# BOS MEETINGS FOR 2024-25 PROFORMA FOR CURRICULUM

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| G:\PRGC Logo Latest.png | **Pithapur Rajah’s Government College**  **(Autonomous) Kakinada** | **Program & Semester**  II BBA  IV SEMESTER | | | |
| Course Code | **TITLE OF THE COURSE**  **AFFILIATE MARKETING** |
| Teaching | Hours Allocated: 60  (**Theory**) | L | T | P | C |
| Pre-requisites: |  | 3 | 1 | - | 3 |

**CourseObjectives:**

1. Affiliate Marketing has been designed to give you the skills, knowledge, insights and tools that will immediately help to improve your organizations marketing goals.

1. Affiliate Marketing helps to Promote Your Own Business In An Effective Manner.

# CourseOutcomes:

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| On Completion of the course, the students will be able to- | |
| CO1 | Understand the Affiliate marketing helps in building performance-base. It helps broaden your audience. |
| CO2 | Analyze the Affiliates can boost your reputation. It's cost effective. Affiliates can rapidly scale your traffic and sales |
| CO3 | Design Affiliate marketing programs that directly support business and marketing goals |
| CO4 | Identify the major Affiliate marketing portals that can be used to promote a company, brand, product services. |
| CO5 | Implement a process for planning search engine marketing activities. |

**Course with focus on employability / entrepreneurship / Skill Development modules**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| Skill Development |  |  | Employability |  |  | Entrepreneurship |  |

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| --- | --- |
| 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 website Loyalty websites-Cause related and coupon websites Content and niche market website Personal weblogs and website syndicates-Email marketing and shopping directories Registration 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 |

**Textbooks:**

1. Bruce C. Brown: The Complete Guide to Affiliate Marketing on the Web: How to Use

and Profit from Affiliate Marketing Programs. (2008)

1. Eugenia Prussakov: Affiliate Program Management: An Hour a Day (2011).
2. Affiliate Marketing 2023 - Step by Step Michael Gordon Cohen (2023).
3. Evergreen Affiliate Marketing: Master the Mindset, Learn the Strategies a Appl

the Systems Used by the World’s Wealthiest Affiliate Marketers. Nate McCallister,

Iram Allam, et al.(2021)

REFERENCES

* Affiliate Marketing: The Beginner's Step By Step Guide by Kevin Ulaner. ...
* Performance Partnerships by Robert Glazer. ...
* Trust Me, I'm Lying by Ryan Holiday. ...
* Work Energy by Jim Harmer. ...
* Crushing It!

**Proposed activities:**

* Quiz Programs
* Assignments
* Problem Solving exercises
* Co-operative learning
* Seminar
* Visit a Affiliate markets, collect data and Creation of market systems
* Visit organization and collect marketing methods
* Critical analysis of Affiliate markets
* Visit organization and collect data for affiliate markets

**Skill development**:

This Affiliate markets Course is designed to enable those new to

as well as experienced professionals to gain valuable knowledge and develop

new skills. Today, Affiliate markets of all sizes look for professionals with the

perfect balance of technical skills and interpersonal, professional skills

to meet their needs. There is no denying the importance of having [skilled](https://www.business.com/articles/meredith-wood-accountant-vs-bookkeeper/)

working in or for your business. Whether you’re an entrepreneur managing

your books on your own or an established professional seeking employment,

quality Affiliate markets are crucial to maintain the financial health of your

business or advance your career.

**Employability:**

Importantly, the most sought-after skills included the ability to

collaborate with colleagues, present, discuss and defend views, and having

a positive attitude. Overall, a team player with a positive attitude and

good communication skills appeared to be the most valued behavioral skill

as perceived by employers.

**Entrepreneurship:**

* Managing Affiliate markets. The time-tested saying, really is true.
* Maintaining a Affiliate markets Identifying a Path to Profitability.
* Communicating About Money.
* Forecasting the Future of Your Business.

**CO-PO Mapping:**

**(1:Slight[Low]; 2:Moderate[Medium]; 3:Substantial[High], '-':No Correlation)**

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|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO5 |  |  |  |  |  |  |  |  |  |  |  |  |  |

BLUE PRINT FOR THE QUESTION PAPER SETTING

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| --- | --- | --- | --- | --- | --- | --- | --- |
| S.No | Type Of  Question | To be given in the Question Paper | | | To be answered | | |
| No. of  .Questions | Marks allotted to each Question | Total marks | No. of. Question | Marks allotted to each Question | Total marks |
| 1 | Section – A  Short Questions | 6 | 5 | 30 | 4 | 5 | 20 |
| 2 | Section – B  Essay Questions | 6 | 10 | 60 | 3 | 10 | 30 |
| Total Marks | | | | 90 | Total Marks | | 50 |

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

|  |  |  |  |
| --- | --- | --- | --- |
| Chapter Name | Short Questions 5 Marks | Essay Questions 10 Marks | Marks allotted to the Unit |
| Unit – I | 2 | 1 | 20 |
| Unit – II | 1 | 1 | 15 |
| Unit – III | 1 | 1 | 15 |
| Unit – IV | 2 | 1 | 20 |
| Unit – V | 1 | 2 | 25 |
| Total No.of.Questions | 07 | 06 | 95 |

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| P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA | | |
| II BBBA w.e.f.2020-21 | | |
| Subject | AFFILIATE MARKETING | |
| IV – SEM | TIME: 2 Hours | Max marks : 50 |

Section-I

Answer any Four Questions from the following 4x5 =20 M

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)
4. Question (Unit – III)
5. Question (Unit – IV)
6. Question (Unit – V)
7. Question (Unit – V)

Section-II

Answer any three questions by attempting at least one question form each section 3x10 =30 M

PART – A

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)

PART - B

1. Question (Unit – III)
2. Question (Unit – IV)
3. Question (Unit – V)

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