



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/>