

**CH. CHARAN SINGH UNIVERSITY,
MEERUT**

**UNDERGRADUATE CURRICULUM
FRAMEWORK- 2022
BASED ON NEP- 2020**

B.Com in Digital Sales and Marketing
(Three-year Degree Apprenticeship Programme)

w.e.f. 2025-26 session

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B.Com in Digital Sales and Marketing

(Three-year Degree Apprenticeship Programme)

PROGRAM OVERVIEW

In today's fast-paced digital economy, businesses rely heavily on innovative marketing strategies and data-driven decision-making to remain competitive. The B.Com in Digital Sales and Marketing program equips students with a unique combination of business acumen, marketing expertise, and advanced digital skills—preparing them to excel in the rapidly evolving online marketplace.

This industry-focused program blends core commerce subjects with cutting-edge digital marketing tools and techniques. Learners will gain expertise in social media marketing, content creation, SEO, SEM, e-mail marketing, mobile marketing, web analytics, and online reputation management. The curriculum also includes foundational business and management principles, communication skills, and employability training to ensure holistic development.

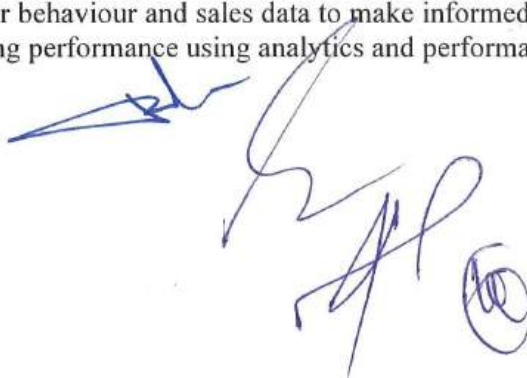
Through case studies, live projects, and simulation-based learning, students will develop the ability to design impactful marketing campaigns, analyze consumer behaviour, and use digital platforms to drive sales and brand growth. The program emphasizes practical, hands-on experience, with apprenticeship-based learning and on-the-job training in collaboration with industry partners.

By integrating theoretical knowledge with real-world applications, this programme prepares graduates for diverse roles such as digital marketing strategist, social media manager, content marketer, SEO/SEM specialist, e-commerce manager, and brand communication executive—empowering them to contribute to business growth in a highly competitive digital landscape.

PROGRAM OUTCOMES

Upon completion of the Bachelor of Commerce (Digital Sales & Marketing) program, students will be able to:

1. Demonstrate comprehensive knowledge of core principles in commerce, digital sales, and marketing, including management, accounting, economics, and business communication.
2. Apply marketing and sales strategies across digital platforms like SEO, SEM, email marketing, affiliate marketing, mobile marketing, and social media marketing to enhance customer engagement and revenue generation.
3. Use digital tools and technologies such as CMS, Google Analytics, web design platforms, CRM systems, and advertising platforms to manage digital marketing campaigns effectively.
4. Analyse consumer behaviour and sales data to make informed decisions and continuously optimize marketing performance using analytics and performance metrics.



5. Develop effective communication and presentation skills tailored for business environments, using both traditional and digital modes including reports, emails, video conferencing, and presentations.
6. Create and manage digital content such as blogs, infographics, videos, and ad creatives aligned with brand identity and marketing goals.
7. Display professionalism and workplace readiness, demonstrating skills in problem-solving, teamwork, time management, diversity awareness, and ethical conduct.
8. Prepare and plan for careers through the development of a professional CV/resume, job interview skills, and digital job search strategies.
9. Demonstrate ethical, legal, and responsible behaviour in the use of digital marketing and online reputation management, ensuring compliance with privacy laws and ethical marketing practices.
10. Engage in entrepreneurship and innovation, leveraging digital tools and business planning skills to launch and manage startups or contribute innovatively within corporate environments.
11. Adapt to industry trends and evolving technologies, including the integration of Generative AI and automation tools into marketing campaigns for sustainable, forward-thinking strategies.
12. Integrate theoretical learning with practical experience during apprenticeship training, showcasing the ability to conduct market research, execute marketing plans, and present project outcomes effectively.

Eligibility Criteria

1. Eligibility for entry to the program: Senior Secondary School Leaving Certificate or Higher Secondary (12th Grade) Certificate obtained after the successful completion of Grade 12 or equivalent stage of education corresponding to Level-4.

2. Duration: Three Years (Six semesters), max period to complete degree – 6` years.

3. Programme Content:

- 12 Domain Courses in Semesters I, II, III, and IV
- 2 Allied Courses in the MOOC format in Semesters V and VI (minimum 2 credits each)
- 2 Spells of Apprenticeship Training for six months each in Semesters V and VI

4. Three-year (Six semesters) Degree Apprenticeship Programme Course Credits: 130 credits including 40 credits through two apprenticeships.

5. Multiple Entry and Exit Options

(i) UG Certificate with Single Major



On exit after the completion of the first year (two semesters) with 44 credits and 4 credits of a vocational course (work-based learning/ internship). Re-entry in the degree program with one major (After one-year Certificate): It is allowed within three years, if in addition to the 44 credits, one vocational course (work-based learning/internship) of 4 credits during the summer vacation after the second semester has been completed. However, it is necessary to complete the degree program within the stipulated maximum period of six years.

(ii) UG Diploma with Single Major

On exit after the completion of the second year (four semesters) with 86 credits including 4 credits of vocational course (work-based learning/ internship till second year). Re-entry in the degree program with one major (after two-year Diploma): It is allowed within three years, if in addition to the 86 credits, one vocational course (work-based learning/ internships) of 4 credits during the summer vacation after the second or fourth semester has been completed. However, it is necessary to complete the degree program within the stipulated maximum period of six years.

(iii) Three-year UG Degree with Single Major

On exit after the completion of the third year (six semesters) with 130 credits including 4 credits of Vocational Course (work-based learning/ internship within three years). It is necessary to complete the degree program within the stipulated maximum period of six years.

6. Components of a Course

Each course may have only lecture component or a lecture and tutorial component or lecture and practicum component or lecture, tutorial, and practicum component, or only a practicum component.

7. Credits

(i) 1 credit of lecture/ tutorial means one hour of engagement per week and is equivalent to 15 hours of teaching in one semester.

(ii) 1 credit of workshop/ internship/ project/ studio activity/ practical/ lab work/community engagement/services/ fieldwork means two hours of engagement per week and is equivalent to 30 hours of engagement in one semester.

8. Category of Discipline

The Three-year Undergraduate Program (Apprentice based program) will comprise (i) Major discipline: A discipline or subject of main focus and the degree will be awarded in that discipline on securing the prescribed number of credits.

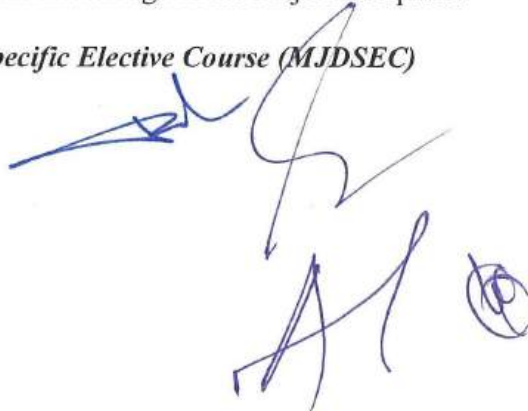
9. Category of Courses

The Three-year Undergraduate Program will comprise various categories of courses

I. Major Discipline Specific Core Course (MJDSCC)

DSC/ MJDSCC are the core credit courses of the specific discipline spreading across the semesters giving adequate knowledge of the Major Discipline.

II. Major Discipline Specific Elective Course (MJDSEC)

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DSEC/ MJDSEC are the discipline-specific open elective courses offered from a pool of courses by the Department itself. MJDSEC once allotted (as per rule) to a student will not be changed.

III. Ability Enhancement Course (AEC)

AEC courses will aim to create competency in a Modern Indian Language (MIL) and in the English language with special emphasis on language and communication skills. These courses should enable students to acquaint themselves with the cultural and intellectual heritage of the chosen MIL and English language. These will be mandatory for all disciplines.

IV. Skill Enhancement Course (SEC)

The Departments shall offer these courses across Faculties in groups. These courses are aimed at imparting practical skills, hands-on training, soft skills, etc., to enhance the employability of students. A student can pick any course of choice from the pool of courses. (Example: Programming Languages, Web Designing, Graphic design, Languages, Project Management, Data Analysis and Visualization, Photography, Financial Literacy, Customer Service and Sales Techniques, Cyber security, etc.)

V. Value Addition Course (VAC) Common to all UG Students

These courses will be based on ethics, culture, Indian Knowledge systems, constitutional values, etc. to understand India, sports education, Yoga education, Health and Fitness education, environmental education, digital and technological solutions, and similar courses.

VI. VIAPCW: Summer Vocational Course/ Internship/ Project/ Community Outreach / Workshop (four weeks/ 120 hours) in the relevant field from any government/government funded organization, PSU, and reputed private organizations.

10. Standard of Passing & Award Division

Standard of passing & award of divisions shall be as per the university policies for other undergraduate programmes in the commerce.

11. Continuous Internal Assessment

The continuous internal assessment system, including the assessment components, periodicity, and proportionate weight in the total score for a particular course, is as per the policies and practices of the university.

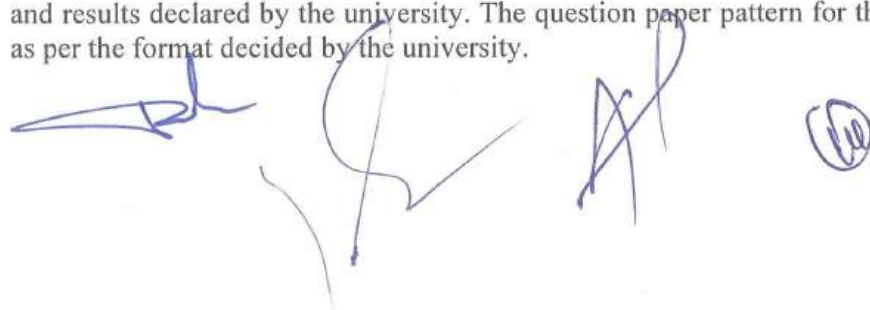
12. Attendance

The mandatory minimum attendance in teaching semesters is as per the existing policies and practices of the university.

Attendance requirement during Apprenticeship Training is as per the conditions/norms of the Apprenticeship Contract, Apprentices Act 1961, and National Apprenticeship Promotion Scheme.

13. Examination

The end semester examination for courses scheduled in the teaching semesters will be conducted and results declared by the university. The question paper pattern for these examinations will be as per the format decided by the university.

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(10)

B.Com. in Digital Sales & Marketing

Structure with Credit hours

Course Code	Course Title	Course Type	Credit	Internal	External	Marks
SEMESTER 1						
DSC- 1.1	Fundamentals of Marketing Management & Digital Marketing	DSC	4	25 (T)	75 (T)	100
DSC- 1.2	Principles of Management	DSC	4	25 (T)	75 (T)	100
DSC- 1.3	Social Media Marketing	DSC	4	25 (T)	75 (T)	100
DSE- 1.1	Fundamentals of Commerce and Accounting	DSE	4	25 (T)	75 (T)	100
	OR					
DSE- 1.2	Introduction to Search Engine Optimization (SEO) & Search Engine Marketing (SEM)	DSE	4	25 (T)	75 (T)	100
SEC 1.1	Computer Skills For Professionals	SEC	2	40 (T)	60 (P)	100
VAC 1.1	Business Communication Skills – 1	VAC	2	--	100 (T)	100
AEC 1.1	English Language -1	AEC	2	25 (T)	75 (T)	100
			22			
SEMESTER 2						
DSC- 2.1	E-mail and Content Marketing	DSC	4	25 (T)	75 (T)	100
DSC- 2.2	Introduction to Business Economics	DSC	4	25 (T)	75 (T)	100
DSC- 2.3	Organizational Behavior	DSC	4	25 (T)	75 (T)	100
DSE- 2.1	Web Designing & Content Management System (CMS & Web Analytics)	DSE	4	25 (T)	75 (T)	100
	OR			25 (T)	75 (T)	
DSE-2.2	Mobile Marketing and Online Reputation Management	DSE	4	25 (T)	75 (T)	100
SEC- 2.1	Employability Skills	SEC	2	40 (T)	60 (P)	100
VAC-2.1	Any course from SWAYAM PORTAL	VAC	2	--	100 (T)	100
AEC-2.1	English Language – 2	AEC	2	25 (T)	75 (T)	100
			22			
	Total credits after one year		44			
	*VIAPCW – in the summer break after semester II		4			
	Grand Total credits after one year		44+4*			

*Note: Undergraduate Certificate in Major Discipline after securing 44 credits in two semesters (one year) of a UG (Apprentice Based) program with single major and 4 credits in a Vocational Course/Internship /Project/Community Outreach/Workshop (VIAPCW).

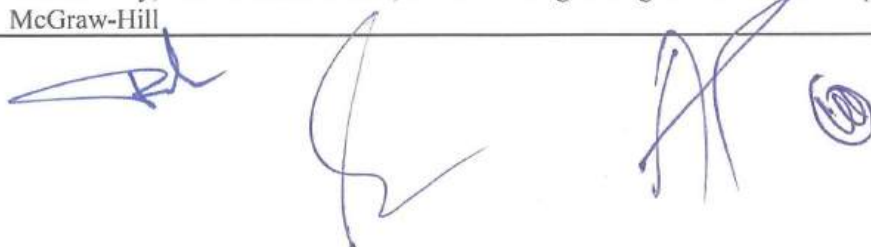
Course Code	Course Title	Course Type	Credit	Internal	External	Marks
SEMESTER 3						
DSC- 3.1	Digital Marketing Planning and Display Advertising	DSC	4	25 (T)	75 (T)	100
DSC- 3.2	E – Commerce Marketing	DSC	4	25 (T)	75 (T)	100
DSC- 3.3	Introduction to Affiliate Marketing	DSC	4	25 (T)	75 (T)	100
DSE- 3.1	Consumer Behaviour	DSE	4	25 (T)	75 (T)	100
	OR					
DSE- 3.2	Sales Management	DSE	4	25 (T)	75 (T)	100
SEC 3.1	Employability Skill - 2	SEC	2	40 (T)	60 (P)	100
AEC 3.1	English Language – 3	AEC	2	25 (T)	75 (T)	100
			20			
SEMESTER 4						
DSC- 4.1	Introduction of Generative AI in Marketing	DSC	4	25 (T)	75 (T)	100
DSC- 4.2	Marketing Analytics	DSC	4	25 (T)	75 (T)	100
DSC- 4.3	Branding and Marketing Communication	DSC	4	25 (T)	75 (T)	100
DSE- 4.1	Entrepreneurship Development and Innovation	DSE	4	25 (T)	75 (T)	100
	OR			25 (T)	75 (T)	
DSE-4.2	Introduction to Advertisement Management	DSE	4	25 (T)	75 (T)	100
SEC- 4.1	Personality Development	SEC	2	40 (T)	60 (P)	100
VAC-4.1	Business Communication – 2	VAC	2	--	100 (T)	100
AEC-4.1	English Language – 4	AEC	2	25 (T)	75 (T)	100
			22			
	Total credits after one year		42			
	*VIAPCW – in the summer break after semester II		4			
	Grand Total credits after one year		42+4*			

*Note: Undergraduate Certificate in Major Discipline after securing 44 credits in two semesters (one year) of a UG (Apprentice Based) program with single major and 4 credits in a Vocational Course/Internship /Project/Community Outreach/Workshop (VIAPCW).

SEMESTER 1

DSC 1.1 – FUNDAMENTALS OF MARKETING MANAGEMENT AND DIGITAL MARKETING

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: I		
Subject: Digital Sales & Marketing						
Course Code: DSC 1.1		Course Title: Fundamentals of Marketing Management & Digital Marketing			(Theory)	
Course Outcome: This course covers core marketing concepts, STP strategy, and the marketing mix, while introducing digital tools, customer engagement, and trends like green marketing. It also includes practical training in creating digital campaigns using KPIs and strategic planning.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Foundations of Marketing - Introduction to marketing with emphasis on its definition, significance in business, and the evolution of marketing philosophies. Key concepts such as customer value, relationship building, and the marketing management process including planning, implementation, and control are explored. An overview of consumer behavior and the decision-making process helps in understanding customer motivations and buying patterns.				1	15
II	Strategic Marketing and the Marketing Mix - Covers segmentation, targeting, and positioning (STP) to identify and approach market opportunities. Explains the marketing mix including the 4Ps and 7Ps, product life cycle stages, and product classification. Discusses branding, product positioning, pricing strategies, distribution channels, and promotion techniques essential for competitive advantage.				1	15
III	Digital and Innovative Marketing Practices - Focuses on digital marketing fundamentals, highlighting the role and importance of tools such as SEO, email marketing, content marketing, and social media. Examines the customer journey in the digital environment, engagement strategies, and ethical concerns. Includes discussions on green marketing, social marketing, marketing automation, AI applications, and strategies for global marketing in culturally diverse contexts.				1	15
IV	Applied Marketing and Strategy Execution - Provides hands-on learning through real-world case studies and application of strategic marketing frameworks. Emphasizes the creation and execution of digital marketing campaigns, formulation of comprehensive strategies, and evaluation using KPIs and metrics. Includes collaborative group presentations and marketing simulations to reinforce theoretical concepts through practical implementation.				1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.						
References • Kotler, Philip & Keller, Kevin Lane – Marketing Management (15th Edition), Pearson Education • Ramaswamy, V.S. & Namakumari, S. – Marketing Management: Global Perspective, Indian Context, McGraw-Hill						



- Ryan, Damian – Understanding Digital Marketing, Kogan Page
- Chaffey, Dave & Ellis-Chadwick, Fiona – Digital Marketing, Pearson
- Lipschultz, Jeremy Harris – Social Media Communication: Concepts, Practices, Data, Law and Ethics, Routledge

Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc

Suggested equivalent online courses:

Suggestive digital platforms web links: EPG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal <http://heecontent.upsdc.gov.in/Home.aspx>

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DSC 1.2 – PRINCIPLES OF MANAGEMENT

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: I		
Subject: Digital Sales & Marketing						
Course Code: DSC 1.2		Course Title: Principles of Management			(Theory)	
Course Outcome: Learners will grasp management basics, apply modern approaches like TQM and agile, uphold ethics in organizational behavior, and link strategy, marketing, and structure through real cases.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Fundamentals of Management and Organizational Effectiveness Nature and importance of management. Evolution of classical, scientific, and bureaucratic theories. Difference between management and administration. Key managerial roles and skills. Historical developments influencing management practices.				1	15
II	Contemporary Management Approaches and Trends Systems and contingency theories in modern organizations. Concepts of TQM, Lean, and Agile management. Impact of digitalization and sustainability. Focus on customer value and relationship management.				1	15
III	Organizational Behaviour, Ethics and Culture Basics of organizational behaviour and workplace culture. Cultural influences on global management. Ethical dilemmas in decision-making. Role of social responsibility in managerial actions.				1	15
IV	Strategic Functions and Marketing in Management Organizational design and structural models. Integration of marketing philosophies in business strategy. Role of segmentation and targeting. Application of concepts through real-world case studies.				1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.						
References • Koontz, Harold & Weihrich, Heinz – Essentials of Management, McGraw-Hill • Stoner, James A.F. & Freeman, R. Edward – Management, Pearson • Robbins, Stephen P. & Coulter, Mary – Management, Pearson • Griffin, Ricky W. – Management: Principles and Practices, Cengage Learning • Drucker, Peter F. – The Practice of Management, Harper Business						

Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc

Suggested equivalent online courses:

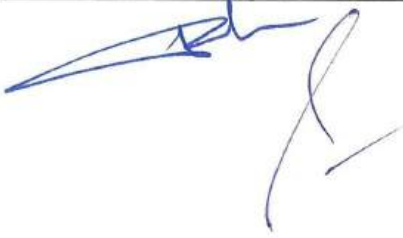
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DSC 1.3 – SOCIAL MEDIA MARKETING

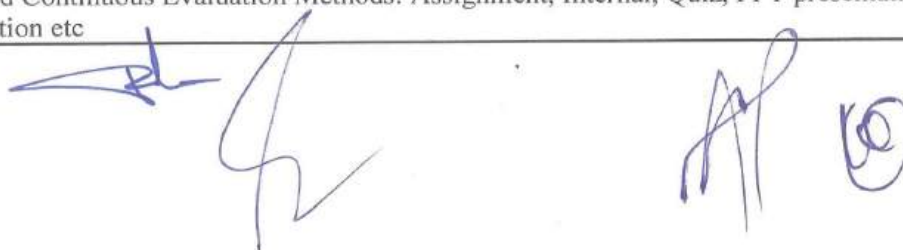
Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: I		
Subject: Digital Sales & Marketing						
Course Code: DSC 1.3		Course Title: Social Media Marketing			(Theory)	
Course Outcome: Understand the role of Social Media Marketing (SMM) in digital strategy and audience targeting. Learn to create engaging, platform-specific content and campaign calendars, design paid ad campaigns with clear objectives, and manage platforms professionally by responding to feedback and handling reputational crises effectively.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Foundations of Social Media Marketing Introduction to Social Media Marketing (SMM) and its role in digital strategy. Business benefits and customer engagement. Overview of platforms like Facebook, Instagram, LinkedIn, and YouTube. Audience research, segmentation, and aligning goals with business objectives.				1	15
II	Content Creation and Campaign Planning Social media calendars and editorial planning. Creating engaging content (text, images, videos). Visual storytelling and platform-specific strategies. Use of hashtags, Reels, Stories, and IGTV. Ethical practices, compliance, and transparency.				1	15
III	Advertising and Analytics Paid ads and sponsored content. Ad campaign planning, bidding strategies, and targeting. Campaign objectives: awareness, traffic, conversions. Tools for analytics and social listening (Buffer, Hootsuite, Brandwatch).				1	15
IV	Social Media Management and Crisis Handling Use of tools for scheduling and managing accounts. Post-scheduling, performance analysis, and reporting. Online reputation management. Strategies for managing negative feedback and crises. Legal and ethical aspects of SMM.				1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.						
References - Tuten, Tracy L. & Solomon, Michael R. – Social Media Marketing, Sage Publications - Evans, Dave – Social Media Marketing: An Hour a Day, Wiley - Barker, Melissa et al. – Social Media Marketing: A Strategic Approach, Cengage Learning - Qualman, Erik – Socialnomics: How Social Media Transforms the Way We Live and Do Business, Wiley - Kerpen, Dave – Likeable Social Media, McGraw-Hill						
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc						
Suggested equivalent online courses: Suggestive digital platforms web links-EPG-Pathshala, IGNOU & UPRTOU online study material SVAYAM						

Portal <http://heecontent.upsdc.gov.in/Home.aspx>



DSE 1.1- FUNDAMENTALS OF COMMERCE AND ACCOUNTING

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: I		
Subject: Digital Sales & Marketing						
Course Code: DSC 1.3		Course Title: Fundamentals of Commerce and Accounting			(Theory)	
Course Outcome: Learners will understand commerce's role in global development, analyze microeconomic and market dynamics, interpret financial statements, and apply legal and ethical principles in business.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Introduction to Commerce and Global Trade Meaning and importance of commerce in economic and social development. Overview of global trade, imports, and exports. Role of international bodies like WTO and ICC. Emerging trends in commerce and key economic indicators such as GDP, GNP, and NNP.				1	15
II	Principles of Microeconomics and Market Analysis Concepts of demand and supply. Analysis of different market structures. Pricing strategies and market outcomes. Decision-making in microeconomics. Efficient resource allocation and evaluation of market dynamics.				1	15
III	Fundamentals of Accounting and Financial Management Basic accounting principles and the accounting cycle. Understanding financial statements – income statement, balance sheet, and cash flow. Techniques for financial performance analysis and capital budgeting. Overview of tax types, tax planning, and compliance.				1	15
IV	Business Ethics, Corporate Governance, and Legal Frameworks Key business laws including contract law and intellectual property. Principles of corporate governance and ethical finance. Legal compliance, regulatory frameworks, and ethical decision-making in business and management.				1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.						
References - Gupta, R.L. &Radhaswamy, M. – Advanced Accountancy, Sultan Chand & Sons - Maheshwari, S.N. & Maheshwari, S.K. – Fundamentals of Accounting, Vikas Publishing - Samuelson, Paul A. & Nordhaus, William D. – Economics, McGraw-Hill - Tulsian, P.C. – Fundamentals of Accounting, McGraw-Hill - Mankiw, N. Gregory – Principles of Microeconomics, Cen						
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc						

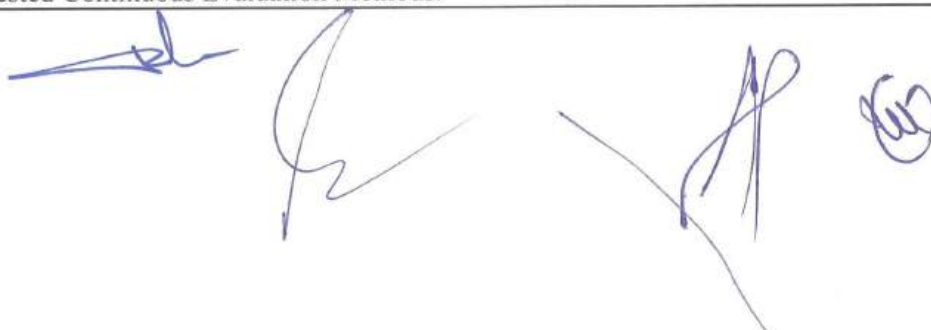


Suggested equivalent online courses:
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Portal <http://heecontent.updc.gov.in/Home.aspx>



DSE 1.2 – INTRODUCTION TO SEARCH ENGINE OPTIMIZATION AND SEARCH ENGINE MARKETING

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: I		
Subject: Digital Sales & Marketing						
Course Code: DSC 1.2		Course Title: Introduction to Search Engine Optimization and Search Engine Marketing			(Theory)	
Course Outcome: Gain a comprehensive understanding of SEO, SEM, and digital marketing, covering their fundamentals and evolution. Learn to apply on-page and off-page SEO techniques, including keyword and technical optimization. Develop and manage effective SEM/PPC campaigns using Google Ads, and evaluate performance using analytics, KPIs, and A/B testing tools.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Fundamentals of SEO and SEM Overview of digital marketing channels. Importance of SEO and SEM. Evolution of digital marketing and consumer behavior. Comparison with traditional marketing. Basics of search engines, SERPs, SEO, and SEM.				1	15
II	Search Engine Optimization (SEO) Techniques Keyword research and tools. On-page SEO (meta tags, headers, content, URLs). Off-page SEO (link building, directories, social media). Local and mobile SEO. Website structure and UX. Technical SEO (schema, broken links, performance).				1	15
III	Search Engine Marketing (SEM) and PPC Advertising Introduction to PPC and Google Ads. PPC campaign structure (keywords, ad groups, landing pages). Ad copywriting and CTAs. Bidding strategies. Campaign goal setting. Google Ads setup and optimization.				1	15
IV	Performance Measurement and Strategy Optimization Key SEO/SEM metrics (CTR, CPC, ROI). Use of Google Analytics and Search Console. Performance tracking and A/B testing. Campaign reporting. SEO/SEM trends and Google updates.				1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.						
References						
- Clarke, Adam – SEO 2024: Learn Search Engine Optimization with Smart Internet Marketing Strategies, Kindle Edition1 - Fishkin, Rand &Hogehaven, Thomas – Inbound Marketing and SEO, Wiley - Cutroni, Justin – Google Analytics, O'Reilly Media - Enge, Eric; Spencer, Stephan & Fishkin, Rand – The Art of SEO, O'Reilly Media - Marshall, Perry – Ultimate Guide to Google Ads, Entrepreneur Press						
Suggested Continuous Evaluation Methods:						



Assignment, Internal, Quiz, PPT presentation, External Examination etc

Suggested equivalent online courses:

Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal

<http://heecontent.upsdc.gov.in/Home.aspx>



SEC 1.1 – COMPUTER SKILLS FOR PROFESSIONALS

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: I		
Subject: Digital Sales & Marketing						
Course Code: SEC 1.1		Course Title: Computer Skills For Professionals			(Theory)	
Course Outcome: Learners will be able to navigate IT systems using MS Windows, perform core tasks in Word and Excel, apply advanced MS Office features for professional documentation and communication, and integrate digital tools for secure and collaborative business operations.						
Credit: 2		Core Course				
Max Marks: 40+60 (Internal + Practical)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Fundamentals of IT Systems and Software Applications Introduction to IT concepts, terminology, and components. Role of IT in business and evolution of computers. Overview of input/output devices and storage types. Basics of cloud computing and emerging trends. Data security and privacy features in MS Windows. Practical usage of MS Windows, Word (document creation, editing, formatting), and Excel (data entry, formulas, functions, charts, data validation, and protection).				1	15
II	Productivity Tools for Business Communication and Analysis Overview of office productivity software for business. Business applications of MS Word and Excel. Advanced Word tools: tables, styles, graphics. Advanced Excel features: sorting, filtering, conditional formatting. PowerPoint basics: slide design, transitions, animations, and presentation delivery. Integration of IT tools for operations and collaboration. Best practices for system optimization, security, and accessibility.				1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.						
References - Goel, Anita & Goel, Ajay – Computer Fundamentals, Pearson - Rutkosky, Nita – Microsoft Office 365: In Practice, McGraw-Hill - Srivastava, Niranjan – Computer Applications in Business, Taxmann.						
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc						
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx						

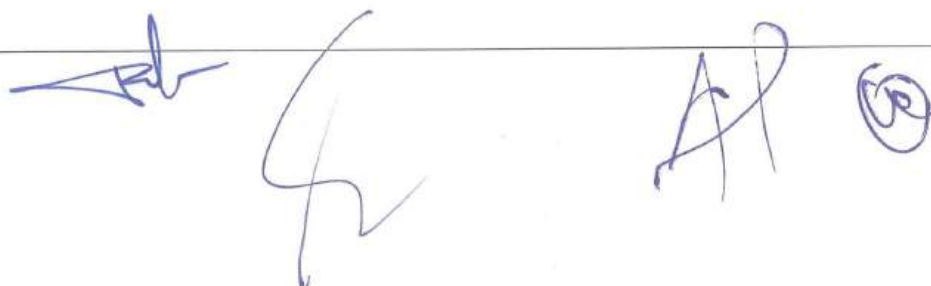
VAC 1.1 – BUSINESS COMMUNICATION SKILLS-I

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: I		
Subject: Digital Sales & Marketing						
Course Code: VAC 1.1		Course Title: Business Communication Skills			(Theory)	
Course Outcome: Learners will be able to use correct grammar and tenses in professional communication, engage effectively across digital platforms like email and video conferencing, and demonstrate professionalism in intercultural and digital business settings.						
Credit: 2		Core Course				
Max Marks: 100 (External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Foundations of Effective Communication Grammar structures: tenses, modals, and prepositions. Use of idioms in context. Communication process and types: verbal, non-verbal, formal, informal. Barriers and strategies to overcome them. Oral presentation skills. Writing job applications and resumes. Business writing using the 7 Cs of communication.				1	15
II	Communication in the Digital and Globalized Workplace Use of digital tools: email, video conferencing, and etiquette. Social media for business. Adapting to modern communication trends. Interpersonal and intercultural communication. Active listening and feedback. Legal and ethical aspects. Delivering presentations. Professionalism in digital interactions.				1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.						
References • Lesikar, Raymond V. & Pettit, John D. – Business Communication: Theory and Application, McGraw-Hill • Chaturvedi, P.D. & Chaturvedi, Mukesh – Business Communication: Concepts, Cases and Applications, Pearson • Murphy, Herta A. & Hildebrandt, Herbert W. – Effective Business Communication, McGraw-Hill						
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc						
Suggested equivalent online courses: Suggestive digital platforms web links- ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx						




AEC 1.1 – English Language-1

Programme: B.Com in Digital Sales & Marketing		Year: First	Semester: I	
Subject: Digital Sales & Marketing				
Course Code: AEC-1.1	Course Title: English Language-I (Listening and Speaking Skills)		(Theory)	
• Course objective: - The course aims to develop students' proficiency in listening and speaking skills in English through active practice and exposure to authentic language use. It focuses on improving comprehension of spoken English, enhancing pronunciation and intonation, building vocabulary for effective communication, and fostering confidence in interpersonal, academic, and professional contexts				
Learning outcomes-				
• By the end of this course, students will be able to: • Demonstrate comprehension of spoken English in academic and semi-academic contexts. • Communicate ideas clearly in structured conversations and short presentations. • Use appropriate pronunciation, stress, and intonation in speech. • Describe simple economic data orally.				
Credits: 2			Ability Enhancement Course	
Max. Marks: 25+75 (Internal + External)				
Unit	Topics		Credit	No. of Lectures = 30
I	Listening Skills • Listening for gist and specific information • Listening to short academic lectures and economic news • Note-taking while listening • Understanding tone, stress, and intonation		1	15
II	Speaking Skills- • Introducing oneself and exchanging information • Expressing opinions in simple language • Describing graphs and trends orally • Short presentations on everyday/economic topics		1	15
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.			
	References: • Kenneth Anderson, Study Speaking (Cambridge University Press) • Tony Lynch, Study Listening (Cambridge University Press) • BBC Learning English (online resources)			



	Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc.
	Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx



SEMESTER-II

DSC- 2.1 EMAIL AND CONTENT MARKETING

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: II	
Subject: Digital Sales & Marketing					
Course Code: DSC 2.1		Course Title: Email and Content Marketing		(Theory)	
Course Outcome: Learners will gain a clear understanding of email and content marketing principles, develop skills to plan and manage campaigns effectively, analyse performance metrics, and integrate both strategies into a cohesive marketing plan.					
Credit: 4		Core Course			
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:			
Unit	Details			Credit	Hours
I	E-Mail Marketing - Meaning, definition, essentials, and best practices. Importance of deliverability and influencing factors. Role of email in digital marketing strategies. Benefits and challenges of email marketing for businesses.			1	15
II	Designing & Regulation in E-Mail Marketing: Key factors for designing effective emails. National and international regulatory frameworks. Email marketing metrics, analytics tools, A/B testing, GDPR, and data privacy measures.			1	15
III	Content Marketing - Definition, role in marketing, strategies, benefits, and processes. Aligning content with business goals and promotion strategies. Use of AI in content creation, latest trends and technologies, and tools for content performance measurement and analysis.			1	15
IV	Target Audience & SEO Basics -Understanding audience needs and interests, creating content calendars and editorial plans. Types and formats of content (blogs, articles, videos, infographics). Basics of SEO, backlinks, link building, and content distribution channels including social media, paid ads, and email.			1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.					
References - Marketing Management (15th Edition), Pearson Education – Marketing Management: Global Perspective, Indian Context, McGraw-Hill - Digital Marketing, Kogan Page - Fiona – Digital Marketing, Pearson - Media Communication: Concepts, Practices, Data, Law and Ethics, Routledge					
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc					
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx					

DSC-2.2 INTRODUCTION TO BUSINESS ECONOMICS

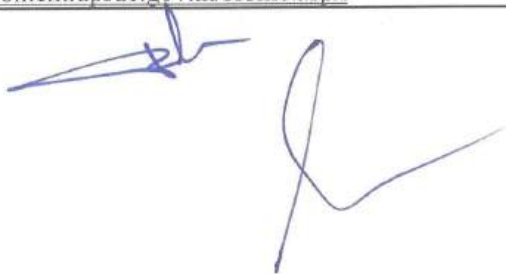
Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: II	
Subject: Digital Sales & Marketing					
Course Code: DSC 2.2		Course Title: Introduction To Business Economics		(Theory)	
Course Outcome: LThe course explores business economics, covering micro and macro concepts, demand-supply dynamics, production factors, costs, and key market structures including competition, monopoly, and oligopoly.					
Credit: 4		Core Course			
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:			
Unit	Details			Credit	Hours
I	Introduction to Business Economics: Nature and scope of Business Economics; Role of Business Economist; Difference between Economics and Business Economics; Basic problems of an economy; Role of price mechanism; What, how, when, and for whom to produce.			1	15
II	Demand and Supply Analysis: Law of demand; Market demand; Elasticity of demand – concept, measurement, and types; Price, income, and cross elasticity; Significance of elasticity; Demand forecasting – concept, objectives, significance, limitations, and methods; Supply and elasticity of supply; Utility of demand and consumer behaviour – utility concepts, diminishing marginal utility, equi-marginal utility, consumer equilibrium, cardinal utility theory, indifference curve, consumer surplus.			1	15
III	Production and Cost Analysis: Three stages of production; Types of costs; Cost–output relationship in short and long run; Internal and external economies and diseconomies.			1	15
IV	Market Structure and Pricing: Concepts and types of markets; Perfect competition – characteristics, price determination; Monopoly – characteristics, price determination; Imperfect markets – monopolistic competition, oligopoly, price policies.			1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.					
References • <i>Economics</i> (7th Edition, Vikas Publication) • (UDH Publishers, 2013 Edition) • (Excel Books) • Edition (Prentice Hall) • <i>Economics</i> (Pearson) • <i>Managerial Economics</i> (2nd Edition, Vrinda Publications) Dwivedi, D.N. – <i>Managerial Economics</i> Raj Kumar – <i>Managerial Economics</i> Atmanand – <i>Managerial Economics</i> Keats – <i>Managerial Economics</i>, 6th Vanita Agarawal – <i>Managerial Economics</i> Jhingan, M.L. & Stephan, J.K. –					

Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc

Suggested equivalent online courses:

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Portal <http://heecontent.upsdc.gov.in/Home.aspx>



DSC-2.3 ORGANIZATIONAL BEHAVIOR

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: II		
Subject: Digital Sales & Marketing						
Course Code: DSC 2.3		Course Title: Organizational Behavior			(Theory)	
Course Outcome: Apply organizational behaviour concepts, theories, and principles in workplace settings to manage group dynamics, resolve conflicts through effective decision-making, and implement OD interventions and leadership strategies that enhance organizational effectiveness and support adaptation to change.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Introduction & Individual Behavior Organizational Theories: Classical, Neo-classical and Contemporary. Organizational Behavior: concepts, determinants, challenges; Formal and Informal structures; Flat and Tall structures; Opportunities of OB; Contributing disciplines of OB; Organizational Behavior Models. Personality – Type A and B, Big Five personality types, Factors influencing personality. Values and Attitudes – Concept and types of values: Terminal and Instrumental Value. Components of attitude, job-related attitudes, measurement of attitude. Learning – Concepts and theories, reinforcement, Schedules of reinforcement. Perception and Emotions – Concept, process, importance, factors, perceptual errors, distortions, Emotional Intelligence.				1	15
II	Group Behavior & Communication Group Decision Making: Concept and nature, Individual vs. group decision-making, Nominal group technique, Delphi technique. Communication – Models, process, types, and feedback. Transactional Analysis, Johari Window.				1	15
III	Motivation Meaning and importance, Theories – Vroom’s Valence-Expectancy Theory, Intrinsic motivation by Ken Thomas, Behavior modification. Motivation and organizational effectiveness. Measurement of motivation using standard questionnaire.				1	15
IV	Leadership, Power, Conflict & Change Management Concept and theories, Styles of leadership, Behavioral and Situational approaches, Leadership effectiveness. Power and conflict – Bases of power, power tactics, sources of conflict, conflict resolution strategies. Change management – Models of change in organizations.				1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.						
References Robbins, S.P., Organisational Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi. Luthans, Fred, Organisational Behaviour, McGraw Hill International, New York. Greenberg, Jerald, and Robert A Baron, Organisational Behaviour, Prentice Hall of India Pvt.						

Ltd., New Delhi.

Chhabra, T.N., Organisational Behaviour, Sun India Publications.

Singh, A.K., and B.P. Singh, Organisational Behaviour, Excel Books Pvt. Ltd, New Delhi.

Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc

Suggested equivalent online courses:

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DSE - 2.1 WEB DESIGNING WITH CONTENT MANAGEMENT SYSTEM (CMS) AND WEB ANALYTICS

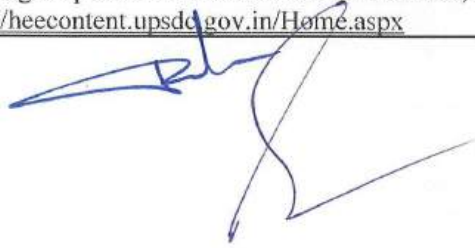
Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: II		
Subject: Digital Sales & Marketing						
Course Code: DSE 2.1		Course Title: Web Designing with Content Management System (CMS) and Web Analytics			(Theory)	
Course Outcome: Learners will understand the role of CMS in web design, gain hands-on experience with platforms like WordPress and Joomla, and learn to use web analytics to track, analyse, and optimize website performance for improved user experience and effectiveness.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Content Management System (CMS) Fundamentals: Meaning and significance in modern design practices. Overview of popular CMS platforms (WordPress, Joomla, Drupal, Wix, etc.) and their differences. History, evolution, advantages, disadvantages, and impact on the digital landscape.				1	15
II	Collaborative Content Creation & Security: Role of CMS in collaborative content development. Security considerations, best practices, and case studies on successful CMS implementation in web projects.				1	15
III	CMS Solutions & Web Design Technologies: Types of CMS solutions, key features, functionalities, pricing models. Implications of web design technologies on digital professionals.				1	15
IV	Web Analytics Using Google Analytics: Introduction to Google Analytics, website tracking processes, properties, goals, and navigation. Understanding audience reports – structure, demographics, interest patterns, and the concept of web analytics.				1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.						
References • Cathedral & the Bazaar, O'Reilly & Associates. Raymond, E. (1999), The • evaluate a content management system', KM Column . Robertson, J. (2002), 'How to • source content management systems', KM Column . Robertson, J. (2004), 'Open-						
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc						
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx						

DSE-2.2 MOBILE MARKETING AND ONLINE REPUTATION MANAGEMENT

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: II		
Subject: Digital Sales & Marketing						
Course Code: DSC 2.3		Course Title: Mobile Marketing and Online Reputation Management			(Theory)	
Course Outcome: Learners will understand the importance of mobile marketing in engaging mobile audiences, gain practical skills in mobile advertising, app, and SMS campaigns, and learn the fundamentals of online reputation management (ORM), including monitoring, analysing, and improving brand presence across digital platforms.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Digital Platforms & Marketing Strategy: Understanding digital platforms and their impact on brand reputation. Managing online backlash and complaints. Concepts of online reputation management and digital strategy. Creating a digital marketing strategy: Conversion Funnel, McKinsey Consumer Decision Journey, Paid-Owned-Earned Media, and 14-point strategy elements. Defining objectives, media mix, and performance evaluation.				1	15
II	Executing the Strategy: Required skill sets and tools, comparison between in-house teams and outsourcing. Overview of support systems and different types of agencies, including their structures and operations.				1	15
III	Growth Hacking & Customer Acquisition: Understanding growth hacking as more than marketing. Case studies of platforms like Facebook, LinkedIn, Airbnb. Customer lifecycle, acquisition strategies, and growth frameworks. Workbook exercises for practical implementation.				1	15
IV	Internet Campaigns & Media Strategy: Planning, budgeting, measuring, and analysing digital campaigns. Key steps in media planning and buying. Use of planning tools and metrics to evaluate campaign effectiveness, ROI, and conversion optimisation.				1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.						
References 1. Online Reputation Management For Dummies (Lori Randall Stradtman) 2. How to Perform Online Reputation Management - The Guide to Proactive reputation Management (Annie Marie) 3. Mechanics of Online Reputation Management: Repair & Control Your Name Or Brand Reputation Online (Tyler Collins) 4. Growth Hacking Techniques, Disruptive Technology (Robert Peters)						
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc						
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx						

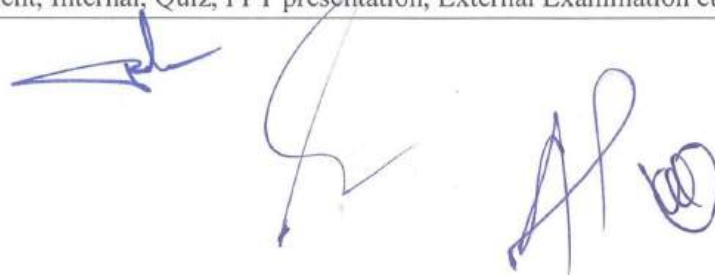
SEC 2.1 EMPLOYABILITY SKILLS

Programme: B.Com in Digital Sales & Marketing		Year: First		Semester: II		
Subject: Digital Sales & Marketing						
Course Code: SEC 2.1		Course Title: Employability Skills			(Theory)	
Course Outcome: Learners will acquire essential etiquette and manners for various settings, enhance their ability to listen and interpret verbal and non-verbal cues, and develop skills to actively participate in group discussions.						
Credit: 2		Core Course				
Max Marks: 40+60 (Internal + Practical)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Employability Skills & 21st Century Competencies: Introduction to employability skills, relevance in today’s job market, and use of government and private career portals. Overview of industries, trends, and required skills. Constitutional values and civic responsibility. Role of ethics and personal values. Environmentally sustainable practices. 21st-century skills: self-awareness, time management, critical/adaptive thinking, creativity, emotional/social awareness, diversity and inclusion, POSH Act, and awareness of PWD rights. Financial and legal literacy including salary components, budgeting, institutions, and legal aids.				1	15
II	Entrepreneurship & Business Planning: Understanding types of entrepreneurship and enterprises. Identifying business opportunities, legal/regulatory requirements. Application of the 4Ps of marketing. Creating a business plan and exploring sources of funding. Identifying financial and legal risks along with mitigation strategies.				1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.						
References • Employability by Marshali Goldsmith & M.S.Roa • Frances Trough. Soft Skills : Enhancing Brilliant Employability Skills by						
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc						
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx						




AEC 2.1 – English Language-2 (Reading and Writing Skills)

Programme: B.Com in Digital Sales & Marketing		Year: First	Semester: II	
Subject: Digital Sales & Marketing				
Course Code: AEC-2.1		Course Title: English Language-II (Reading and Writing Skills)	(Theory)	
Course objective: - The course aims to strengthen students' reading and writing competencies in English for academic, professional, and personal purposes. It focuses on developing the ability to read a variety of texts with comprehension, analyze and interpret information critically, and apply appropriate reading strategies.				
Learning outcomes-				
By the end of this course, students will be able to:				
- Apply reading strategies such as skimming and scanning to comprehend texts. - Identify main ideas and supporting details in short academic readings. - Write coherent paragraphs and short essays with unity and coherence. - Summarise and describe simple data in written form.				
Credits: 2			Ability Enhancement Course	
Max. Marks: 25+75 (Internal + External)				
Unit	Topics		Credit	No. of Lectures = 30
I	Reading Skills - Skimming and scanning texts - Reading comprehension of short economic/ Business articles - Identifying main ideas, supporting details, and inferences - Understanding vocabulary from context		1	15
II	Writing Skills - Paragraph writing (topic sentence, unity, coherence) - Summarising short texts - Describing tables, charts, and data in writing - Short descriptive/analytical essays on contemporary economic / Business topics		1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.				
References: - R.R. Jordan, Academic Writing Course (Longman) - Michael McCarthy & Felicity O'Dell, English Vocabulary in Use - The Economist (selected articles)				
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc.				



Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx
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SEMESTER 3

DSC 3.1 – Digital Marketing Planning and Display Advertising

Programme: B.Com in Digital Sales & Marketing		Year: Second		Semester: III		
Subject: Digital Sales & Marketing						
Course Code: DSC 3.1		Course Title: Digital Marketing Planning and Display Advertising			(Theory)	
Course Outcome: The course aims to provide students with a comprehensive understanding of digital marketing strategies, platforms, and analytical tools used in today’s digital landscape. It will help in developing skills in audience targeting, display advertising, content development, market research, campaign execution, and performance evaluation using KPIs and analytics.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Foundations of Digital Marketing Planning – Introduction to digital marketing meaning, scope, importance, and evolution in the modern business environment, Digital marketing ecosystem, various digital channels, and the role of strategic planning in achieving marketing objectives, Concepts of target audience identification, market segmentation, consumer behaviour in digital platforms, and integrated marketing communication ,market research techniques, competitor analysis, and the application of SWOT and PESTEL analysis in digital marketing planning, Formulation of SMART (Specific, Measurable, Achievable, Relevant and Time bound) objectives and campaign planning processes				1	15
II	Digital Marketing Channels and Display Advertising – Focuses on various digital marketing channels such as SEO, SEM, social media marketing, email marketing, mobile marketing, and content marketing, Features, advantages, and applications of each digital marketing channel and audience-based channel selection strategies. Display advertising and its significance in digital marketing campaigns, Various formats of display advertisements including banner ads, pop-up ads, rich media ads, responsive ads, and video advertisements, Major advertising platforms such as Google Display Network, Facebook Ads, Instagram Ads, and YouTube Advertising along with their practical relevance in campaign management.				1	15
III	Campaign Management and Digital Analytics – Emphasizes planning, execution, and management of digital advertising campaign, Campaign setup processes, budgeting decisions, audience targeting, and ad management tools used in digital marketing, Campaign performance measurement using key performance indicators such as CTR, CPC, CPM, conversion rate, and ROI, Role of analytics tools such as Google Analytics and Meta Ads Manager in tracking and evaluating campaign effectiveness including campaign metrics and KPI , Reporting techniques, optimization methods, and data-driven decision-making processes for improving digital advertising performance.				1	15

IV	Emerging Trends, Ethics and Applied Digital Marketing – Emerging trends and technologies in digital marketing including Artificial Intelligence (AI), automation, influencer marketing, voice search, and programmatic advertising, Importance of ethical practices in digital advertising with reference to privacy concerns, data protection, transparency, and responsible advertising practices. Legal and ethical aspects of online advertising Practical applications through case studies, integrated campaign planning, campaign optimization strategies, and the development of digital marketing plans for businesses. Practical exposure through simulations, project-based learning	1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.			
References • Philip Kotler & Kevin Lane Keller – <i>Marketing Management</i> (16th / Latest Edition), Pearson Education. • Dave Chaffey & Fiona Ellis-Chadwick – <i>Digital Marketing: Strategy, Implementation and Practice</i>, Pearson. • Raj Sachdev – <i>Digital Marketing</i>, McGraw-Hill Education. • Rabinarayan Patnaik & Durga Madhab Mahapatra – <i>Digital and Social Media Marketing: Theory and Practices</i>, Sultan Chand & Sons. • V. S. Ramaswamy & S. Namakumari – <i>Marketing Management: Global Perspective, Indian Context</i>, McGraw-Hill.			
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc			
Suggested equivalent online courses; Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx			

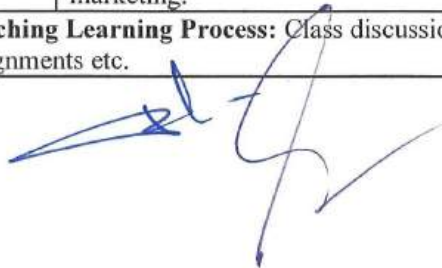



DSC 3.2 – E – Commerce Marketing

Programme: B.Com in Digital Sales & Marketing		Year: Second		Semester: III		
Subject: Digital Sales & Marketing						
Course Code: DSC 3.2		Course Title: E Commerce Marketing			(Theory)	
Course Outcome: Students will understand the fundamentals of e-commerce marketing and online consumer behaviour. They will develop practical skills in digital promotion, analytics, and customer relationship management. The course will also help students apply ethical and strategic digital marketing practices in e-commerce businesses.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Foundations of E-Commerce Marketing – Introduction to e-commerce and its significance in modern business practices: concept, nature, scope, and evolution of e-commerce marketing along with its role in driving online sales and customer engagement, Differences between traditional marketing and e-commerce marketing , Emphasis on digital business models and online consumer interaction,E-commerce marketing planning, target audience identification, segmentation, and online buying behaviour, Factors influencing online purchasing decisions and the stages involved in the online consumer decision-making process.				1	15
II	E-Commerce Website Optimization and Digital Promotion – Focuses on website design, usability, and customer experience in e-commerce businesses: Principles of Conversion Rate Optimization (CRO), search engine optimization techniques, and best practices for improving website visibility and performance. Concepts of content marketing and email marketing with reference to customer engagement and lead generation strategies: Social media marketing techniques for enhancing brand awareness and customer interaction, Paid advertising methods including PPC, display advertising, shopping advertisements, and sponsored promotions in e-commerce marketing				1	15
III	Analytics, CRM and Performance Measurement in E-Commerce – Importance of analytics and performance measurement in e-commerce marketing, Digital analytics tools and techniques used to monitor website traffic, customer engagement, conversions, and revenue generation. Key Performance Indicators (KPIs) such as conversion rate, bounce rate, click-through rate, and return on advertising spend are discussed. customer relationship management (CRM) systems and their role in managing customer interactions and improving customer retention, measuring campaign effectiveness, analysing customer behaviour, and using analytical insights for strategic decision-making in e-commerce businesses.				1	15

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IV	Emerging Trends, Ethics and Consumer Behaviour in E-Commerce – Emerging trends and developments in e-commerce marketing with emphasis on changing consumer behaviour and digital business practices , Impact of technological advancements, economic conditions, social influences, and cultural trends on online purchasing behaviour. Ethical and legal issues related to e-commerce marketing such as privacy concerns, misleading advertisements, data protection, and responsible digital practices are also discussed, Analyse real-world e-commerce case studies and develop practical understanding of online marketing strategies, customer engagement practices, and future trends in e-commerce marketing.	1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.			




References:

- Philip Kotler & Kevin Lane Keller – *Marketing Management*, Pearson Education.
- Dave Chaffey – *E-Business and E-Commerce Management*, Pearson.
- Damian Ryan – *Understanding Digital Marketing*, Kogan Page.
- Gary P. Schneider – *Electronic Commerce*, Cengage Learning.
- Kenneth C. Laudon & Carol Guercio Traver – *E-Commerce: Business, Technology, Society*, Pearson.

Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc

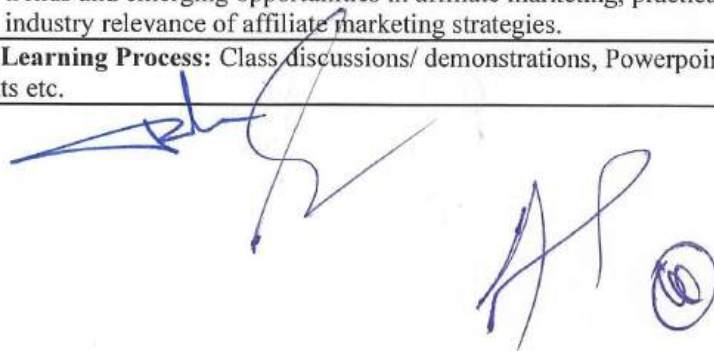
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DSC 3.3 – Introduction to Affiliate Marketing

Programme: B.Com in Digital Sales & Marketing		Year: Second		Semester: III		
Subject: Digital Sales & Marketing						
Course Code: DSC 3.3		Course Title: Introduction to Affiliate Marketing			(Theory)	
Course Outcome: After completing this course, students will understand the fundamentals and models of affiliate marketing and develop skills in campaign creation, SEO and content promotion. They will also be able to measure campaign performance using analytics and apply ethical practices in affiliate marketing.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Unit I: Fundamentals of Affiliate Marketing Introduction to affiliate marketing, meaning and concept of affiliate marketing, evolution and growth of affiliate marketing, role and responsibilities of merchants, affiliates and customers, key terminologies such as affiliate links, commissions, payment cycle, cookies, , tracking codes and conversion rates, overview of affiliate marketing ecosystem, benefits and limitations of affiliate marketing for businesses and affiliates, ethical and legal considerations, disclosure requirements and compliance standards.				1	15
II	Unit II: Affiliate Marketing Models and Strategies Types of affiliate marketing models, pay-per-sale, pay-per-lead and pay-per-click models, advantages and disadvantages of different affiliate models, selection of suitable affiliate programs, affiliate marketing channels and platforms, use of blogs, websites and social media for affiliate promotion, basics of search engine optimization (SEO), keyword optimization and meta tags, audience analysis and market research techniques, content creation strategies for affiliate campaigns.				1	15
III	Unit III: Affiliate Marketing Campaign Development Designing affiliate marketing campaigns using direct linking and landing pages, banner advertisements and promotional techniques, development of engaging multimedia content including blogs, infographics and short videos, call-to-action (CTA) strategies for improving engagement and conversions, A/B testing methods for campaign effectiveness, preparation of content calendars and social media schedules, case studies of successful affiliate marketing campaigns and best practices in campaign management.				1	15
IV	Unit IV: Performance Measurement and Analytics in Affiliate Marketing Introduction to affiliate marketing analytics and tracking tools, use of analytics platforms such as Google Analytics, measurement of clicks, conversions and earnings, calculation of return on investment (ROI), performance evaluation metrics and reporting methods, monitoring customer behavior and engagement, optimization techniques for improving affiliate campaign performance, future trends and emerging opportunities in affiliate marketing, practical applications and industry relevance of affiliate marketing strategies.				1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.						



References

- Affiliate Marketing For Dummies – Ted Sudol, *Affiliate Marketing For Dummies*, Wiley Publishing.
- Performance Partnerships – Robert Glazer, *Performance Partnerships: The Checkered Past, Changing Present and Exciting Future of Affiliate Marketing*, Panome Consulting.
- Internet Marketing – Dave Chaffey, *Internet Marketing: Strategy, Implementation and Practice*, Pearson Education.
- Digital Marketing – Seema Gupta, *Digital Marketing*, McGraw Hill Education.
- The Art of SEO – Eric Enge, Stephan Spencer and Jessie Stricchiola, *The Art of SEO*, O'Reilly Media.
-

Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc

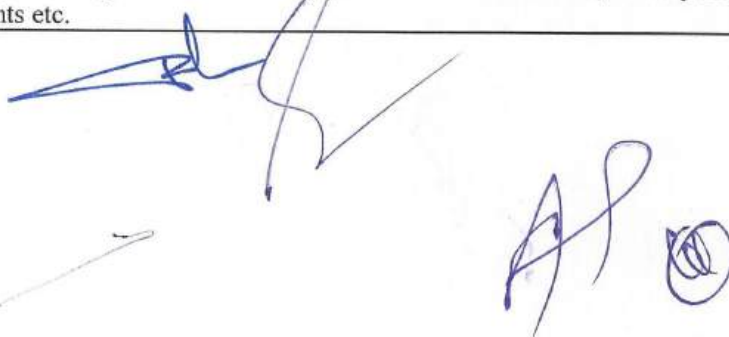
Suggested equivalent online courses:

Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal <http://heecontent.upsdc.gov.in/Home.aspx>



DSE 3.1- CONSUMER BEHAVIOUR

Programme: B.Com in Digital Sales & Marketing		Year: Second		Semester: III		
Subject: Digital Sales & Marketing						
Course Code: DSC 3.1		Course Title: Consumer Behaviour			(Theory)	
Course Outcome: After completing this course, students will understand consumer buying behaviour and factors influencing purchasing decisions. They will be able to analyze consumer decision-making in traditional and digital markets and apply consumer research techniques for effective marketing strategies.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Unit I: Introduction to Consumer Behaviour Meaning and concept of consumer behaviour, nature and scope of consumer behaviour, importance of studying consumer behaviour in marketing, consumer decision making process, factors influencing consumer behaviour, cultural, social, personal and psychological factors, consumer needs, motivation and perception, learning and attitude formation, role of consumer behaviour in marketing strategy and business decision making.				1	15
II	Unit II: Consumer Buying Process and Decision Making Stages of consumer buying decision process, problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behaviour, types of buying behaviour, complex buying behaviour, habitual buying behaviour and impulse buying behaviour, consumer involvement and perceived risk, family and group influence on buying decisions, opinion leaders and reference groups, consumer satisfaction and customer loyalty.				1	15
III	Unit III: Consumer Behaviour in Digital and Service Markets Consumer behaviour in online and digital markets, influence of social media and digital platforms on consumer decisions, e-commerce buying behaviour, role of advertisements and branding in consumer perception, service consumer behaviour and customer experience, consumer relationship management, impact of technology and artificial intelligence on consumer behaviour, case studies related to modern consumer trends and market practices.				1	15
IV	Unit IV: Consumer Research and Emerging Trends Introduction to consumer research, methods of studying consumer behaviour, qualitative and quantitative research techniques, market segmentation and consumer profiling, ethical issues in consumer behaviour studies, consumer protection and rights, green consumerism and sustainable consumption behaviour, emerging trends in consumer behaviour, global consumer culture and future challenges in understanding consumer markets.				1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.						



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References

- Schiffman, Leon G. & Wisenblit, Joseph – Consumer Behavior, Pearson Education
- Nair, Suja R. – Consumer Behaviour, Himalaya Publishing House
- Solomon, Michael R. – Consumer Behavior: Buying, Having, and Being, Pearson Education
- Ramesh Kumar, S. – Consumer Behaviour in Indian Perspective, Pearson India
- Kotler, Philip & Keller, Kevin Lane – Marketing Management, Pearson Education

Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc

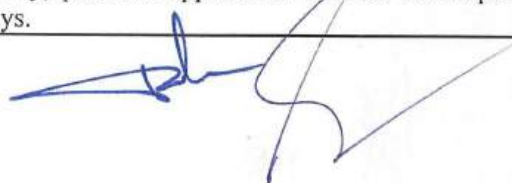
Suggested equivalent online courses:

Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal <http://heecontent.upsdc.gov.in/Home.aspx>



DSE 3.2 – SALES MANAGEMENT

Programme: B.Com in Digital Sales & Marketing		Year: Second		Semester: III		
Subject: Digital Sales & Marketing						
Course Code: DSC 3.2		Course Title: Sales Management			(Theory)	
Course Outcome: After completing this course, students will understand the principles and functions of sales management and develop skills in sales planning, forecasting and sales force management. They will also be able to apply selling techniques, customer relationship management practices and sales analytics for improving organizational sales performance.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Unit I: Introduction to Sales Management and Sales Organization Meaning, nature and scope of sales management, objectives and significance of sales management in business organizations, functions and responsibilities of sales managers, role of sales management in achieving organizational goals and growth, relationship between sales management and other business functions, stages and process of sales management, sales organization structure and stakeholders involved in sales management, sales strategies and alignment with business objectives, contemporary challenges in sales management, ethical considerations in sales practices, importance of sales planning and coordination of sales activities.				1	15
II	Unit II: Sales Planning, Forecasting and Budgeting Concept and importance of sales planning, process of sales planning and strategy formulation, sales objectives and target setting, methods and techniques of sales forecasting, factors affecting sales forecasting accuracy, role of market research in sales planning and forecasting, sales budgeting and budgetary control, integration of sales planning with overall business planning, tools and software used for sales planning and forecasting, analysis of sales performance through KPIs and performance metrics, evaluation of sales plans and forecasting techniques through practical cases.				1	15
III	Unit III: Personal Selling and Customer Relationship Management Meaning and importance of personal selling, selling process and selling techniques, consultative selling and solution selling approaches, customer engagement and customer satisfaction strategies, communication and negotiation skills in selling, handling customer objections and grievances, customer relationship management (CRM) tools and techniques, use of technology in customer relationship management, key account management (KAM) strategies for client retention and growth, maintaining long-term customer relationships and loyalty, practical application of sales techniques through case studies and role plays.				1	15



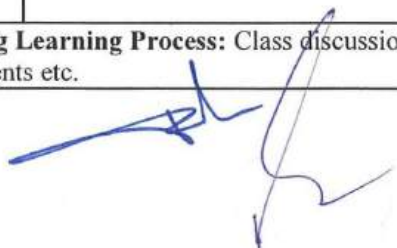

IV	Unit IV: Sales Performance, Ethics and Emerging Trends Sales performance evaluation and control, measurement of sales effectiveness, role of sales analytics and metrics in decision making, ethical issues in sales management and their impact on organizational reputation, contemporary trends in sales management, digital transformation in sales practices, use of CRM software and sales automation tools, integration of technology in sales operations, strategic sales management for competitive advantage, case studies in sales management, development of professional and analytical skills for sales careers.	1	15
Teaching Learning Process: Class discussions/ demonstrations, Powerpoint presentations, Class activities/ assignments etc.			
References • Still, Richard R., Cundiff, Edward W. & Govoni, Norman A.P. – Sales Management: Decisions, Strategies and Cases, Pearson Education • Panda, Tapan K. & Sahadev, Sunil – Sales and Distribution Management, Oxford University Press • Havaladar, Krishna K. & Cavale, Vasant M. – Sales and Distribution Management, McGraw-Hill Education • Gupta, S.L. – Sales and Distribution Management, Excel Books • Johnston, Mark W. & Marshall, Greg W. – Sales Force Management, Routledge Publications			
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc			
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx			






SEC 3.1 – EMPLOYABILITY SKILLS – II

Programme: B.Com in Digital Sales & Marketing		Year: Second		Semester: III		
Subject: Digital Sales & Marketing						
Course Code: SEC 3.1		Course Title: Employability Skills II			(Theory)	
Course Outcome: After completing this course, students will be able to develop digital, entrepreneurial and professional skills required for employability, use workplace communication and collaboration tools effectively, demonstrate safe digital and financial practices, prepare professional documents and job applications, perform confidently in interviews and workplace situations, and apply customer handling, marketing and career development skills in professional environments.						
Credit: 2		Core Course				
Max Marks: 40+60 (Internal + Practical)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Unit I: Digital, Entrepreneurial and Marketing Skills Role of digital technology at workplace, safe use of digital devices and internet applications, cyber security practices and protection from cyber crimes, responsible online behaviour and social media usage, use of e-mail and e-mail etiquette, creation of documents, spreadsheets and presentations using digital applications, use of virtual collaboration tools, concept and types of entrepreneurship and enterprises, identification of business opportunities, regulatory and statutory requirements for business, marketing mix with special reference to Product, Price, Place and Promotion, sources of business funding and associated financial and legal risks, customer types and customer handling skills, tools and techniques for collecting customer feedback, workplace hygiene, grooming and professional dressing standards				1	15
II	Unit II: Career Development and Employability Readiness Preparation of business plans for selected business opportunities, identification of customer needs and professional response techniques, drafting of professional Curriculum Vitae (CV), use of online and offline job search platforms including employment exchanges, recruitment agencies and job portals, application process for job opportunities through online and offline methods, interview preparation techniques, mock interview practice, apprenticeship search and registration process, communication and presentation skills, teamwork and collaboration, virtual collaboration tools, workplace etiquette and professional interaction skills, career planning and employability development strategies.				1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.						




References

- Andrews, Sudhir – *Employability Skills Development*, McGraw Hill Education.
- Robbins, S.P. & Judge, T.A. – *Organizational Behaviour*, Pearson Education.
- Kotler, Philip & Armstrong, Gary – *Principles of Marketing*, Pearson.
- Raman, Meenakshi & Sharma, Sangeeta – *Business Communication*, Oxford University Press.
- Hisrich, Robert D. & Peters, Michael P. – *Entrepreneurship*, McGraw Hill Education.

Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc

Suggested equivalent online courses:

Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal <http://heecontent.upsdc.gov.in/Home.aspx>



AEC 3.1 – English Language-III

(Academic Interaction and Presentation Skills – Advanced Level)

Programme: B.Com in Digital Sales & Marketing		Year: Second	Semester: III		
Subject: Digital Sales & Marketing					
Course Code: AEC-3.1		Course Title: English Language-III (Academic Interaction and Presentation Skills – Advanced Level)		(Theory)	
Course Objective: - • To Understand extended academic lectures and debates and the to Identify arguments, evidence, and conclusions in oral discourse. Learning Outcomes: - • The learner will be able to Deliver structured academic presentations with visual aids. • The learner will be able to Participate actively in academic discussions and debates.					
Credits: 2			Ability Enhancement Course		
Max. Marks: 25+75 (Internal + External)					
Unit	Topics			Credit	No. of Lectures = 30
I	Advanced Listening Skills 1. Listening to full-length academic lectures/seminars on topics related to Indian Budgets, Finance, Domestic and International trade, International economic relations. 2. Identifying arguments, evidence, and conclusions 3. Listening to debates/interviews and summarizing points of view			1	15
II	Advanced Speaking Skills 1. Participating in academic discussions and debates 2. Delivering structured academic presentations on different topics 3. Using visual aids effectively 4. Answering questions and defending a viewpoint			1	15
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.				
	References: • Kenneth Anderson, <i>Study Speaking</i> (Cambridge University Press) • John Hughes, <i>Critical Thinking in ELT</i> • TED Talks (economics-related topics)				

	Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc.
	Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx



SEMESTER-IV

DSC- 4.1 - INTRODUCTION TO GENERATIVE AI IN MARKETING

Programme: B.Com in Digital Sales & Marketing		Year: Second		Semester: IV	
Subject: Digital Sales & Marketing					
Course Code: DSC 4.1		Course Title: Introduction to Generative AI		(Theory)	
Course Outcome: Students will be able to understand the role of Generative AI in marketing, create AI-based marketing content using digital tools, analyse AI-driven marketing performance, and apply ethical and responsible AI practices in business and marketing activities.					
Credit: 4		Core Course			
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:			
Unit	Details			Credit	Hours
I	Fundamentals of Generative AI and Digital Marketing Introduction to Artificial Intelligence and Generative AI, role of AI in modern marketing, principles of personalization in marketing, importance of customer engagement and customer satisfaction, use of generative AI in personalized marketing strategies and campaigns, impact of AI on digital marketing channels, overview of AI applications in marketing, introduction to AI-powered content creation, consumer behaviour and market dynamics in AI-driven marketing, case studies of AI applications in industry and digital campaigns.			1	15
II	AI Tools, Content Creation and Prompt Engineering Role of AI in content creation and digital marketing strategies, use of simple prompts for generating targeted and personalized marketing content, fundamentals of prompt engineering, generation of text-based content for blogs, websites and social media using AI tools such as GPT models, creation of AI-generated images and creative visuals, AI-based video editing and promotional video creation, use of AI tools for improving marketing communication, effectiveness of prompt engineering techniques for desired marketing outcomes.			1	15
III	Based Digital Marketing Platforms and Analytics Introduction to digital marketing platforms and AI integration, use of tools such as Buffer and Hootsuite for scheduling and posting AI-generated content, use of collaborative tools such as Trello and Slack for project management, tracking and analysing performance of AI-generated content, introduction to Google Analytics and basic performance metrics including views, clicks and engagement rates, use of AI for campaign optimization and customer targeting, evaluation of AI-driven marketing effectiveness through practical applications and case studies.			1	15
IV	Ethics, Challenges and Future of Generative AI in Marketing Ethical considerations in the use of generative AI, responsible use of AI in marketing practices, data privacy and security concerns, algorithmic bias and limitations of generative AI, legal and social challenges associated with AI-generated content, future developments and emerging trends in generative AI, impact of AI on marketing professions and business strategies, sustainable and			1	15

ethical AI practices, opportunities and challenges of AI-driven marketing in the digital economy.		
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		
Reference Books • Kotler, Philip, Kartajaya, Hermawan & Setiawan, Iwan – <i>Marketing 5.0: Technology for Humanity</i> • Russell, Stuart & Norvig, Peter – <i>Artificial Intelligence: A Modern Approach</i> • Chaffey, Dave & Ellis-Chadwick, Fiona – <i>Digital Marketing</i> • Kapoor, Neha – <i>Artificial Intelligence for Marketing</i> • Ryan, Damian – <i>Understanding Digital Marketing</i>		
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc		
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx		




DSC-4.2 MARKETING ANALYSIS

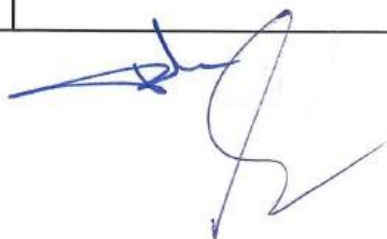
Programme: B.Com in Digital Sales & Marketing		Year: Second		Semester: IV		
Subject: Digital Sales & Marketing						
Course Code: DSC 4.2		Course Title: Marketing Analysis			(Theory)	
Course Outcome: After completing this course, students will understand the concepts, tools and techniques of marketing analytics and their role in business decision making. They will be able to analyze marketing data, measure campaign performance and use analytical tools for generating customer insights and improving marketing effectiveness.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Introduction to Marketing Analytics Meaning and concept of marketing analytics, nature and scope of marketing analytics, importance of analytics in business decision making, key concepts and terminologies such as KPIs, metrics and data analysis, role of data collection, analysis and interpretation in marketing, relationship between marketing analytics and business objectives, overview of marketing performance measurement, introduction to consumer behaviour insights and data-driven marketing strategies.				1	15
II	Data Sources and Analytical Tools in Marketing Internal and external data sources in marketing analytics, customer databases and data management systems, customer relationship management (CRM) systems and customer data platforms (CDPs), data collection methods and data quality management, introduction to analytical tools and technologies used in marketing analytics, use of Google Analytics, social media analytics platforms and email marketing tools, interpretation of website traffic and user behaviour data, data privacy and compliance measures in marketing analytics.				1	15
III	Marketing Performance Measurement and Visualization Marketing performance indicators and metrics, measurement of return on investment (ROI) in marketing campaigns, analysis of customer engagement and conversion rates, tracking website traffic and campaign effectiveness, social media analytics and demographic analysis, email marketing analytics including open rates and click-through rates, use of dashboards and data visualization techniques, creation of charts and graphs for communicating marketing insights, case studies related to marketing analytics applications.				1	15
IV	Advanced Marketing Analytics and Emerging Trends Consumer behaviour analysis and predictive analytics, segmentation and targeting using marketing data, role of artificial intelligence and machine learning in marketing analytics, automation in digital marketing analytics, challenges and limitations in implementing analytics solutions, ethical issues in marketing analytics, future trends in data-driven marketing, emerging technologies in analytics and business intelligence, practical applications of marketing analytics in modern				1	15

business organizations.		
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		
Reference: • Chaffey, Dave & Ellis-Chadwick, Fiona – Digital Marketing, Pearson Education • Lilien, Gary L. & Rangaswamy, Arvind – Marketing Engineering and Analytics, Pearson Education • Grigsby, Mike – Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques, Kogan Page • Winston, Wayne – Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wiley Publications • Kotler, Philip & Keller, Kevin Lane – Marketing Management, Pearson Education		
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc		
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx		




DSC-4.3 BRANDING AND MARKETING COMMUNICATION

Programme: B.Com in Digital Sales & Marketing		Year: Second		Semester: IV		
Subject: Digital Sales & Marketing						
Course Code: DSC 4.3		Course Title: Branding and Marketing Communication			(Theory)	
Course Outcome: After completing this course, students will understand the concepts and strategies of branding and marketing communication and their role in consumer perception and business growth. They will be able to develop brand identity, design communication campaigns and evaluate brand performance using digital tools and marketing analytics.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Introduction to Branding and Marketing Communication Meaning and concept of branding and marketing communication, importance and scope of branding in business, relationship between branding and marketing communication, brand identity, brand image and brand positioning, role of branding in shaping consumer perception and attitudes, elements of visual brand identity including logo, colour, typography and design, fundamentals of integrated marketing communication, ethical issues and challenges in branding and communication practices.				1	15
II	Brand Strategy and Communication Channels Brand messaging and communication strategies, development of brand positioning strategies, advertising, sales promotion and public relations as communication tools, digital and social media communication channels, role of content marketing and storytelling in branding, creating cohesive brand messages across multiple platforms, audience targeting and segmentation, consumer engagement strategies, analysis of successful branding and marketing communication campaigns and case studies.				1	15
III	Brand Identity Development and Digital Branding Process of creating and managing brand identity, use of design software and digital tools in branding, development of mock brands and brand guidelines, website branding and homepage design concepts, personalized communication and customer experience management, social media branding campaigns, press release and promotional content writing, evaluation of brand consistency across online and offline media channels, measurement of consumer perception and brand loyalty.				1	15





IV	Brand Evaluation and Emerging Trends in Marketing Communication Methods of measuring brand performance and communication effectiveness, brand audit and competitive analysis, consumer engagement metrics and digital analytics, role of artificial intelligence and technology in branding, emerging trends in digital branding and communication, sustainability and ethical branding practices, global branding strategies, challenges in maintaining brand consistency, future scope of branding and marketing communication in the digital economy.	1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.			
References • Keller, Kevin Lane – Strategic Brand Management, Pearson Education • Kotler, Philip & Keller, Kevin Lane – Marketing Management, Pearson Education • Belch, George E. & Belch, Michael A. – Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw-Hill Education • Aaker, David A. – Building Strong Brands, Free Press Publications • Chaffey, Dave & Ellis-Chadwick, Fiona – Digital Marketing, Pearson Education			
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc			
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx			




DSE - 4.1 Entrepreneurship Development and Innovation

Programme: B.Com in Digital Sales & Marketing		Year: Second		Semester: IV		
Subject: Digital Sales & Marketing						
Course Code: DSE 4.1		Course Title: Entrepreneurship Development and Innovation			(Theory)	
Course Outcome: After completing this course, students will understand the fundamentals of entrepreneurship and innovation and develop skills in identifying business opportunities and preparing business plans. They will also be able to apply innovation strategies, startup management practices and entrepreneurial decision-making for sustainable business growth.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Fundamentals of Entrepreneurship and Innovation Meaning, nature and significance of entrepreneurship and innovation, role of entrepreneurship in economic growth and employment generation, characteristics and traits of successful entrepreneurs, entrepreneurial motivation and leadership qualities, types of entrepreneurship including small business, social entrepreneurship and scalable startup ventures, entrepreneurial aspirations and self-assessment, importance of innovation and creativity in business, entrepreneurship education and skill development, entrepreneurial ecosystems including incubators, accelerators and startup support systems, challenges and limitations faced by entrepreneurs, case studies of successful entrepreneurs and innovative ventures.				1	15
II	Opportunity Identification and Market Research Identification of business opportunities and innovative business ideas, brainstorming techniques for idea generation, understanding customer needs and market gaps, market research methods including surveys, interviews and online research, analysis of customer preferences and market demand, customer segmentation and target market identification, use of marketing analytics to improve ROI and optimize marketing campaigns, role of entrepreneurship in solving business and social problems, practical exercises in opportunity analysis and market assessment.				1	15
III	Business Planning and Startup Strategies Preparation of simple business plans, components of business plans including business idea, target market and marketing strategies, startup budgeting and estimation of financial requirements, identification of revenue streams and cost structures, use of digital tools and social media platforms for business promotion, online marketing and branding strategies, use of free online resources for startup planning, teamwork and collaboration in entrepreneurial activities, preparation and presentation of startup proposals and business pitches to investors or mentors.				1	15
IV	Startup Management, Innovation and Entrepreneurial Practices Management of startup operations and entrepreneurial activities, innovation and creativity in product and service development, entrepreneurial decision-making and problem-solving skills, ethical and sustainable business practices.				1	15

	collaborative group projects for entrepreneurial learning, presentation and communication skills for entrepreneurs, preparation of startup financial plans including investment and revenue estimation, practical exposure to startup ecosystem and innovation management, emerging trends and future opportunities in entrepreneurship and innovation.		
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.			
Reference • Khanka, S.S. – Entrepreneurial Development, S. Chand Publishing • Desai, Vasant – Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House • Hisrich, Robert D., Peters, Michael P. & Shepherd, Dean A. – Entrepreneurship, McGraw-Hill Education • Drucker, Peter F. – Innovation and Entrepreneurship, Harper Business Publications • Roy, Rajeev – Entrepreneurship, Oxford University Press			
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc			
Suggested equivalent online courses: , Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx			




DSE-4.2 INTRODUCTION TO ADVERTISEMENT MANGEMENT

Programme: B.Com in Digital Sales & Marketing		Year: Second		Semester: IV		
Subject: Digital Sales & Marketing						
Course Code: DSC 4.2		Course Title: Introduction to Advertisement Management			(Theory)	
Course Outcome: After completing this course, students will understand the concepts, media and strategies of advertisement management and their role in modern marketing. They will be able to design advertising campaigns, select suitable media channels and evaluate advertisement performance using digital tools and analytics.platforms.						
Credit: 4		Core Course				
Max Marks: 25+75 (Internal + External)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Introduction to Advertisement Management Meaning and concept of advertisement management, nature and scope of advertising, importance and significance of advertising in modern marketing, historical evolution of advertising, role of advertising in consumer behaviour and brand building, key players in the advertising industry and their functions, advertising objectives and communication process, basic terminologies and concepts used in advertisement management, ethical and legal issues in advertising practices.				1	15
II	Advertising Media and Creative Strategies Forms and types of advertising, print, broadcast, outdoor, digital and experiential advertising, characteristics and advantages of different advertising media, media selection and media planning process, factors influencing media choice, advertising appeals and creative strategies, development of advertising messages and taglines, designing advertisements for specific target audiences, use of digital tools and software such as Canva for advertisement creation, role of creativity in advertising effectiveness.				1	15
III	Digital Advertising and Campaign Management Digital advertising concepts and platforms, social media advertising and online campaigns, use of Google Trends and platform analytics in advertising decisions, advertisement budgeting and campaign planning, A/B testing and advertisement optimization techniques, measuring campaign performance through reach, clicks and engagement metrics, advertising research and audience analysis, development of integrated advertising campaigns, case studies of successful advertising campaigns and industry practices.				1	15
IV	Advertising Evaluation and Emerging Trends Evaluation of advertising effectiveness and return on investment (ROI), consumer response and advertising impact analysis, ethical guidelines and transparency in advertising, advertising regulations and compliance, emerging trends in advertising and digital marketing, role of artificial intelligence and technology in advertising management, influencer marketing and personalized advertising.				1	15

future scope and challenges in advertisement management, preparation of advertising plans and campaign reports		
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		
References • Belch, George E. & Belch, Michael A. – Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw-Hill Education • Batra, Rajeev, Myers, John G. & Aaker, David A. – Advertising Management, Pearson Education • Kleppner, Otto – Advertising Procedure, Pearson Education • Chunawalla, S.A. & Sethia, K.C. – Foundations of Advertising Theory and Practice, Himalaya Publishing House • Kotler, Philip & Keller, Kevin Lane – Marketing Management, Pearson Education		
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc		
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SVAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx		




SEC 4.1 PERSONALITY DEVELOPMENT

Programme: B.Com in Digital Sales & Marketing		Year: Second		Semester: IV		
Subject: Digital Sales & Marketing						
Course Code: SEC 4.1		Course Title: Personality Development			(Theory)	
Course Outcome: Students will be able to develop self-confidence and professional personality traits, demonstrate effective communication and interview skills, prepare professional self-introductions and participate confidently in different interview situations						
Credit: 2		Core Course				
Max Marks: 40+60 (Internal + Practical)		Min. Passing Marks:				
Unit	Details				Credit	Hours
I	Personality Development and Interview Fundamentals Meaning and importance of personality development, communication and self-confidence building, purpose and basics of interviews, objectives of interviews from employer and candidate perspectives, stages of interview process including preparation, presentation and follow-up, importance of body language, punctuality and professional appearance, types of interviews including personal, panel, telephonic, video, group and stress interviews, characteristics and expected behaviour in different interview formats, comparison between formal and informal interviews, first impression and its impact on interview outcomes, interview etiquette and professional conduct.				1	15
II	Interview Preparation and Practical Skill Development Preparation of effective self-introduction including personal background, education, skills and career goals, dos and don'ts during interviews, mock interview sessions focusing on posture, eye contact and communication skills, preparation of interview readiness checklist including CV and documents, role-play activities for different interview situations, participation in practice sessions for improving fluency and confidence, use of video recordings for self-assessment and improvement, peer and instructor feedback sessions, preparation and presentation of short self-introduction speeches, reflection and report writing on interview learning experiences, development of interpersonal and professional communication skills.				1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.						
References • Barun K. Mitra – <i>Personality Development and Soft Skills</i> • Hurlock, Elizabeth – <i>Personality Development</i> • Meenakshi Raman & Sangeeta Sharma – <i>Business Communication</i> • Stephen R. Covey – <i>The 7 Habits of Highly Effective People</i> • Dale Carnegie – <i>How to Win Friends and Influence People</i>						

Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc

Suggested equivalent online courses:

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Portal <http://heecontent.upsdc.gov.in/Home.aspx>

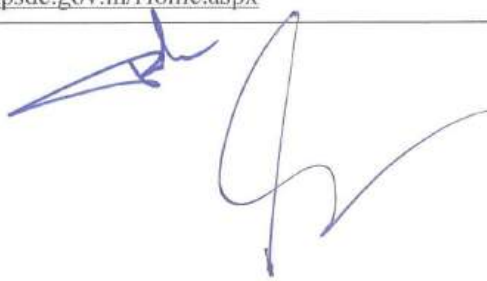


VAC 4.1 – BUSINESS COMMUNICATION - II

Programme: B.Com in Digital Sales & Marketing		Year: Second	Semester: IV	
Subject: Digital Sales & Marketing				
Course Code: VAC 4.1		Course Title: Business Communication - II	(Theory)	
Learning Outcome: - Students will be able to apply professional communication etiquettes, develop active listening and interpersonal skills, participate effectively in group discussions, and demonstrate confident communication in academic and workplace environments.				
Credits: 2		Value Addition Course		
Max. Marks: 100 (External)				
Unit	Topics	Credit	No. of Lectures = 30	
I	Communication Etiquettes and Active Listening Meaning and importance of business communication, college etiquettes including classroom conduct, respect for faculty and peers, professional appearance and attire, conversation etiquettes in social and professional settings, social etiquettes for formal events and networking functions, telephone etiquettes and professional communication skills, cultural differences in etiquettes and adaptability in diverse environments, concept and importance of active listening, listening techniques including paraphrasing, summarizing and questioning, barriers to effective listening and strategies to overcome them, role of body language, eye contact and facial expressions in communication, interpersonal communication and relationship management skills.	1	15	
II	Group Discussion and Professional Interaction Skills Purpose and objectives of group discussions in academic and professional settings, structure and dynamics of group discussions, roles of moderators, participants and observers, techniques for initiating, agreeing, disagreeing and concluding discussions, strategies for persuasive and effective communication, role-play activities for meetings, introductions and social interactions, conflict handling and diplomacy skills, collaborative communication and teamwork, reflective listening and empathy in interpersonal interactions, evaluation and feedback techniques for communication improvement, self-assessment of listening and discussion skills, professional presentation and participation skills in group discussions and workplace communication.	1	15	
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.				

Handwritten signatures and initials in blue ink, including a large signature and the initials 'AS' and 'Q'.

	References: • Meenakshi Raman & Sangeeta Sharma – <i>Business Communication</i> • Bovee, Courtland L. & Thill, John V. – <i>Business Communication Today</i> • Dale Carnegie – <i>How to Win Friends and Influence People</i> • Kitty O. Locker & Stephen Kaczmarek – <i>Business Communication: Building Critical Skills</i> • Stephen R. Covey – <i>The 7 Habits of Highly Effective People</i>
	Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc.
	Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx




AEC 4.1 – English Language-IV (Research and Professional Level)

Programme: B.Com in Digital Sales & Marketing		Year: Second	Semester: IV	
Subject: Digital Sales & Marketing				
Course Code: AEC-4.1	Course Title: English Language-IV (Research and Professional Level)		(Theory)	
Course Objective: - To Critically read and analyze scholarly articles and policy documents.				
Learning Outcomes: - • The learner will be able to Identify research methodology, arguments, and bias in academic texts. • The learner will be able to Write academic and professional documents such as abstracts, proposals, and policy briefs. The learner will be able to Apply appropriate citation styles (APA/MLA) in academic writing.				
Credits: 2		Ability Enhancement Course		
Max. Marks: 25+75 (Internal + External)				
Unit	Topics		Credit	No. of Lectures = 30
I	Advanced Reading Skills 1. Critical reading of scholarly articles and on the topics related to Indian budgets, finance, Domestic and international trade, international economic relations policy documents 2. Identifying research methodology, arguments, and bias 3. Comparing multiple sources for synthesis		1	15
II	Advanced Writing Skills 1. Writing Research abstracts and proposals 2. Drafting policy briefs and executive summaries 3. Writing argumentative essays with citations (APA/MLA) 4. Producing a portfolio of academic and professional writing		1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.				

	References: • John M. Swales & Christine B. Feak, <i>Academic Writing for Graduate Students</i> • Gerald Graff & Cathy Birkenstein, <i>They Say / I Say</i> • Selected research articles from <i>Economic and Political Weekly</i>
	Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc.
	Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx



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