

टेली फैक्स : 05921-252516

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पत्रांक : 2Mc 532 2021-22

दिनांक: 03.03.2022

सेवा में,

कुलसचिव महोदय, एम०जे०पी० रुहेलखण्ड, विश्वविद्यालय, बरेली, उ०प्र०।

विषयः नवीन शिक्षा नीति–2020 के अनुपालन में महाविद्यालय द्वारा तैयार किया गया एवं संचालित व्यावसायिक पाठ्यक्रम के सन्दर्भ में।

महोदय,

सूच्य है कि नवीन शिक्षा नीति-2020 के अन्तर्गत सत्र 2021-22 से प्रथम वर्ष में प्रवेश लेने वाले प्रत्येक विद्यार्थी को एक व्यावसायिक कोर्स आवंटित किये जाने हेतु निर्देशित किया गया था।

उक्त के अनुपालन में विद्यार्थियों के आवंटित विषयों के पाठ्यक्रम दिनांक 20.11.2021 को अनुमोदन हेतु विश्वविद्यालय में प्रस्तुत किये गये थे जिस पर विश्वविद्यालय द्वारा <u>मौखिक रूप से कृतिपय संशोधन किये जाने की अपेक्षा की गई थी</u>। आपकी अपेक्षा अनुरूप इन पाठ्यक्रमों में संशोधन कर दिये गये हैं। संशोधित पाठ्यक्रम संलग्न सूची—1 के अनुसार विश्वविद्यालय प्रेषित है।

आपसे विनम्र निवेदन है कि संलग्न व्यावसायिक कोर्स के पाठ्यक्रमों को अनुमोदित कर आवश्यक कार्यवाही पूर्ण कर अवगत कराने की कृपा करें।

धन्यवाद!

संलग्नकः उपरोक्तानुसार।

(डॉ० हमन्त कुमार) Principal S. M. Coilege Chandausi A.A.A.dox

(डॉ० प्रवीण कुमार) समन्वयक— वोकेशनल / स्किल सेल मो० नं०— 9760480884

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महात्मा ज्योतिबा फुले रूहेलखण्ड विश्वविद्यालय, बरेली





Syllabus for Skill development / Vocational course)
Course Title: Digital Marketing

Title of course-	Digital Marketing
Nodal Department of HEI to run course	Commerce and Business Administration department
Brond Area/Sector-	Management, startups, Business
Sub Sector-	Small scale marketing
Nature of course - Independent / Progressive	Progressive
Name of suggestive Sector Skill Council	Commerce
Aliened NSQF level	IV
Expected fees of the course -Free/Paid	As per decided by skill partner
Stipend to student expected from industry	
Number of Seats	*
Course Code	Credits- 24 (8 Theory, 16 Practical)
Max Marks Minimum Marks	Max Marks300 Minimum Marks 115
Name of proposed skill Partner (Please specify, Name of industry, company etc for Practical /training/ internship/OJT	•
Job prospects-Expected Fields of Occupation where student will be able to get job after completing this course in (Please specify name/type of industry, company etc.)	

Suggested Readings: Mentioned in the syllabus

Suggested Digital platforms/ web links for reading- Mentioned in the syllabus

Suggested OJT/ Internship/ Training/ Skill partner- Mentioned in the syllabus

Suggested Continuous Evaluation Methods: Mentioned in the syllabus

Course Pre-requisites:

No pre-requisite required, open to all

- To study this course, a student must have the subject Commerce Bioscience & Arts... in class/12th/certificate/diploma.
- · If progressive, to study this course a student must have passed previous courses of this series.

Suggested equivalent online courses: Mentioned in the syllabus

Any remarks/ suggestions: Required proper infrastructure, funds for operation and support from authority for understanding the need of course.

Notes:

- Number of units in Theory/Practical may vary as per need
- Total credits/semester-6 (it can be more credits, but students will get only 6credit/ semester or 12credits/ year
- · Credits for Theory =02 (Teaching Hours = 30)
- Credits for project= 01
- Credits for Assignment = 01
- Credits for Internship/OJT/Training/Practical = 02 (Training Hours = 60)

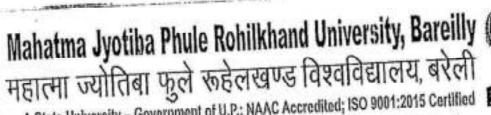
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Person

Principal S. M. College Chandausi







A State University - Government of U.P.; NAAC Accredited; ISO 9001:2015 Certified Semester Wise Title of The Papers in Digital Marketing

	Semester	Paper	Course	Paper title	Theory/ Practical	Credit
Year Semeste	Gemester	l anda	Introduction to Digital	Theory	2	
1	1	1		Marketing	Practical	4
	-	2	-	Marketing Management in	Theory Practical	4
1				Digital Age Digital Marketing Strategies and	Theory	2
2	111	3		Methods	Practical	4
-	IV	4	+	Soft Skills in Digital Era	Theory Practical	4
2	10	1				24 CREDIT
2 YEARS	4 SEM				-	

	Designation	Affiliation
Name		Dept. of Business Administration,
Steering Committee Prof P.B. Singh	Professor	MJP Ruhelkhand University, Barein
	Associate Professor	S.M. College, Chandausi
Dr Rakesh Kumar		

Syllabus Developed by:

		1 1 10:511211001011	Dopartin	College/ University S.M. College, Chandausi
No.	Name	Associate Professor	Commerce	S.M. College, Cambridge
-	Dr Praveen Kumar			S.M. College, Chandausi
	Vimage	Assistant Professor	Commerce	S.M. Conege, o
	Dr Pardeep Kumar			-
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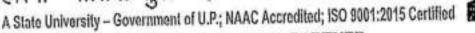
Mahatma Jyotiba Phule Rohilkhand University, Bareilly (महात्मा ज्योतिबा फुले रूहेलखण्ड विश्वविद्यालय, बरेली A State University - Government of U.P.; NAAC Accredited; ISO 9001:2015 Certified

Course Title: Digital Marketing Vocational course: Semester-1

ogramme / Class	:	Year: First		
ertificate / Graduat	Vocation	al Course:	(Elective)	
	2.600000000		ni h 1M-delina 1	-
Course Code: M	JPRU01023	Course Ti	tle: Digital Marketing	
1-Ability to under- Marketing. 2- Ability to under their relevance. 3- Ability to iden	erstand the concept erstand the termino tify the appropriate	logies associated with the method and techniques of rketing principles to solve of Budgetary Control, Ca	e field of Digital Marketing and control of Digital Marketing for solving differer business and industry related issues an ash Flow Statement, Fund Flow Statement	along with at problems.
		INTRODUCTIO	N TO DIGITAL MARKETING	
Paper Ti	tle	(Elective/C	Compulsory)- Compulsory	
Credits: 2			Min. Passing Marks: 10 + 30	
vlax. Marks: 25	+75	Tutorials-Practical (in l	nours per week): L-T-P: 1-0-0	
Total	5+75 al No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-0 Topics			No. of Lectures Total=30
1	Introduction of the digital marketing, Marketing- Meaning, Concepts, Definitions, Need & Importance, Scope, Components, Digital vs. Real Marketing, Digital Marketing Channels, Creating initial digital marketing plan, Content management, SWOT analysis, Target group analysis.			7
п	Web design, Optimization of Web sites, MS Expression Web, Creating web sites, SEO Optimization, Writing the SEO content, Writing the SEO content, Google Ad Words- creating accounts, Google Ad Words- types.			5
ш	Introduction to CRM, CRM platform, CRM models, CRM strategy, Introduction to Web analytics, Web analytics – levels Digital Marketing Budgeting - resource to Web analytics, east budgeting, cost control.			6
IV	Introduction of Social Media Marketing, Social Media Marketing policy of the Introduction of Social Media Marketing, Social Media Marketing policy of book Ads, Creating Facebook Ads, Ads Visibility, Business book Ads, Creating Facebook Ads, Ads Visibility, Business Opportunities and Instagram options, Optimization of Instagram profiles, Integrating Instagram with a Web Site and other social networks, Keeping up			6
v	La tarione Lineary	s accounts on YouTube, il marketing, E-mail mark ig up with conversions	YouTube Advertising, YouTube seting plan, E-mail marketing campaign	my 6



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ABOUT SKILL PARTNER

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ABOUT EXAMINATION/EVALUATION

1-Por Practical/Skill and Theoretical part, examination may be conducted online or offline or in mixed format, as circumstances allow and students feel comfortable.

2-Pattern of paper shall be decided by concerned Subject Faculty and Skill Partner for their part. Skill Partner may adopt pattern as mentioned in B-Point of allocation of marks for evaluation/test purpose.

Suggested Continuous Evaluation Methods

ABOUT PRACTICAL/SKILL SYLLABUS, TRAINING & TEST ETC (4 Credits)

- Practical work will be based on any contents or topic of syllabus of theoretical paper.
- 2- Content or topic for all components of practical work shall be decided by subject teacher in consultation with skill partner.
- 3- Test or evaluation for practical work will be conducted by skill partner in association/consultation with concerned institution/subject teacher.
- 4- Number of total credits for practical/skill part will be four.

ALLOCATION OF MARKS

4- Theoretical Part -----TOTAL CREDIT-2

Internal by the Institution (ICE) - 25 Marks
College/Institution - 75 Marks

Total Maximum Marks- 100 Marks

Passing Marks- 10+25=35 Marks

B Practical/Skill Part -----TOTAL CREDIT-4

Assignment / Practical- 50 Marks-----CREDIT-1

Internship- 50 Marks-----CREDIT-1
Project - 50 Marks-----CREDIT-1

Survey Report- 50 Marks-----CREDIT-1

Total Maximum Marks- 200 Marks
Minimum Passing Marks- 80 Marks

Note- 1- Total Minimum passing marks for section A & B - 35+80=115

2-Total Maximum Marks for section A & B - 100+200=300

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Suggested Readings:

1. Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston (2015). Internet Marketing: Strategy, Implementation, and Practice. Pearson India

Frost, Raymond D., Alexa Fox, and Judy Strauss (2018). E- Marketing. Routledge

B. Gupta, Seema (2018). Digital Marketing. McGraw Hill Education (India) Private Ltd.

4. Kapoor, Neeru. E-Marketing, Pinnacle learning

Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan (2017). Digital Marketing:

Moving from Traditional to Digital. Pearson India

 Ryan, Damian and Jones Calvin (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation.

Suggested Continuous Evaluation Methods:

be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment (04 marks)

Class Test-I (Objective Questions) (04 marks)

Class Test-II (Descriptive Questions) (04 marks)

Class Test-III (Objective Questions) (04 marks)

Class Test-IV (Descriptive Questions) (04 marks)

Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different

Activities)(05 marks OR

INTERNAL ASSESMENT (25 Marks)/: Two Mid Term Test and credit final score average of two midterm test...

Written Test - 10 marks

Attendance - 5 marks

Assignment/ Research Based Project - 10 marks

Research Orientation of the student.

Suggested Additional resources

Blanchard O. (2014) Social Media ROI: Managing and Measuring Social Media Efforts in Your Organisation.

Charlesworth, Alan (2018). Digital Marketing: A Practical Approach.

2- Gay, Richard, Alan Charlesworth, and Rita Esen. Online Marketing: a customer-led approach. Oxford University

Press Inc., New York.

3- Ryan, Damian (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation. 4- Tasner, M. (2015) Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching

Your Customers First, 2/E, Pearson

Blog: -COMMERCE MASTER, LINK- https://pkworldeducation.blogspot.com/?m=1

Social Media FACEBOOK GROUP-"DR. PRAVEEN KUMAR CLASSES-SOLUTIONS OF ALL", LINK-

https://www.facebook.com/groups/1448502708810040/?ref=share

Note-Latest edition of the textbooks should be used.



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Course Title: Digital Marketing Vocational course: Semester-II

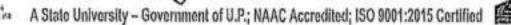
Programme / Class: Certificate / Graduation		Year: First	Semester: Se	econd
	The state of the s	nal Course:	(Elective)	- 4
Course Co	de: MJPRU01023			1
Course De	Company of the Compan		ourse Title: Digital Marketing	
As a result and implen profitability executives a manageri	of the increasing globa nentation of appropriate of modern business or in formulating and impl at role, having to detern	marketing strategies has beco- ganizations. In this course, we ementing marketing strategies	fying competition in many inde- me vitally important for the sur- e consider the tasks and respons- and policies. Participants will f interprise will take with respect in the marketplace.	vival, growth and sibilities of senior and themselves in
Pape	or.	MARKETING MANA AGE	GEMENT IN DIGITAL	
Credits:		(Elective/Compu	lsory)- Compulsory	
Max. Marks:			Min. Passing Marks: 10 + 30	
	otal No. of Lectures-T	utorials-Practical (in hours	per week): L-T-P: 1-0-0	
Unit	100	Topics		No. of Lectures Total=30
1	Introduction to Information Technology, Application of Information Technology in Marketing Management,			5
п	Revolution, The 'con	Business Intelligence & Data Driven Marketing, Information Technology Revolution, The 'communication' revolution; benefits' of digital communications - digital tools and techniques - online and offline		
· m	Strategic Marketing Management, Need, Impact, Utility, etc of Information Technology in business, Impact and application of Digital Age marketing thought leaders			4
IV	Understanding customer behavior and motivations, Customer value choices, Customer Insight Managing the customer experience journey Value driven strategic marketing decisions:			6
v	Modern Trends, Tool E-Commerce, E-Busi Modern	is, Technology, Techniques, et iness, Direct & Networking Ma	to in Marketing Management; arketing, E-Trading etc.	10







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ABOUT EXAMINATION/EVALUATION

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2-Pattern of paper shall be decided by concerned Subject Faculty and Skill Partner for their part. Skill Partner may adopt pattern as mentioned in B-Point of allocation of marks for evaluation/test purpose.

Suggested Continuous Evaluation Methods

Continuous Internal Evaluation shall be based on as per following pattern:

Class Test-I (Objective Questions) (05 Marks)

Class Test-II (Objective Questions) (05 Marks)

Class Test-III (Objective Questions) (05 Marks)

Class Test-IV (Descriptive Questions) (05 Marks)

Overall performance throughout the Semester (includes Attendance, Behavior, Discipline, Participation in Different Activities) ------(05 Marks)

ABOUT PRACTICAL/SKILL SYLLABUS, TRAINING & TEST ETC (4 Credits)

- 1- Practical work will be based on any contents or topic of syllabus of theoretical paper.
- 2- Content or topic for all components of practical work shall be decided by subject teacher in consultation with skill partner.
- 3- Test or evaluation for practical work will be conducted by skill partner in association/consultation with concerned institution/subject teacher.
- 4- Number of total credits for practical/skill part will be four.

ALLOCATION OF MARKS

A- Theoretical Part -----TOTAL CREDIT-2

Internal by the institution (ICE) - 25 Marks
College/Institution - 75 Marks
Total Maximum Marks- 100 Marks

Passing Marks- 10+25=35 Marks

& Practical/Skill Part -----TOTAL CREDIT-4

Assignment / Practical- 50 Marks-----CREDIT-1

Internship- 50 Marks-----CREDIT-1 Project - 50 Marks-----CREDIT-1

Survey Report- 50 Marks-----CREDIT-1

Total Maximum Marks- 200 Marks
Minimum Passing Marks- 80 Marks

Note- 1- Total Minimum passing marks for section A & B - 35+80=115

2-Total Maximum Marks for section A & B - 100+200=300

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4. Moving from Traditional to Digital. Pearson India

6. Ryan, Damian and Jones Calvin (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation.

Suggested Continuous Evaluation Methods:

be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment (04 marks)

Class Test-I (Objective Questions) (04 marks)

Class Test-II (Descriptive Questions) (04 marks)

Class Test-III (Objective Questions) (04 marks)

Class Test-IV (Descriptive Questions) (04 marks)

Overall performance throughout the Semester (includes Attendance, Behavior, Discipline, Participation in Different

Activities)(05 marks OR

INTERNAL ASSESMENT (25 Marks)/: Two Mid Term Test and credit final score average of two midterm test...

Written Test - 10 marks

Attendance - 5 marks

Assignment/ Research Based Project - 10 marks

Research Orientation of the student.

Suggested Additional resources

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Programme / Class:

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A State University - Government of U.P.; NAAC Accredited; ISO 9001:2015 Certified

Course Title: Digital Marketing Vocational course: Semester-III

Diploma / Gra	duation	Year: Second	Semester:	Diliti
	Vocatio	nal Course:	(Elective)	
				1
		Course Title: this course a student will have	Digital Marketing	
2- Ability to relevance. 3-Ability to 4-Ability to	understand the concept of understand the terminol identify the appropriate apply basic Digital Mark understand the concept of understand the understand the understand the understand the understand the understand the understand the understand the understand the un	of Digital Marketing along wit ogies associated with the field method and techniques of Dig	th the basic forms and norms of of Digital Marketing and contributed the forms of the basic forms and norms of the basic forms	ol along with their rent problems.
Paper Title		DICITAL MARKETTA	C CON LINE COL	
Credit	s: 2	(Elective/Commu	G STRATEGY & METHODS	**
		(Siccaye Compa	isory)- Compulsory	
Max. Marks: 2	5+75		di p i i i i i	i'
		torials-Practical (in hours p	Min. Passing Marks: 10 + 30	
New York	1	details Tructical (in nouts p	er week): L=1-P: 1-0-4	
Unit	-	Topics		No. of Lectures Total=30
ı	DIGITAL MARKETING STRATEGY-Need and Importance, Digital Marketing Tactics to Use-: Mobile-first marketing, Multi-platform content strategy, Brand storytelling, Chatbot marketing, Voice/visual search			7 .
п	Digital Marketing Strategy, Implementation and Executional considerations for BtoB and BtoC brands and provides a detailed understanding of all digital channels and platforms.			5
Ш	Setting up the Digital Platforms. like Social Media Marketing Plateform, Biogging, Twitter, LinkedIn etc. Market Research and Analysis and Positioning, Competitor Analysis and Choosing the Right Platform,			6
IV	Competitor audit and Analysis, Develop of Own Digital Marketing Strategy, Online Reputation Management, Practically Use Social Media Plateforms for Marketing.			6
v	Content warketing, inito	Marketing Tools like Email Marketing, Affiliate Marketing, Affiliate Marketing, Peecerete,	ling Pay-pay-ellek	6



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2-Pattern of paper shall be decided by concerned Subject Faculty and Skill Partner for their part. Skill Partner may adopt pattern as mentioned in B-Point of allocation of marks for evaluation/test purpose.

Suggested Continuous Evaluation Methods

Continuous Internal Evaluation shall be based on as per following pattern: Class Test-I (Objective Questions) -----(05 Marks) Class Test-II (Descriptive Questions----(05 Marks) Class Test-III (Objective Questions) -----(05 Marks) Class Test-IV (Descriptive Questions) -----(05 Marks) Overall performance throughout the Semester (includes Attendance, Behavior, Discipline, Participation in(05 Marks) Different Activities) -----ABOUT PRACTICAL/SKILL SYLLABUS, TRAINING & TEST ETC (4 Credits)

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ALLOCATION OF MARKS

A-Theoretical Part -----TOTAL CREDIT-2

Internal by the institution (ICE) -

. 25 Marks

College/Institution -

75 Marks

Total Maximum Marks-

100 Marks

Passing Marks-

10+25=35 Marks

B-Practical/Skill Part -----TOTAL CREDIT-4

50 Marks-----CREDIT-1 Assignment /Practical-

Internship-

50 Marks-----CREDIT-1

Project - '

50 Marks-----CREDIT-1

Survey Report-

50 Marks-----CREDIT-1

Total Maximum Marks-

200 Marks

Minimum Passing Marks-

80 Marks

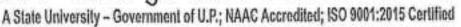
Note- 1- Total Minimum passing marks for section A & B - 35+80=115

2-Total Maximum Marks for section A & B - 100+200=300

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Assessment and Presentation of Assignment (04 marks)

Class Test-1 (Objective Questions) (04 marks)

Class Test-II (Descriptive Questions) (04 marks)

Class Test-III (Objective Questions) (04 marks)

Class Test-IV (Descriptive Questions) (04 marks)

Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different

Activities)(05 marks OR

INTERNAL ASSESMENT (25 Marks)/: Two Mid Term Test and credit final score average of two midterm test...

Written Test - 10 marks

Attendance - 5 marks

Assignment/ Research Based Project - 10 marks

Research Orientation of the student.

Suggested Additional resources

Blanchard O. (2014) Social Media ROI: Managing and Measuring Social Media Efforts in Your Organisation.

Charlesworth, Alan (2018). Digital Marketing: A Practical Approach.

2- Gay, Richard, Alan Charlesworth, and Rita Esen. Online Marketing: a customer-led approach. Oxford University Press Inc., New York.

3- Ryan, Damian (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation.

4- Tasner, M. (2015) Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching

Your Customers First, 2/E, Pearson

Blog: -COMMERCE MASTER, LINK- https://pkworldeducation.blogspot.com/?m=1

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https://www.facebook.com/groups/1448502708810040/?ref=share

Note- Latest edition of the textbooks should be used.



Mahatma Jyotiba Phule Rohilkhand University, Bareilly (महात्मा ज्योतिबा फुले रूहेलखण्ड विश्वविद्यालय, बरेली



A State University -- Government of U.P.; NAAC Accredited; ISO 9001:2015 Certified

Course Title: Digital Marketing Vocational course: Semester-IV

Programme / Class: Diploma / Graduation		Year: Second	Year: Second Semester: Fourth		
		nal Course:	(Elective)	TO CHARLE THE	
	4 1000		(Elective)		
Course Code: MJPRU01023 Course Title			arse Title: Digital Marketing	le: Digital Marketing	
and monitorin	sting is where marketing r es. It includes online adve ng, and scarch engine opti	neets the internet and other for extising and participating in soc mization. Through a combination oing, implementing, and evalua	ns of new media, such as smar	rt phones and even de online listening	
Paper Title	e	SOLL SALLE	EOD DICERLY ACCOUNT		
Credits: 6 (SOFT SKILLS	FOR DIGITAL MARKETI (Elective)	NG	
			(Elective)	**	
Max. Marks:		M	fin. Passing Marks; 10 + 30		
Т	otal No. of Lectures-To	utorials-Practical (in hours pe	er week): L-T-P: 1-0-4		
Unit		Topics		No. of Lectures Total=30	
1	Introduction to Soft Skills and Hard Skills, Types; Need & Importance of Soft Skills in Digital Marketing; Soft Skill V/s Hard Skills			5	
п	Professional Communication Skills, Social Media Skills, Profile Creation Digital Platforms Skills, Smoothly Operation of Digital Platforms.			5	
ш	Marketing Skills, Customer Service Skills, Human Resources Skills, Management Skills, Effective Decision Making Skills, Reasoning Skills etc			6	
IV	Business Development & Sales Roles Skills, Official Reporting Skills, Presentation Skills, Data Analysis Skills, Creative Writing Skills, Creativity, Intuitive, Interpersonal Relationship Skills			6	
v	Interview, Training, P Website Development Interchange, Informati	R, PPT etc. skills, Skills, Electronic Payment Sys on Technology & Computer Ba	tem, Electronic Data ased Designing Skills,	8	



महात्मा ज्योतिबा फुले रूहेलखण्ड विश्वविद्यालय, बरेली

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ABOUT SKILL PARTNER

Skill Partner may be any business organization, Cooperative Society, Not Profit Organization, Qualified Professionals, Trust, NGO, MNCs, Association of Individuals, Federation, Charity Organization, Chamber of Commerce, Federation of Industries, Technical or Professional Institutions, National or International Level Organization/Association Federation and like this pattern.

ABOUT EXAMINATION/EVALUATION

I-For Practical/Skill and Theoretical part, examination may be conducted online or offline or in mixed format, as circumstances allow and students feel comfortable.

2-Pattern of paper shall be decided by concerned Subject Faculty and Skill Partner for their part. Skill Partner may adopt pattern as mentioned in B-Point of allocation of marks for evaluation/test purpose.

Suggested Continuous Evaluation Methods

Continuous Internal Evaluation shall be based on as per following pattern:

Class Test-I (Objective Questions) — (05 Marks)
Class Test-II (Descriptive Questions) — (05 Marks)
Class Test-III (Objective Questions) — (05 Marks)
Class Test-IV (Descriptive Questions) — (05 Marks)

Overall performance throughout the Semester (includes Attendance, Behavior, Discipline, Participation in Different Activities) ------(05 Marks)

ABOUT PRACTICAL/SKILL SYLLABUS, TRAINING & TEST ETC (4 Credits)

- 1- Practical work will be based on any contents or topic of syllabus of theoretical paper.
- 2- Content or topic for all components of practical work shall be decided by subject teacher in consultation with skill partner.
- 3- Test or evaluation for practical work will be conducted by skill partner in association/consultation with concerned institution/subject teacher.
- 4- Number of total credits for practical/skill part will be four.

ALLOCATION OF MARKS

A- Theoretical Part -----TOTAL CREDIT-2

Internal by the institution (ICE) - 25 Marks

College/Institution - 75 Marks

Total Maximum Marks- 100 Marks

Passing Marks- 10+25=35 Marks

R-Practical/Skill Part -----TOTAL CREDIT-4

Assignment / Practical- 50 Marks-----CREDIT-1
Internship- 50 Marks-----CREDIT-1

Survey Report- 50 Marks----Total Maximum Marks- 200 Marks

Minimum Passing Marks- 80 Marks

Note- 1- Total Minimum passing marks for section A & B - 35+80=115

2-Total Maximum Marks for section A & B - 100+200=300

3 FF 200-300



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Suggested Readings:

- 1. Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston (2015). Internet Marketing: Strategy, Implementation, a Practice, Pearson India
- Frost, Raymond D., Alexa Fox, and Judy Strauss (2018). E- Marketing. Routledge
- Gupta, Seema (2018). Digital Marketing. McGraw Hill Education (India) Private Ltd.
- 4. Kapoor, Necru. E-Marketing, Pinnacle learning
- Kotler, Philip, HermawanKartajaya, and Iwan Setiawan (2017). Digital Marketing:
- 4. Moving from Traditional to Digital, Pearson India
- 6. Ryan, Damian and Jones Calvin (2016). Understanding Digital Marketing: Marketing Strategies for engaging Digital Generation.

Suggested Continuous Evaluation Methods:

be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment (04 marks)

Class Test-I (Objective Questions) (04 marks)

Class Test-II (Descriptive Questions) (04 marks)

Class Test-III (Objective Questions) (04 marks)

Class Test-IV (Descriptive Questions) (04 marks)

Overall performance throughout the Semester (includes Attendance, Behavior, Discipline, Participation in Differen

Activities)(05 marks OR

INTERNAL ASSESMENT (25 Marks)/: Two Mid Term Test and credit final score average of two midterm test.

Written Test - 10 marks

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