

**Model Syllabus for 4-Year UG Honours in B.B.A.(Digital Marketing) as Major
in consonance with Curriculum framework w.e.f. AY 2026-27
COURSE STRUCTURE**

Year	Semester	Course	Title of the Course	No.of Hrs /Week	No. of Credits
II	IV	8	Affiliate Marketing	4	4
		9	Search Engine Marketing	4	4
		10	Financial Management	4	4

SEMESTER-IV
COURSE 8: AFFILIATE MARKETING

Theory 4 hrs/week

Credits: 4

Course Objectives

This course is designed to:

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

Course Outcomes(COs)

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

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

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

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

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

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

Unit I: Introduction to Affiliate Marketing

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

Unit II: Affiliate Program Enrolment and Management

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

Unit III: Types of Affiliate Marketing

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

Unit IV: Affiliate Marketing Strategies & Challenges

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

Unit V: Setting Up and Scaling an Affiliate Program

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

Student-centric activities

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

Reference Books (APA Style)

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

MODEL QUESTION PAPER
SEMESTER-IV
COURSE 8: AFFILIATE MARKETING
(w.e.f. 2026-27)

Time :3Hrs

Max Marks 75

SECTION - A

Answer any Five of the following

5 X 3= 15 Marks

1. Short answer question from Unit-1
2. Short answer question from Unit-1
3. Short answer question from Unit-2
4. Short answer question from Unit-2
5. Short answer question from Unit-3
6. Short answer question from Unit-3
7. Short answer question from Unit-4
8. Short answer question from Unit-4
9. Short answer question from Unit-5
10. Short answer question from Unit-5

SECTION - B

Answer Five of the following

5 X 12= 60 Marks

11. Long answer question from Unit-1
- OR**
12. Long answer question from Unit-1
13. Long answer question from Unit-2
- OR**
14. Long answer question from Unit-2
15. Long answer question from Unit-3
- OR**
16. Long answer question from Unit-3
- OR**
17. Long answer question from Unit-4
- OR**
18. Long answer question from Unit-4
19. Long answer question from Unit-5
- OR**
20. Long answer question from Unit-5