

SRI VENKATESWARA UNIVERSITY::TIRUPATI**Programme: BBA Honours in DIGITAL MARKETING (Major)****w.e.f. AY 2023-24****COURSE STRUCTURE**

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	Fundamentals of Commerce	4	4
	2	Business Organization	4	4
Semester-II	3	Fundamentals of Digital Marketing	4	4
	4	E-Marketing	4	4
Semester-III	5	Social Media Marketing	4	4
	6	Search Engine Marketing	4	4
	7	Search Engine Optimization	4	4
	8	Web Analytics	4	4
Semester-IV	9	Affiliate Marketing	4	4
	10	Search Engine Optimisation	4	4
	11	SEMRush	4	4
Semester-V	12	E-Mail Marketing	4	4
	13	Mobile Marketing	4	4
	14	Content Marketing (OR) Content Management System	4	4
	15	IT Tools for Digital Marketing (OR) AI in Digital Marketing		
Semester-VI	Internship			
Semester-VII		Courses will be available in due course of time		
Semester-VIII		Courses will be available in due course of time		

BBA HONOURS
(DIGITAL MARKETING)
II YEAR - IV SEMESTER

SRI VENKATESWARA UNIVERSITY

BBA (DIGITAL MARKETING) – W.E.F. 2023-24

SEMESTER – IV

Sl. No.	Course	Name of the Subject	Total Marks	Internal Exam	Sem. End Exam	Teaching Hours	Credits
1.	Skill Enhancement Course-1		50	---	50	2	2
2.	Multidisciplinary Course-1		50	---	50	2	2
3.	Major - Course 9	Affiliate Marketing	100	25	75	4	4
4.	Major - Course 10	Search Engine Optimisation	100	25	75	4	4
5.	Major - Course 11	SEMRush	100	25	75	4	4
6.	Minor Paper - 1		100	25	75	4	4
7.	Minor Paper - 2		100	25	75	4	4
8.	Courses with Practicals		50	---	50	2	1

SEMESTER-IV

COURSE 9: AFFILIATE MARKETING

Theory

Credits: 4

4 hrs/week

Course Objective:

Affiliate Marketing has been designed to give you the skills, knowledge, insights and tools that will immediately help to improve your organizations marketing goals. Affiliate Marketing helps to Promote Your Own Business In An Effective Manner.

Learning Outcomes:

- Affiliate marketing helps in building performance-base. It helps broaden your audience.
- Affiliates can boost your reputation. It's cost effective. Affiliates can rapidly scale your traffic and sales

UNIT I:

Introduction to affiliate marketing how affiliate marketing works-affiliate program payment methods- cookies, cookie stuffing and affiliates-ad sense- email spam, adware, trademark bidding-tiered affiliate marketing cross selling and up selling-multi tier marketing and commissions.

UNIT II:

Enrolling in an affiliate marketing program-signing up as an affiliate-logging into your affiliate account-integrating affiliate links into your websites-monitoring affiliate performance and tracking sales - setting up an affiliate website. Promoting your affiliate program-performing market analysis and market research-market strategies establishment-affiliate marketing and organic search optimization.

UNIT III:

Types of Affiliate Marketing Search affiliates-Price comparison service websiteLoyalty websites-Cause related and coupon websites Content and niche market websitePersonal weblogs and website syndicates-Email marketing and shopping directoriesRegistration or co-registration affiliates-File sharing affiliates.

Unit IV:

Strategies to improve affiliate marketing - affiliate links and how to deal with them-promoting your affiliate program-overcoming the challenges of affiliate marketing, performing market analysis and market research-market strategies establishment-affiliate marketing and organic search optimization.

Unit V:

Setting Up affiliate Marketing Program - How to attract affiliates-Hosting and implementing an affiliate program-Growing your Affiliate Numbers. Setting up an affiliate program-Affiliate network service agreement-Data feeds and customer returns. Merchants/publisher management-Affiliate program promotion and content pages, Screen Affiliates-Combating affiliate fraud

TEXT BOOKS

- 1) Bruce C. Brown: The Complete Guide to Affiliate Marketing on the Web: How to Use and Profit from Affiliate Marketing Programs. (2008)
- 2) Eugenia Prussakov: Affiliate Program Management: An Hour a Day (2011).
- 3) Affiliate Marketing 2023 - Step by Step Michael Gordon Cohen (2023).
- 4) Evergreen Affiliate Marketing: Master the Mindset, Learn the Strategies and Apply the Systems Used by the World's Wealthiest Affiliate Marketers. Nate McCallister, Iram Allam, et al.(2021)

BBA Honours (Digital Marketing)
Model Question Paper
With Effect from 2024-25
SEMESTER – IV

COURSE 9: AFFILIATE MARKETING

Section A

Answer any Five of the following

5 X 3=15 M

- 1.
- 2.
- 3.
- 4.
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- 10.

Section – B

Answer any Five Questions

5 X 12 = 60M

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SEMESTER-IV
COURSE 10: SEARCH ENGINE OPTIMISATION

Theory

Credits: 4

4 hrs/week

Course Objective: To make reports and help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

Learning Outcomes:

1. Submit site maps and individual URLs for crawling.
2. Review index coverage to make sure that Google has the freshest view of website.

UNIT-I:

Overview: Performance: total clicks, total impression, avg. CTR, avg position - URL Inspection: URL on is Google – view crawled page–view source, learn more option

UNIT-II:

Index: Coverage: valid, excluded, valid with warnings, submitted and indexed, discovery, referring page, pages with errors, valid pages – Sitemaps - add new sitemap, submitted site maps, type, submitted, last read, status, discovered URLs.

UNIT-III:

Enhancements:- Core web vitals - Mobile usability - AMP- bread crumbs - FAQ- How to – Logos - Review snippets - Site Links Search box

UNIT-IV:

Security & Manual Actions: Manual actions-How do I remove Manual Actions in Search Engine Optimisation - security issues and its report-

UNIT-V: Legacy Tools and Reports: Links - settings - submit feedback - about new version - International targeting – messages - URL parameters - web Tools

REFERENCES:

The Ultimate Guide to Google Search Console 2021 by Aja From @ ajavuu,

<https://blog.hubspot.com/marketing/google-search-console>

2. Google searchconsole: Knowledge panel by Sajith Thomo sand Evin Jaison 2016

3. Google Search Console : A Complete Guide by Gerard us Blokdyk 2018, Book shout publis hers

Activities

Written Assignments

- Oral Presentation
- Quiz Programme

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SEMESTER – IV
COURSE 10: SEARCH ENGINE OPTIMISATION

Section A

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SEMESTER-IV

COURSE 11: SEMRush

Theory

Credits: 4

4 hrs/week

Course Objectives:

SEMRush is an SEO tool that does keyword research, tracks the key word strategy used by competitors, runs an SEO audit of a blog and looks for back -linking opportunities.

Learning Outcomes:

Save time & budget. Stay creative with your content while *Semrush* takes care of the data. Over 7 million users have registered for *Semrush*.

UNIT-I:

Keyword Research: Analyze Search Intent Instantly with Semrush- Keyword Research-The Ultimate Keyword Research Checklist - Semrush Keyword Difficulty: Now More Accurate Than Any Other Tool-How to Use Semrush for Key word Research

UNIT- II:

Keyword Ranking: How to Track Your Keywords on Google (with Semrush) - Search Engine Ranking: How to Use Semrush to Track Keywords and Positions - How To Measure SEOShare of Voice on Semrush - How To Use Semrush Sensor To Get SERP Volatility Insights - How to Track SERP Rankings with the Semrush Position

UNIT-III:

LINK Building: How to Use Outreach for Link Building- Ways to Make the Best of SEO Link Building with Semrush - Semrush Back links Update 2021: How We Built a New Back links -Fastest Back link Discovery Tool as A semrush

UNIT-IV:

Social Media and Local SEO: How to Use the Free Semrush Social Media Tool for Every Platform-Effective Online Reputation Management: Reasons To Monitor Mentions-How to Track SEO in Multiple Cities with Semrush –How To Improve Your Local SEO

UNIT-V:

SEO Traffic Analysis and Competitor Research: How to Target and Win SERP Features - How to Find Marketing Insights Using Audience Overlap-Progress Report in Just 4 Steps: How - How to Analyze Competitor Website Traffic with. Trends - Competitor Insights.

REFERENCES:

1. SEM rush for Advanced Digital Marketing Strategy by Justin Womack 2017, Publisher: Packt
2. SEM Rush: A Guide to Complete SEO and PPC Dominance by Matthew Powell
2017 Publisher: Matthew Powell

Activities

Written Assignments

Oral Presentation

Quiz Programme

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Model Question Paper

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SEMESTER – IV

COURSE 11: SEMRush_

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