



Rationale:

In today's digital age, effective branding and digital marketing strategies are essential for businesses, particularly for entrepreneurs and innovators. This subject provides students with a comprehensive understanding of the fundamental concepts, principles, and practices of branding and digital marketing. It aims to equip students with the necessary knowledge and skills to build and promote strong brands in the digital landscape.

Course Scheme:

Teaching Scheme			Credits C	Examination Marks				Total Marks
L	T	P		Theory		Practical		
				ESE (E)	PA(M)	ESE (V)	PA (I)	
4	0	0	4	70	30	0	50	150

Course Outcomes:

Sr. No.	Course Outcomes
CO1	To remember the importance of branding and the components involved in the brand building process.
CO2	To understand brand positioning, brand identity elements, and the implications of digital marketing.
CO3	To apply the POEM framework, behavior targeting, social media marketing, and search engine marketing techniques.
CO4	Analyze the role of social media marketing, evaluate platform performance, and assess SEM/PPC campaign effectiveness.

Course Content:

Unit No.	Content	No. of Hours	Marks
1	Introduction to Branding and Digital Marketing: <ul style="list-style-type: none"> Introduction to branding: Importance, components, and brand building process Brand positioning: Differentiation, target audience identification, and value proposition. Brand identity: Logo design, brand voice, brand personality, and visual elements. Overview of Digital Marketing, Key Concepts of Digital Marketing, Traditional v. Digital Marketing, Types of Digital Marketing, Characteristics of Digital Marketing, Implications of Digital Marketing, The Opportunity of Digital Marketing, The need for Digital Engagement 	08	20
2	Online Marketing Mix <ul style="list-style-type: none"> E-Product E-Place E-Price E-Promotion E-Public Relation 	12	30



	P.O.E.M Framework Behavior Targeting v/s Contextual Targeting Web 2.0 and Marketing Customer relationship management (CRM) in the digital age. Online reputation management and brand crisis communication.		
3	Role of Social Media Marketing to Build Online Brand <ul style="list-style-type: none"> • Introduction • History of Social Media Marketing • What is Social Media? • Relationship building through social media for building online brand • Importance of content in social media marketing Various Platforms for Building Brands <ul style="list-style-type: none"> • Facebook • Twitter • Instagram • LinkedIn • Snapchat • Quora 	12	30
4	Role of Search Engine Marketing (SEM)/ PPC to Build Online Brand <ul style="list-style-type: none"> • Introduction • Nature of SEM • Understanding Search & PPC • Ads on Google content network • Buying Models - Cost per Click (CPC), Cost per Milli (CPM), Cost per Lead (CPL), Cost per Acquisition (CPA). 	08	20

Suggested Specification Table For Question Paper Design:

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						Total Marks
			RM	UN	AP	AN	EL	CR	
I	Module-1	8	7	7	0	0	0	0	14
II	Module-2	12	4	4	13	0	0	0	21
III	Module-3	12	0	2	7	12	0	0	21
IV	Module-4	8	0	4	7	3	0	0	14
	Total	40	11	17	27	15			70

*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create

Note: This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.



GUJARAT TECHNOLOGICAL UNIVERSITY

Programme: Master of Business Administration

Semester: 3

Branch: Innovation, Entrepreneurship and Venture Development

Subject Name: Branding & Digital Marketing

Subject Code: 2539407

Suggested Student Activities for Progressive Assessment (PA) : (50 Marks)

Evaluation:

Students shall be evaluated on the following components:

Internal Evaluation	(Internal Assessment-50 Marks)
<ul style="list-style-type: none"> A group of two students (Maximum) has to work on creating an advertising campaign through any form of digital marketing viz: Mobile Marketing, Twitter Marketing, Facebook Marketing, LinkedIn Marketing, Instagram or Snapchat Marketing. The student/s should work on creating the campaign, running the campaign, presenting the results of the campaign in terms of Lead Generation and / or sales 	30 marks
<ul style="list-style-type: none"> Class Presence & Participation 	10 marks
<ul style="list-style-type: none"> Quiz & Assignments 	10 marks

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Kevin Lane Keller, M.G. Rameswaram, Isaac Jacob	Strategic Brand Management	Pearson
2	Kirti Dutta	Brand Management Principles and Practices	Oxford University Press
3	Seema Gupta	Digital Marketing	Mc-Graw Hill
4	Ian Dodson	The Art of Digital Marketing	Wiley
5	Vandana Ahuja	Digital Marketing	Oxford University Press
6	Puneet Singh Bhatia	Fundamentals of Digital Marketing	Pearson
7	Philip Kotler	Marketing 4.0: – Moving from Traditional to Digital	Wiley
8	Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay, Mary Lou Roberts	Social Media Marketing: A Strategic Approach	Cengage

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

- Journal of Digital and Social Media Marketing
- Journal of Direct, Data and Digital Marketing Practice
- <https://learndigital.withgoogle.com/digitalunlocked/>
- <https://digitalskills.fb.com/en-in/>
- <https://www.hubspot.com/digital-marketing>
- <http://www.afaqs.com/>
- <https://www.linkedin.com/learning/>