article- Case let on Paytm fraud 4. Video- Introducing Microsoft Surface Studio 	
6	Module-2 - E-marketing plan- understand the Digital Marketing Research	<ol style="list-style-type: none"> 1. Lecture 2. Quiz on Banks payment gateways 3. PPT on E- marketing planning process 	Chapter 2- Text book 1
7	Module-2- Audience profiling and segmentation- characteristics of consumer resources in online exchange.	<ol style="list-style-type: none"> 1. Quiz on Consumer Behaviour 2. PPT on E- marketing consumer Behaviour online 3. Video-Heineken Departure Roulette HeinekenUSA 	Chapter 2- Text book 1
8	Module 2 : Introduction to behavioural targeting of consumers	<ol style="list-style-type: none"> 1. Lecture 2. Quiz on Marketing research 3. Article; Data Mining techniques- By Martin Brown 	Chapter 2- Text book 2
9	Module:2 Online surveys- Types of online survey platforms	<ol style="list-style-type: none"> 1. Digital Lab session 2. Demonstration of online survey forms 3. Practical session – preparing goggle forms on Patanjali Brand 	Chapter 2- Text book 2 Conduct survey
10	Module 2- Blog mining, data mining,	<ol style="list-style-type: none"> 1. Quiz on Google survey 2. PPT on data mining 3. Video- Search Engine Optimization (SEO) Video Tutorial Guide - YouTube (360p) 	Chapter 2- Text book 2
11	Module 2: Techniques of competitor	<ol style="list-style-type: none"> 1. Lecture 2. Quiz on Online survey 	Chapter 2- Text book 2

	profiling, Media scanning, Aspects of competitor scanning	<ol style="list-style-type: none"> 3. PPT on Competitor Profiling 4. Case study on Acquisition Research 	
12	Module 2: Integrated Online strategies, offline marketing strategy	<ol style="list-style-type: none"> 1. Lecture 2. Quiz on E-commerce in India 3. PPT on Online strategies 	Chapter 2- Text book 1
13	Module 2- Post internet Consumer behaviour	<ol style="list-style-type: none"> 1. PPT on consumer behaviour 2 Lab session- consumer behaviour 	Chapter 2- Text book 1
14	Module 2: Consumer behaviour- Purchase dissonance	<ol style="list-style-type: none"> 1. Discussion and presentation on case- Ali Baba business model 2. Quiz on digital marketing 	Assignment on digital marketing of Levis using SOSTAC Framework
15	Module 2- Assignment for students on SOSTAC framework	Presentation by students: <i>Digital marketing of Levis using SOSTAC Framework</i>	
16	Module-6 Recent trends Localization of content and advertising.	<ol style="list-style-type: none"> 1. Quiz on advertising 2. PPT on online Advertising 3. Lab session – hands on experience 	Book 1- Chapter 6
17	Marketing using mobile networks	<ol style="list-style-type: none"> 1. JIO का चौकाने वाला Business Plan _ A Case Study in Hindi _ By Dr. Vivek Bindra - YouTube (360p) 2. Discussion on the video 3. Mobile networks 	Book 1- Chapter 6
18	Evolution of Indian banking industry – journey from brick	<ol style="list-style-type: none"> 1. Articles on Banking evolution 	Book 1- Chapter 6

	and mortar to mobile banking	<ol style="list-style-type: none"> 2. PPT on brick and mortar finance industry 3. Video- Google's Mobile Marketing, Advertising Strategy - YouTube (360p) 4. Discussion on Video 	
19	Consumer engagement – meaning and Methods.	<ol style="list-style-type: none"> 1. Case let on consumer engagement 2. PPT on Consumer engagement 3. Quiz on current trends in digital marketing 	Book 1- Chapter 6
20	Module 3 SEO- Email campaign creation and management, Google Adwords,	<ol style="list-style-type: none"> 1. Partnering with digital Academy 2. Lab – practical session For google adwords 	
21	Module 3 Search and display on search engines, pricing models online,	<ol style="list-style-type: none"> 1. Partnering with digital Academy 2. Lab – practical session SEO 	
22	Module 3 Introduction to page rankings, googleAdwords analytics,	<ol style="list-style-type: none"> 1. Partnering with digital Academy 2. Lab – practical session 	
23	Module 3 Search Engine Optimization, Process and methodology, Key word analysis, process and optimization	<ol style="list-style-type: none"> 1. Partnering with digital Academy 2. Lab – practical session 	
24	Module 3 Search Engine Marketing - Paid versus natural Search, SEM landscape	<ol style="list-style-type: none"> 1. PPT on SEM landscape 2. Lab session –hands on practical aspects 	Book 1- Chpater-3

25	Module 3 Landing pages and their importance in conversion analysis,	<ol style="list-style-type: none"> 1. PPT on Landing pages and in conversion 2. Lab session 	Book 1- Chpater-3
26	Module 3 Google vs. Bing vs. Yahoo. Search Methodology.	<ol style="list-style-type: none"> 1.PPT on Google and Bing Vs yahoo 2.Video- People and Opportunity Story 	Book 1- Chpater-3
27	Module 4 Using Facebook, Linked-in, twitter,	<ol style="list-style-type: none"> 1. PPT on facebook usage and linked-in 2. Video- Linked-in advertising 	Book 2- Chpater-3
28	Module 4 You tube including creating a channel on You Tube	<ol style="list-style-type: none"> 1.Ppt on you tube channel 2.Video- YT Marketing final 3. Lab session 	Book 1- Chpater-4
29	Module 4 Content guidelines for online communications,	<ol style="list-style-type: none"> 1. Ppt on online communication 2. Surprise test on Chapter 4 	Book 1- Chpater-4
30	Module 4 Social Media measuring, monitoring & reporting, Tracking & Monitoring platforms. Content seeding,	<ol style="list-style-type: none"> 1.Video on Social media- How To Post a Video to Multiple Social Networks, including Wordpress 2.Discussion post video 	Book 1- Chpater-4
31	How to use blogs, forums and discussion boards, Blogs	<ol style="list-style-type: none"> 1. PPT on usage of blog 2. Lab session on creation of Blog 	Book 1- Chpater-4
32	Forums and communities, Viral campaigns and the social graph, building relationships with different stakeholders online	<ol style="list-style-type: none"> 1. Ppt on Viral campaigns 2. Lab session- analysing viral campaigns 	Book 1- Chpater-4

33	Project work – presentation	Presentation by students	
34	Project work- presentation	Presentation of project work by students	
35	Project Work – Topics presentation	Presentation of project work by students	
36	Module-5 Introduction to online reputation management	Video- What is Online Reputation Management-ORM _ ORM tutorial _ SEO -Part 25 - YouTube (360p).mp4	Book 1- Chpater-5
37	Module-5 Importance of managing online reputation for a business	1.Ppt on online reputation for business 2. Surprise test on Chapter 4	Book 1- Chpater-5
38	Module-5 Strategies and tools of online reputation management, Handling negative comments	1.PPt on online reputation 2. PPT on handling negative comments	Book 1- Chpater-5
39	Recapitulations of chapter 1,2, 3, 4,5,6	<ul style="list-style-type: none"> • Discussion on topics • Important questions for Examination 	
40	Revision of University question paper and case study	<ul style="list-style-type: none"> • Case study discussion from examination point • Answering questions 	