

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	MBA				Branch/Spec.	Innovation, Entrepreneurship and Venture Development (Minor Specialization - Strategic Branding, Digital Marketing and Customer Analytics)			
Semester	IV				Version	2.0.0.0			
Effective from Academic Year			2026-27		Effective for the Batch admitted in		January 2026		
Course Code	IVA10SDE		Course Name		Strategic Branding, Digital Marketing and E-Commerce Management				
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total	CE	SEE	Total	
	L	TU	P	TW					
Credit	4	0	0		4	Theory	60	40	100
Hours	4	0	0		4	Practical			
Pre-requisites									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	The students will be able to formulate a foundational digital strategy by integrating core brand management principles (identity, positioning, equity) with customer journey frameworks.								
CO2	The students will be able to evaluate and select an optimal mix of digital channels, including search, social media, and content marketing.								
CO3	The students will be able to build effective customer acquisition and engagement programs.								
CO4	The students will be able to analyze and recommend an appropriate e-commerce strategy, justifying choices between business models (e.g., D2C, Marketplace) and key operational components like platforms and user experience.								
CO5	The students will be able to apply key analytical frameworks to measure performance, manage online brand reputation, and assess emerging trends for strategic planning and investment justification.								
Theory Syllabus									
Unit	Content							Hrs.	
1	Foundations of Digital Strategy & Brand Management, Integrating Digital & Overall Business Strategy, Core Brand Management: Identity, Positioning & Brand Architecture, Brand Elements: Logo, Voice, Tone & Personality, Building Digital Brand Equity & The Role of Brand Purpose, Strategic Storytelling for Brands, The POEM Framework (Paid, Owned, Earned Media), Customer Journey Mapping: Funnel vs. Flywheel, Tool Introduction: Canva for Brand Style Guides, Case Study: A Global Brand's Digital Transformation. Brand Experience Design and UX Integration – Aligning user experience with brand identity across digital touchpoints. Influencer and Community-Based Branding – Leveraging digital communities and creators for brand advocacy. Omnichannel Brand Consistency and Customer Engagement – Ensuring unified messaging across online and offline platforms. Brand Performance Measurement and Analytics – Tracking KPIs such as brand awareness, engagement, and sentiment.							12	
2	Strategic Customer Acquisition & Engagement Channels, Search Marketing Strategy: SEO vs. SEM (PPC), Keyword Research & Strategic Budget Allocation, Tool Introduction: Google Keyword Planner, Content Marketing Strategy: Pillars, Formats & Distribution, Social Media Marketing: Platform Selection & Strategy, Brand Voice & Messaging Consistency Across Channels, Influencer & Affiliate Marketing Strategies,							12	

	CRM, Email Marketing & Lead Nurturing. Marketing Automation and Workflow Optimization – Using AI and automation tools for lead scoring, nurturing, and conversion. Performance Metrics and Campaign Analytics – Evaluating success through CTR, CPC, CPA, and ROI analysis. Retargeting and Remarketing Strategies – Re-engaging potential customers across digital platforms. Customer Retention and Loyalty Program Design – Data-driven strategies to build repeat engagement and brand advocacy.	
3	E-Commerce & Branded Digital Experiences, E-Commerce Business Models: D2C, B2B, Marketplaces, The Rise of Social Commerce & Live Shopping, The E-Commerce Tech Stack (Platforms, Payments, Logistics), Creating a Branded E-commerce Experience, User Experience (UX) & Digital Storefront Optimization, Customer Journey Mapping: From Landing Page to Checkout, Packaging as a Brand Touchpoint, Tool Introduction: Google Analytics for User Behavior Tracking, Case Study: Deconstructing a Successful D2C Brand. Personalization and AI in E-Commerce – Recommender systems, dynamic content, and predictive personalization for enhanced CX. Omnichannel Retail and Click-and-Collect Models – Integrating online and offline experiences for seamless brand interaction. E-Commerce Performance Metrics and Conversion Optimization – Tracking KPIs like CAC, AOV, and Conversion Rate Optimization (CRO). Data Privacy, Security, and Ethical Issues in E-Commerce – Ensuring customer trust through compliance and transparency.	12
4	Digital Marketing Analytics & Brand Performance, Data-Driven Marketing: Setting KPIs & OKRs, Web & Social Media Analytics Fundamentals, Core Financial Metrics: CAC, CLV, Churn Rate, Calculating Marketing ROI & Proving Value, Attribution Modeling Concepts for Managers, Brand Health Tracking: Awareness, Sentiment, Share of Voice, Conversion Rate Optimization (CRO) & A/B Testing, Tool Introduction: Looker Studio for Dashboards. Campaign Performance Evaluation and Reporting – Building actionable insights from multi-channel data. Predictive Analytics and Forecasting in Marketing – Anticipating trends and customer behavior using data models. Customer Journey and Touchpoint Analytics – Mapping and optimizing cross-channel interactions. Ethics and Data Governance in Marketing Analytics – Ensuring data accuracy, privacy, and responsible use of insights.	12
5	Advanced Strategy, Reputation & Future Trends, Omnichannel vs. Multichannel Strategy, Building Brand Communities & Loyalty Programs, Online Reputation Management (ORM), Tool Introduction: Google Alerts for Brand Monitoring, Proactive & Reactive Brand Crisis Management, The Creator Economy & Co-Branding, Future Trends: AI in Marketing, Voice Search, AR/VR, Ethical Considerations & Data Privacy in Marketing. Sustainability and Purpose-Driven Branding – Integrating social and environmental responsibility into brand strategy. Metaverse Marketing and Virtual Brand Experiences – Exploring emerging digital spaces for immersive brand engagement. Global Brand Strategy and Localization – Balancing global consistency with local market relevance. Predictive Consumer Insights and Trendspotting – Using AI and analytics to anticipate shifts in consumer behavior.	12
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Practical, assignments and tutorials are based on above syllabus.		
Text Books		
1		
Reference Books		
1	Godin, Seth. This Is Marketing: You Can't Be Seen Until You Learn to See. Portfolio, 2018.	
2	Deiss, Ryan, and Henneberry, Russ. Digital Marketing for Dummies. For Dummies, 2020.	

3	Kotler, Philip, et al. Marketing 5.0: Technology for Humanity. Wiley, 2021.
4	Berger, Jonah. Contagious: How to Build Word of Mouth in the Digital Age. Simon & Schuster, 2013.
5	Pulizzi, Joe. Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less. McGraw-Hill, 2013.
6	Krug, Steve. Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability. New Riders, 2014.
7	Hartman, Kevin. Digital Marketing Analytics: In Theory And In Practice. 2nd Edition, Lioncrest Publishing, 2020.
8	Ellis, Sean, and Brown, Morgan. Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success. Currency, 2017.
9	Teixeira, Thales S. Unlocking the Customer Value Chain: How Decoupling Drives Consumer Disruption. Currency, 2019.
10	Vaynerchuk, Gary. Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World. Harper Business, 2013.
11	Cialdini, Robert B. Influence, New and Expanded: The Psychology of Persuasion. Harper Business, 2021.
12	Sharma, Deepak, and Gupta, Mohit. The D2C Strategy: A Business Guide for Digital-First Brands. Notion Press, 2022.
ICT/MOOCs Reference	
1	Coursera: Digital Marketing Specialization – University of Illinois
2	Udemy: The Complete Digital Marketing Course – Rob Percival

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	P S O 1	P S O 2	P S O 3	P S O 4
CO1	3	3	2	2	2	–	3	3	3	3	3	3	–
CO2	3	3	2	–	2	–	3	3	3	3	3	3	–
CO3	3	3	2	2	3	–	3	3	3	3	3	3	–
CO4	3	3	2	–	–	–	3	3	3	3	3	3	–
CO5	3	3	2	–	–	2	3	3	3	3	3	3	2