



ANDHRA KESARI UNIVERSITY :: ONGOLE

Model Syllabus for 4-Year UG Honours in B.B.A. (Digital Marketing) as Major in consonance with Curriculum framework w.e.f. AY 2025-26

COURSE STRUCTURE

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits	
I	I	1	Accounting for Managers	4	4	
		2	Principles of Management	4	4	
	II	3	Fundamentals of Digital Marketing	4	4	
		4	Managerial Economics	4	4	
II	III	5	Business Environment	4	4	
		6	Social Media Marketing	4	4	
		7	Business Communication	4	4	
	IV	8	Affiliate Marketing	4	4	
		9	Search Engine Marketing	4	4	
		10	Financial Management	4	4	
III	V	11	Entrepreneurship & Startups Eco System	4	4	
		12 A	Retail Marketing	4	4	
		OR				
		12 B	Logistics and Supply Chain Management	4	4	
		13 A	E-Mail Marketing	4	4	
		OR				
		13 B	Content Marketing	4	4	
		OR				
		VI	14 A	AI in Digital Marketing	4	4

SEMESTER-III

COURSE 5: BUSINESS ENVIRONMENT

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- Enable the students to develop an understanding of the Indian business environment and various factors impacting the business.
- Help them make effective decisions based on analysis of the business environment.
- Develop an understanding of the MSME sector and the challenges therein.
- Familiarize the students with international trade and issues related to Balance of Payments.
- Comprehend the role of international institutions in the growth of international business.

Course Outcomes (Cos)

Upon successful completion of the course, students will be able to:

CO1: Understand the concept and components of the Indian business environment and their influence on business decision-making.

CO2: Analyze the political, legal, and economic environment including major policies and reforms.

CO3: Evaluate the importance, structure, and challenges of the MSME sector in India.

CO4: Explain the structure and causes of disequilibrium in Balance of Payments and corrective measures.

CO5: Assess the role of international institutions and FDI in shaping the international business environment.

Unit I: Introduction to Business Environment

Business Environment – Concept, Nature, and Significance – Elements of Environment: Internal and External – Salient Features of the Indian Economy – Evolution and Changes in the Indian Economy in Recent Years – Importance of Environmental Scanning for Business Decision-making.

Unit II: Political, Legal and Economic Environment of Business

Elements of Political Environment – Role of Government in Business Facilitation – Overview of Legal Environment: Competition Act, FEMA, Licensing Policies – Economic Environment: Types of Economic Systems – Industrial Policy of 1991 – Overview of Economic Reforms – Planning Commission vs. NITI Aayog.

Unit III: Management of Micro, Small & Medium Enterprises (MSMEs)

Concept and Definition of MSMEs – MSME Development Act, 2006 – Government Policy Initiatives and Support Systems – Current Schemes for MSME Development – Common Problems Faced by MSMEs – Role of Industrial Clusters in Promoting MSMEs – Importance of Innovation and Digitization for MSME Growth.

Unit IV: Balance of Payments (BOP)

Meaning and Importance of International Trade – Components of Balance of Payments – Causes for Disequilibrium in BOP – Measures to Correct Disequilibrium: Trade Regulation, Exchange Control, Devaluation – Convertibility of Currency – Current and Capital Account Convertibility – India's BOP Position.

Unit V: International Business Environment

Introduction to International Economic Institutions – Evolution, Significance, and Functions of IMF, World Bank, WTO, BRICS, and EU – GATT and Uruguay Round: Objectives and Impact – Foreign Direct Investment (FDI): Meaning, Need, and Importance in Developing Countries.

Student-centric activities

- Current Affairs Presentation: Students present recent economic, political, or legal developments and analyze their impact on the business environment.
- PESTLE Analysis Workshop: Conduct a group activity to analyze the Political, Economic, Social, Technological, Legal, and Environmental factors affecting a selected industry or company.
- Regulatory Policy Case Study: Examine the effect of a specific business regulation (like GST, FDI policy, or labor law) on a particular sector through group research.
- Business News Diary: Maintain a weekly diary of important business news with summaries and student reflections on how these events shape the business climate.
- Mock Business Strategy Discussion: Students role-play as executives of a company entering a new market and present how they will adapt to the macro and micro-environmental forces.

References

1. Cherunilam, F. (2023). *Business environment: Text and cases* (29th ed.). Himalaya Publishing House.
2. Aswathappa, K. (2022). *Essentials of business environment* (14th ed.). Himalaya Publishing House.
3. Paul, J. (2021). *Business environment: Text and cases* (3rd ed.). McGraw-Hill Education.
4. Saleem, S. (2020). *Business environment* (2nd ed.). Pearson Education.
5. Mishra, S.K., & Puri, V.K. (2021). *Economic environment of business* (7th ed.). Himalaya Publishing House.

SEMESTER-III

COURSE6: SOCIAL MEDIA MARKETING

Theory

Credits: 4

4hrs/week

Course Objectives:

This course is designed to:

- Introduce students to the fundamentals and evolution of digital and social media marketing.
- Enable students to understand various platforms, tools, and techniques used in social media marketing.
- Develop the ability to create, plan, and implement effective social media strategies tailored to target audiences.
- Analyze the role of different social media channels such as Facebook, Twitter, YouTube, and LinkedIn in building brand presence and customer engagement.

Course Outcomes (COs)

On successful completion of this course, students will be able to:

CO1: Understand the Social Media space and tools

CO2: Analyze the effectiveness of their company's and competitors' social media programs

CO3: Design social media programs that directly support business and marketing goals

CO4: Identify appropriate social media channels and strategies

CO5: Implement a process for planning and evaluating social media marketing activities

Unit I: Introduction to Digital and Social Media Marketing

Meaning and definition – Types of social media websites – Mobile apps – Email – Social media platforms – Overview of various social media websites – Blogging: meaning, types, and platforms.

Unit II: Social Media Management

Understanding social media and target audiences – Sharing content effectively – Bookmarking websites – Best practices: DOs and DON'Ts of social media – Ethics and responsibility in online communication.

Unit III: Social Media Strategy

Defining goals and planning – Strategy development – Monitoring and analysis tools – Tips for effective social media marketing – Customization – Social Media Optimization (SMO) – Social media promotion: paid advertising and other methods – Calculating Social Media ROI.

UnitIV:Social Mediafor Marketing

Platform-specific strategies: Facebook, LinkedIn, Twitter, YouTube – Leveraging each platform’s unique capabilities – Establishing and maintaining customer relationships through social media.

UnitV:Social Analyticsand Tools

Overview of social analytics – Importance of automation in social media – Integrating social media with traditional and digital marketing – Managing and selecting appropriate social media tools – Performance measurement and continuous improvement.

Student-centricactivities

- Social Media Campaign Simulation: Students design and simulate a campaign for a product/service across platforms like Instagram, Facebook, and X (Twitter), including visuals, hashtags, and KPIs.
- Content Calendar Creation: Each student prepares a weekly/monthly content calendar for a brand with planned posts, formats, and objectives aligned to marketing goals.
- Influencer Strategy Project: Groups research and present how influencer marketing works, including identifying suitable influencers and estimating ROI.
- Social Media Analytics Report: Analyze real or sample data using tools like MetaInsights or Twitter Analytics and prepare a performance report for engagement, reach, and conversion.
- Platform Comparison Debate: Organize a classroom debate on which platform (e.g., LinkedIn vs Instagram) is best suited for specific industries or campaigns.

TEXTBOOKS/ REFERENCES

1. Gupta,S.(2023).*Digitalmarketing*.McGraw Hill.
2. Tuten,T. L. (2021).*Socialmediamarketing*.Sage Publications.
3. Zahay,D.,&Roberts,M.L.(2021).*Socialmediamarketing:Astrategicapproach*. Cengage Learning.
4. Turner,R. (2023).*ChatGPT&social mediामarketing*.IndependentlyPublished.

SEMESTER-III

COURSE 7: BUSINESS COMMUNICATION

Theory

Credits: 4

4hrs/week

Course Objectives

This course is designed to:

- Provide a clear understanding of the principles and process of business communication.
- Develop proficiency in both oral and written communication in a business context.
- Enhance the ability to prepare professional business correspondence and reports.
- Inculcate skills for effective presentation, negotiation, and interpersonal communication.
- Enable students to adapt communication strategies across cultures and media.

Course Outcomes (COs)

Upon successful completion of this course, the students will be able to:

CO1: Understand the fundamentals, types, and barriers of business communication.

CO2: Draft professional business letters, memos, and emails using correct formats and tone.

CO3: Prepare and deliver effective presentations and participate in business meetings.

CO4: Demonstrate improved listening, negotiation, and interpersonal skills.

CO5: Apply communication strategies effectively in intercultural and digital contexts.

Unit I: Fundamentals of Business Communication

Communication – Meaning, Objectives, Process, and Importance – Principles of Effective Communication – Channels and Types – Verbal and Non-Verbal Communication – Barriers to Communication – Overcoming Communication Barriers – Business Etiquette and Professionalism in Communication.

Unit II: Written Communication in Business

Structure and Layout of Business Letters – Letters: Enquiry, Order, Complaint, Sales, and Collection – Memos, Notices, Circulars – Agenda and Minutes of Meetings – Resume and Email Etiquette – Report Writing: Types, Format, and Essentials of Good Reports.

Unit III: Oral Communication and Public Speaking

Principles of Effective Oral Communication – Telephonic Conversation – Interview Skills – Group Discussions – Business Presentations: Planning, Preparation, and Delivery – Use of Visual Aids – Handling Q&A Sessions – Speech Anxiety and Confidence Building.

Unit IV: Interpersonal and Negotiation Skills

Listening Skills – Active and Empathetic Listening – Interpersonal Communication in the Workplace – Assertiveness and Conflict Resolution – Negotiation: Process, Types, and Techniques – Role Plays and Case Scenarios – Communication in Teams and Leadership Communication.

Unit V: Technology and Cross-Cultural Communication

Digital Communication Tools – Social Media for Business Communication – Video Conferencing and Virtual Meetings – Communication across Cultures – Barriers to Cross-Cultural Communication – Tips for Effective Global Communication – Ethics in Digital and Intercultural Communication.

Student-Centric Activities

- **Business Letter Drafting Practice:** Students prepare various types of letters using professional formats.
- **Mock Interviews and Role Plays:** Practice real-time HR interviews, negotiation, and client handling.
- **Presentation Lab:** Students design and deliver PowerPoint presentations with feedback sessions.
- **Group Discussions:** Weekly GD sessions on current business topics to build critical thinking.
- **Email and Report Writing Exercises:** Weekly assignments using business email and reporting formats.

References

1. Krizan, A.C., Merrier, P., & Jones, C. (2022). *Business Communication*. Cengage Learning.
2. Lesikar, R.V., & Flatley, M.E. (2021). *Basic Business Communication: Skills for Empowering the Internet Generation*. McGraw-Hill Education.
3. Raman, M., & Singh, P. (2022). *Business Communication*. Oxford University Press.
4. Bovee, C.L., & Thill, J.V. (2021). *Business Communication Today*. Pearson Education.
5. Kaul, A. (2020). *Effective Business Communication*. PHI Learning.

SEMESTER-IV

COURSE8:AFFILIATE MARKETING

Theory

Credits: 4

4hrs/week

Course Objectives

This course is designed to:

- Introduce the core concepts and working principles of affiliate marketing.
- Enable students to understand the affiliate program cycle, tools, and performance tracking.
- Familiarize students with the different types of affiliate marketing models and platforms.
- Equip learners with the strategic skills to improve marketing outreach through affiliates.
- Train students in setting up, managing, and scaling affiliate marketing programs effectively.

Course Outcomes(COs)

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

CO1: Understand the functioning and business logic of affiliate marketing.

CO2: Design, manage, and track affiliate programs using digital tools.

CO3: Identify and classify various affiliate models and promotion strategies.

CO4: Develop effective strategies to attract and retain affiliate partners.

CO5: Combat challenges such as fraud and optimize affiliate performance for business growth.

Unit I: Introduction to Affiliate Marketing

Definition and Evolution of Affiliate Marketing – How Affiliate Marketing Works – Types of Affiliate Programs – Payment Methods – Cookies and Cookie Stuffing – Affiliate Tools: AdSense, Email Spam, Adware – Trademark Bidding – Tiered Affiliate Marketing – Cross-Selling and Up-Selling – Multi-Tier Marketing & Commissions.

Unit II: Affiliate Program Enrolment and Management

Steps to Join an Affiliate Program – Signing Up as an Affiliate – Logging into Affiliate Portals – Integrating Affiliate Links into Websites – Tracking Sales & Performance – Setting Up an Affiliate Website – Promoting Affiliate Programs – Market Analysis and Research – Organic SEO Strategies for Affiliates.

Unit III: Types of Affiliate Marketing

Search Affiliates – Price Comparison Websites – Loyalty and Coupon Sites – Cause-related Marketing – Content & Niche Market Websites – Weblogs and Syndicated Sites – Email Marketing – Shopping Directories – Co-registration and File Sharing Affiliates.

Unit IV: Affiliate Marketing Strategies & Challenges

Optimizing Affiliate Links – Promoting Affiliate Programs Effectively – Addressing Common Challenges – Market Research and Audience Targeting – SEO Integration in Affiliate Campaigns – Ensuring Transparency and Ethical Practices in Affiliate Marketing.

Unit V: Setting Up and Scaling an Affiliate Program

Attracting and Managing Affiliates – Hosting & Implementing Programs – Growing Affiliate Networks – Affiliate Service Agreements – Managing Data Feeds and Customer Returns – Publisher Relationship Management – Content Page Creation – Fraud Prevention & Monitoring Affiliate Compliance.

Student-centric activities

- Affiliate Website Simulation: Students create a basic affiliate website or blog and integrate sample affiliate links to understand monetization processes.
- Affiliate Program Analysis: Research and present findings on popular affiliate programs like Amazon Associates, Flipkart, or ShareASale.
- Content Creation Assignment: Students write promotional blog posts or social media content to simulate affiliate marketing techniques.
- Performance Tracking Exercise: Simulate tracking clicks, conversions, and commissions using analytics dashboards or mock data.
- Case Study Presentation: Students analyze successful affiliate marketing campaigns and present strategies, outcomes, and key learnings.

Reference Books (APA Style)

1. Brown, B. C. (2008). *The complete guide to affiliate marketing on the web: How to use and profit from affiliate marketing programs*. Atlantic Publishing Group.
2. Prussakov, E. (2011). *Affiliate program management: An hour a day*. Wiley.
3. Cohen, M. G. (2023). *Affiliate marketing 2023-Step by step*. Kindle Edition.
4. McCallister, N., Allam, I., & Team. (2021). *Evergreen affiliate marketing: Master the mindset, learn the strategies and apply the systems used by the world's wealthiest affiliate marketers*. Self-Published.
5. Sharma, D. (2020). *Digital marketing simplified: From SEO to affiliate marketing*. Notion Press.

SEMESTER-IV

COURSE9:SEARCHENGINEMARKETING

Theory

Credits: 4

4hrs/week

Course Objective

This course is designed to;

- equip students with comprehensive knowledge of Search Engine Marketing (SEM) strategies, tools, and techniques.
- enable them to design, implement, and monitor Pay-Per-Click (PPC) campaigns.
- impart understanding of user behavior, bid management, and performance measurement through analytics tools.

Course Outcomes (COs)

After successful completion of this course, the student will be able to:

CO1: Understand concepts of Search Engine Marketing and how it differs from SEO.

CO2: Design and implement an effective SEM strategy using Google Ads and Bing Ads. **CO3:** Analyze campaign performance using PPC metrics and bid management tools.

CO4: Create optimized landing pages and apply user behavior insights for better ROI.

CO5: Explore advanced SEM tools such as re-marketing, video advertising, and mobile SEM.

Unit I: Search Engine Marketing Overview

Definition and Scope – Importance of SEM – Google Search and Rule-Based Personalization – Overview of Google Ads and Bing Ads – Elements of a Landing Page – Landing Page Optimization Techniques.

Unit II: PPC Campaigns

Concept and Functioning of Pay-Per-Click Advertising – PPC Terminology: Quality Score, Conversion Rate, CTR – Setting Campaign Objectives and Goals – Performance Metrics – Account Structure and Ad Grouping – Match Types and Keyword Segmentation.

Unit III: Bid Management Plan

Understanding Bidding Strategies – Manual vs. Automated Bidding – CPA Bidding – Position Preferences – Google Ads Bidding Strategies – Tips for Effective Bid Management – ROI Maximization.

Unit IV: Landing Pages and User Psychology

User Experience (UX) and Interface Design (UI) – Importance of Call-to-Actions – Behavioral Psychology in Landing Page Design – Setting Campaign Goals and Metrics – Google Analytics Integration – Tracking and Performance Monitoring.

Unit V: SEM Management and Advanced Techniques

Remarketing Strategies – Mobile SEM – Display and Video Ads – Display Network Campaign Optimization – View Tracking and Conversion Measurement – Integrating SEM with Overall Digital Strategy.

StudentCentricActivities

- Develop a mock Google Ads campaign based on a real or hypothetical product, including keyword selection and ad copy.
- Analyze existing SEM campaigns using tools like Google Ads and suggest improvements in bidding strategy and ad structure.
- Create a landing page optimized for user behavior and conversion, integrating UI/UX principles.
- Participate in a simulated PPC auction and bid management activity to understand CPC and budget allocation.
- Conduct a comparative analysis of Google Ads and Bing Ads platforms through group presentations.

References

1. Szetela, D., & Kerschbaum, J. (2010). *Pay-per-click search engine marketing: An hour a day*. Wiley.
2. Moran, M., & Hunt, B. (2014). *Search Engine Marketing, Inc.: Driving search traffic to your company's website* (3rd ed.). IBM Press.
3. Riman, T. (2020). *A beginner's guide to paid search marketing: Search engine marketing for beginners*. Independently published.
4. Kent, P. (2006). *Pay-per-click search engine marketing for dummies*. For Dummies.
5. Clarke, A. (2021). *Google Ads (AdWords) workbook: Advertising on Google Ads, YouTube, & the Display Network*. Web Analytics Consultants.

SEMESTER-IV

COURSE 10: FINANCIAL MANAGEMENT

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- Introduce students to the principles and functions of financial management.
- Provide knowledge on financial planning, capital budgeting, and working capital management.
- Develop skills in evaluating financial performance using various tools.
- Familiarize students with the concepts of cost of capital, capital structure, and dividend policies.
- Enable students to make sound financial decisions in business contexts.

Course Outcomes (COs)

Upon completion of the course, students will be able to:

CO1: Understand the role and scope of financial management in business.

CO2: Analyze financial statements and ratios to evaluate firm performance. **CO3:**

Apply capital budgeting techniques to assess investment decisions.

CO4: Evaluate decisions related to capital structure, leverage, and dividend policy.

CO5: Plan and manage working capital efficiently.

Unit I: Introduction to Financial Management

Nature, Scope, and Objectives of Financial Management – Profit vs. Wealth Maximization – Functions of Finance Manager – Time Value of Money – Risk and Return Trade-Off – Financial Decisions and their Interrelation.

Unit II: Capital Budgeting

Meaning and Importance of Capital Budgeting – Methods: Payback Period, NPV, IRR, Profitability Index – Capital Rationing Analysis

Unit III: Capital Structure and Cost of Capital

Concept and Significance of Capital Structure – Factors Affecting Capital Structure – Leverages: Operating, Financial, and Combined – EBIT-EPS Analysis – Cost of Capital: Cost of Equity, Debt, Preference Shares, Weighted Average Cost of Capital (WACC).

Unit IV: Working Capital Management

Concept and Need for Working Capital – Determinants of Working Capital – Operating Cycle – Management of Cash, Inventory, and Receivables – Working Capital Financing – Estimation of Working Capital Requirement.

Unit V: Dividend and Financial Decisions

Dividend Policy: Determinants and Types – Theories of Dividend: Walter, Gordon, and MM Hypothesis – Financial Planning – Sources of Finance: Long-Term and Short-Term.

Student-Centric Activities

- **Case Studies** on capital budgeting or working capital problems.
- **Group Projects** on analyzing financial performance of listed companies.
- **Role Play** as financial advisors making investment recommendations.
- **Financial Planning Simulation** using Excel for WACC or capital structure decisions.
- **Quizzes & MCQs** on time value of money and ratio analysis.

Recommended Textbooks

1. **Khan, M.Y. & Jain, P.K.** (2022). *Financial Management: Text, Problems and Cases*. McGraw Hill.
2. **Pandey, I.M.** (2021). *Financial Management*. Vikas Publishing.
3. **Chandra, Prasanna.** (2022). *Financial Management: Theory and Practice*. Tata McGraw Hill.
4. **Rustagi, R.P.** (2021). *Fundamentals of Financial Management*. Taxmann.
5. **Van Horne, J.C. & Dhamija, S.** (2020). *Financial Management and Policy*. Pearson Education.