

KLE Society's  
**Lingaraj College, Belagavi**  
(Autonomous)

Department of BBA

**B.B.A. : VI Semester**

**Website and Inbound Marketing**

**(w.e.f.2018-19 and Onwards)**

<b>Teaching hours per week – 04 :</b>	<b>Maximum Marks</b>	<b>:</b>	<b>100 Marks</b>
	<b>Semester End Examination</b>	<b>:</b>	<b>70 Marks</b>
	<b>Internal Assessment</b>	<b>:</b>	<b>30 Marks</b>

**Course Outcome:**

**At the end of this course students will be able to:**

1. understand how to plan a user-friendly website and build the same using different website building platforms.
2. know how to make a secured hosting.
3. know how to drive the target traffic through building a conversion-oriented landing page.
4. understand the content optimization strategies for the website.
5. Understand the working of e-mail and mobile marketing strategies.
6. know how to re-engage the user through inbound marketing by knowing the buyer persona.

**Syllabus**

<b>UNITS</b>	<b>Syllabus</b>	<b>HOURS</b>
Module I	Website Planning and Structure – WWW, Domains, Buying a Domain, Website Language & Technology, Core Objective of Website and Flow, One Page Website, Strategic Design of Home Page, Strategic Design of Products & Services Page, Strategic Design of Pricing Page, Portfolio, Gallery and Contact Us Page, Call to Action (Real Engagement Happens), Designing Other Pages.	10 Hours
Module II	Landing Page Conversion Oriented Landing Page Design Investment in Landing Page Is it for me? What is it? Critical Concerns to Address on Landing Page What's the Next Step Conversion Optimization Role of Conversion Understanding Customer Psyche Conversion Optimization User Flow and Persuasion Online Persuasion True Meaning of Landing Page User Flow and Online Persuasion.	8 Hours

Module III	Conversion Optimization Patterns for Engaging website Visitors Patterns for Engaging Website Visitors Pattern #1 - Pop-Ups Pattern #2 - Pop Under Call-to-Action Pattern #3 - Inside Article CTA, Google Analytics Tracking Code, Website Auditing, Designing , Wordpress Website	10 Hours
Module IV	Email Marketing – Content Writing Email Machine – The Strategy Email Frequency Why People Don’t Buy The Fuel – Value Triggers in Email using 4Ps Sequence of Email Triggers Email – Topic Email – Intro Email – Product Email - Secondary Value Email - Fear Email– Regret Email – Ask for Sales Email – Reinforcement Email – Offers Announcements Email– Urgency Email– Cross Sales Email– Re-Engagement Email– Buyer vs Consumer with examples.	10 Hours
Module V	Email Marketing Advance Level Email Software and Tools Importing Email Lists Planning Email Campaign Email Templates and Designs Sending HTML Email Campaigns WebForms Lead Importing Integrating Landing Page Forms Campaign Reports and Insights Segmentation Strategy Segmentation Lists Auto-Responder Series Triggering Auto – Responder Emails Auto Responder Actions	10 Hours
Module VI	Mobile Marketing: Understanding Mobile Devices - Mobile Marketing and Social Media - Mobile Marketing Measurement and Analytics - Fundamentals of Mobile Marketing - Key industry terminology - Creating mobile website through wordpress - Using tools to create mobile websites. Using tools to create mobile app Advertising on mobile (App & Web) - Targeting ads on Apps - Targeting ads via location - Targeting ads on search engine - Content Marketing on mobile - Mobile strategy-segmentations option targeting and differentiation - Mobile marketing mix -SMS marketing . Creating mobile application - Uploading mobile app in Android and iOS	12 Hours

#### **TEXT BOOKS:**

1. Web Designing and Development: Training Guide (Satish Jain)
2. Inbound Marketing and SEO (Rand Fishkin, Thomas Hogenhaven)

#### **REFERENCE BOOKS:**

1. Inbound Marketing for Dummies (Scott Anderson Miller)
2. Email Marketing: Using Email to Reach Your Target Audience and Build Customer Relationships (Jerry I Reitman Anthony Priore Jim Sterne Reitman Priore Stern-E)
3. Mobile Marketing: Finding Your Customers No Matter Where They Are (Cindy Krum)
4. Mobile App Marketing & Monetization (Alex Genadinik)