

SEMSETER-II

| GANPAT UNIVERSITY | | | | | | | | | |
|--|---|-------------|--|-----------------|--|--|--|---------|--------------|
| FACULTY OF MANAGEMENT STUDIES | | | | | | | | | |
| Program | | MBA | | Branch/Spec. | | Tech MBA (MBA Technology Management) | | | |
| Semester | | II | | | | Version | | 1.0.0.0 | |
| Effective from Academic Year | | | | 2025-26 | | Effective for the batch Admitted in | | | January 2025 |
| Subject code | | IIA03SDE | | Subject Name | | Strategic Digital Marketing, Branding & E-Commerce | | | |
| Teaching scheme | | | | | | Examination scheme (Marks) | | | |
| (Per week) | | Lecture(DT) | | Practical(Lab.) | | Total | | | |
| | | L | | TU | | P | | TW | |
| Credit | | 4 | | 0 | | 0 | | 4 | |
| Hours | | 4 | | 0 | | 0 | | 4 | |
| | | | | | | Theory | | 60 | |
| | | | | | | | | 40 | |
| | | | | | | | | 100 | |
| | | | | | | Practical | | | |
| Objective: | | | | | | | | | |
| To provide students with a strategic framework for developing, implementing, and managing integrated digital marketing, branding, and e-commerce strategies to drive measurable business growth and create sustainable competitive advantage in the digital economy. | | | | | | | | | |
| Course Outcome: | | | | | | | | | |
| CO 1: The students will be able to formulate a foundational digital strategy by integrating core brand management principles (identity, positioning, equity) with customer journey frameworks. | | | | | | | | | |
| CO 2: The students will be able to evaluate and select an optimal mix of digital channels, including search, social media, and content marketing, to build effective customer acquisition and engagement programs. | | | | | | | | | |
| CO 3: 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. | | | | | | | | | |
| CO 4: 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. | | | | | | | | 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, CRM, Email Marketing & Lead Nurturing. | | | | | | | | 12 |

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| 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. | 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. | 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. | 12 |

Practical content

Reference Books

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| 1. | Miller, Donald. Building a StoryBrand: Clarify Your Message So Customers Will Listen. HarperCollins Leadership, 2017. |
| 2. | Godin, Seth. This Is Marketing: You Can't Be Seen Until You Learn to See. Portfolio, 2018. |
| 3. | Deiss, Ryan, and Henneberry, Russ. Digital Marketing for Dummies. For Dummies, 2020. |
| 4. | Kotler, Philip, et al. Marketing 5.0: Technology for Humanity. Wiley, 2021. |
| 5. | Berger, Jonah. Contagious: How to Build Word of Mouth in the Digital Age. Simon & Schuster, 2013. |
| 6. | 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. |
| 7. | Krug, Steve. Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability. New Riders, 2014. |
| 8. | Hartman, Kevin. Digital Marketing Analytics: In Theory And In Practice. 2nd Edition, Lioncrest Publishing, 2020. |
| 9. | Ellis, Sean, and Brown, Morgan. Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success. Currency, 2017. |
| 10. | Teixeira, Thales S. Unlocking the Customer Value Chain: How Decoupling Drives Consumer Disruption. Currency, 2019. |
| 11. | Vaynerchuk, Gary. Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World. Harper Business, 2013. |
| 12. | Cialdini, Robert B. Influence, New and Expanded: The Psychology of Persuasion. Harper Business, 2021. |
| 13. | Sharma, Deepak, and Gupta, Mohit. The D2C Strategy: A Business Guide for Digital-First Brands. Notion Press, 2022. |