



**JHARKHAND UNIVERSITY OF TECHNOLOGY**  
**Ranchi**

**MBA SYLLABUS**  
**COMPULSORY CORE COURSES**  
**4<sup>th</sup> SEMESTER**

## **SUBJECT: WEB BASED ADVERTISING (WBA)**

### **SUBJECT CODE: MBA 401 (SDC)**

<b>Total Credits: 04</b>	<b>Full Marks: 100</b>
<b>Total Credit Hours: 60 hours</b>	<b>Internal Assessment Marks: 40</b> <b>(Teacher's Assessment: 20 + Mid Term Examination: 20)</b>
<b>Periods: Lectures-2, Tutorial-1, Practical-1.</b>	<b>End Term Examination Marks: 60</b>

### **Course Objectives:**

The objective of the course is to apprise the students of the usefulness of internet in the field of advertising and to educate the students in designing the advertisements by using the digital technology.

### **Learning Outcomes:**

1. The student will be able to identify and define the advertising concepts and review the advertising media.
2. Design effective visual communication for various advertising approaches that combine the use of print, online/digital, and other multimedia communication.
3. The course will be able to train the students in designing and uploading advertisements on the internet

### **Unit I (12 Hours)**

#### **Basics of Web based Advertising**

Definition, concept, nature and scope of advertising; Types of advertising and innovations; Advertising on internet as different from print, radio and television; Use of internet as a strategic information warfare; Process and need of public relations; PR as a communication tool

### **Unit II (12 Hours)**

#### **Advertising Branding & Presentation**

Concepts of internet advertising; Advantages of internet advertising; Digital presentation on internet; Brand promotion on internet, global reach and international clients; Introduction to Macromedia Flash and Gif Animations

### **Unit III (12 Hours)**

#### **Process of Advertising and Interactive Packaging**

Elements of interactive packaging of internet advertising; Interactive media and packaging, hyperlink-based advertisements; Developing flash based simple animations and gif

animations; Packaging of a web-based interactive advertising campaign; Search marketing and e-mail marketing

#### **Unit IV (12 Hours)**

##### **Web Designing and its Application**

Digital ad designing for internet; File transfer protocols; File size constraints and compressions used in uploading advertisements; FTP software and their applications in uploading HTML files & pictures; FTP Software applications in updating existing websites

#### **UNIT V (12 Hours)**

##### **Developing and maintaining website for e-marketing**

Measuring and Evaluating Web Marketing Programs; Variables used to measure website traffic, audiences and marketing campaigns; Measuring internet advertising effectiveness; Role of social media in advertising.

**PRACTICAL:** Objective of the practical programme is to train the students in designing and uploading advertisements on the internet

#### **Exercises/Assignment**

1. Design and prepare advertisements for website
2. Learn uploading of advertisements on websites
3. Develop a campaign (product and social advertising) for internal and place them on CMS website or on a pseudo server or on a free website

#### **TEXT BOOKS:**

1. Web based Advertising, Singh B, Anamika Publishers, 2017 First Edition.
2. Online Advertising and Promotion: Modern Technologies for Marketing Payam Hanafizadeh and Mehdi Behboudi ; IGI Global Publisher
3. Aaker & Myers: Advertising Management, Prentice Hall Inc.

#### **REFERENCE BOOKS:**

1. Borden & Marshall: Advertising Management; MV Taraporevala Sons' Co Pvt. Ltd, Richard D Irwin Inc. Homewood, Illinois.
2. Chunawala & Sethia: Foundations of Advertising Theory & Practice; Himalaya Publishing House.

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**SUBJECT: COMPREHENSIVE VIVA VOCE (CVV)**

**SUBJECT CODE: MBA 402 (CCC)**

<b>Total Credits: 02</b>	<b>Full Marks: 100</b>
<b>Periods: Lectures-0, Tutorial-0, Practical-2.</b>	<b>Internal Assessment Marks: 20</b> <b>End Term Examination Marks: 80</b>

**Course Objectives:** The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the course of two-year studies at this master's programme.

**Comprehensive Viva:** There shall be Comprehensive Viva Voce. It will carry 100 marks.

**Evaluation:** Comprehensive Viva Voce will be conducted by a Board of examiners comprising the Director/Dean/HOD and one external expert. The quorum shall be deemed to have been met if 2 out of 3 members are present.

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## **SUBJECT: FINAL DISSERTATION / PROJECT [FDP]**

### **SUBJECT CODE: MBA 403 (CCC)**

Total Credits: 02	Full Marks: 100
Periods: Lectures-0, Tutorial-0, Practical-2.	Internal Assessment Marks: 20 End Term Examination Marks: 80

**Course Objectives:** The objective of the project course is to help the student develop ability to apply multi- disciplinary concepts, tools and techniques to analyse and logically approach the problems.

#### **Learning Outcomes:**

1. To demonstrate a sound technical knowledge of their selected project topic.
2. To undertake problem identification, formulation and solution.
3. To select from different methodologies, methods and forms of analysis to produce a suitable research design, and justify this design.

#### **TYPE OF PROJECT**

The project may be from any one of the following types:

- i) Comprehensive case study (covering single organization/multifunctional area problem formulation, analysis and recommendations).
- ii) Inter-organizational study aimed at inter-organizational comparison/validation of theory/survey of digital management practices.
- iii) Field study (empirical study).

#### **PROJECT PROPOSAL**

Proposal should be prepared in consultation with the supervisor and submitted to the Department.

The Proposal may have the following components:

- i) Introduction, brief background, and rationale of the topic chosen for the project.
- ii) Brief Introduction and vital details of the organization/s understudy.
- iii) Statement of the problem.
- iv) Objectives of the Project (clearly stated in behavioural terms).
- v) Research Methodology
- vi) Limitation of the proposed project, if any.
- vii) Any other relevant detail which will help better appreciation and understanding of the project proposal.

### **PROJECT PROPOSAL EVALUATION:**

The project proposal will be evaluated by the panel, the student will give the presentation to the panel.

In case of non-approval of the proposal the comments/suggestions for reformulating the project, proposal will be communicated to the student. In such case, the revised project proposal should be submitted within 7 days, which shall be evaluated on similar guidelines.

### **PROJECT PRE-SUBMISSION:**

After approval of the project proposal, the students shall complete their projects and submit the completed Project Report (Spiral bound) for final internal evaluation. The guidelines for project report are as follows:

- The length of the report may be about 50 to 60 double spaced typed pages not exceeding approximately 18,000 words(excluding appendices and exhibits).However, rational variation on either side is permissible.
- The Project Report may have the following:
  - Cover Page – must have the title of the Project, name & logo of college / university, name and university roll no. of the student and the name of the guide, along with the designation and department.
  - Detailed table of contents with page nos.
  - All pages of the project report must be numbered as reflected in the table of contents.
- Project Proposal, properly bound in the project and not just stapled. Please note that project with stapled Proposal will not be accepted.
  - Certificate of originality- duly signed by the student and the guide with dates.
  - Introduction to the project and review of literature along with brief details of the organization/s understudy.
  - Rationale
  - Statement of problem
  - Objectives of the Project
  - Scope of the study
  - Research Methodology
  - Details of the tools:
    - ✦ The Questionnaire and other methods used and their purpose
    - ✦ Reliability and Validity of the tools used
    - ✦ Administration of tools and techniques
    - ✦ Data collection
    - ✦ Data Handling, Statistical tools used for Data Analysis
    - ✦ Data Interpretation and Findings
    - ✦ Recommendations
    - ✦ Summary and Conclusion
    - ✦ Limitations of the Project
    - ✦ Reference/Bibliography
    - ✦ Annexures/Appendices (Questionnaire used etc.)

The spiral bound project report will be evaluated by a panel of teachers.

In case of non-approval of the final project report, the comments/suggestions for revising the project report will be communicated to the student. In such case, the revised project report should be submitted within 7 days, which shall be evaluated on similar guidelines.

**SUBMISSION OF FINAL PROJECT REPORT:**

After incorporating changes, if any, pointed out during internal evaluation, the final Project Report in Hard Bound form (3 copies) shall be submitted by the student at least 3 working days before final viva voce. After signing of certificate by student and supervisor, one copy will be retained by the supervisor, second copy by the student and third copy shall be produced at the time of viva-voce, which shall be maintained by the department as record.

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