

ACADEMIC PLAN

Name of the Faculty: **Mr. M. INTHIYAZ AHAMMAD**

Course: **B.B.A Semester – 4**

Subject: **Marketing Management**

Date	Name of the Chapter	Hours Required
25/11/2024 TO 10/12/2024	Introduction Marketing Management.	12
11/12/2024 TO 27/12/2024	Segmentation, Targeting and Positioning	12
28/12/2024 TO 20/01/2025	Introduction of Product.	12
21/01/2025 TO 07/02/2025	Pricing and Distribution.	12
10/02/2025 TO 05/03/2025	Promotional Mix in Marketing Decisions	12
	Total Number of Hours	60

Course: **BCA Semester – 4**

Subject: **Affiliate Marketing**

Date	Name of the Chapter	Hours Required
25/11/2024 TO 08/12/2024	Introduction to affiliate marketing how affiliate marketing works	10
09/12/2024 TO 27/12/2024	Enrolling in an affiliate marketing program-signing up as an affiliate	14
28/12/2024 TO 20/01/2025	Types of Affiliate Marketing Search affiliates	12
21/01/2025 TO 06/02/2025	Strategies to improve Affiliate Marketing	12
10/02/2025 TO 05/03/2025	Setting Up affiliate Marketing Program	12
	Total Number of Hours	60

Name of the Faculty: **Mr. M. INTHIYAZ AHAMMAD**

Course: **B.C.A (CA) Semester – 2**

Subject: **Fundamentals of Digital Marketing**

Date	Name of the Chapter	Hours Required
16/12/2024 TO 08/01/2025	Introduction to Digital Marketing (with Basic Marketing Concepts)	12
10/01/2025 TO 31/01/2025	Marketing Automation	12
03/02/2025 TO 25/02/2025	Digital Marketing Mix	12
26/02/2025 TO 15/03/2025	Email Marketing	12
17/03/2025 TO 02/04/2025	What are Blogs - Importance of Blogs	12
	Total Number of Hours	60

Course: **B.B.A Semester-2**

Subject: **Skill Course: Marketing Skills,**

2 hours/week

Date	Name of the Chapter	Hours Required
16/12/2024 TO 31/01/2025	Introduction to Marketing	10
03/02/2025 TO 02/03/2025	Marketing Mix	12
01/03/2025 TO 01/04/2025	Nature and Role of Selling	08
	Total Number of Hours	30