



**Gyanmanjari**  
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-4 (MBA)

**Subject:** Affiliate Marketing and Email Marketing - MBADM14514

**Type of course:** Major (Core)

**Prerequisite:**

Students should have basic knowledge of digital marketing, website development, e-commerce, analytics, copywriting, social media, legal compliance, and spreadsheet proficiency.

**Rationale:**

This Course will equip students with practical, in-demand skills for the modern digital marketing landscape and to expand their reach and generate revenue through partnerships, while email marketing.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P		C	Theory Marks		Practical Marks		
			ESE		MSE	V	P	ALA	
03	00	02	04	60	30	10	20	30	150

*Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; ESE – End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA-Active Learning Activities*



**Course Content:**

Sr. No	Course content	Hrs	% Weightage
1	<p><b>Introduction to Affiliate Marketing</b></p> <ul style="list-style-type: none"> <li>• Overview of Affiliate Marketing –Difference between referral marketing and affiliate marketing.</li> <li>• Key Players –Merchants, affiliates, and networks.</li> <li>• Affiliate Websites – Types of affiliate websites and their strategies.</li> <li>• Partnerships – Collaborating with affiliate networks, AdSense, and ad networks.</li> <li>• Challenges in Affiliate Marketing – E mail spam, search engine spam, Google slap, adware, trademark bidding, cookie stuffing, and the lack of industry standards and self-regulation.</li> </ul>	15	25
2	<p><b>Advanced Affiliate Marketing Strategies</b></p> <ul style="list-style-type: none"> <li>• Niche and Audience Targeting – How to select the right niche and target audience for maximum impact.</li> <li>• Content Marketing for Affiliates – Crafting valuable and relevant content for affiliate promotions.</li> <li>• Conversion Optimization – Techniques for increasing conversion rates on affiliate sites.</li> <li>• Legal and Ethical Considerations –</li> <li>• Affiliate Relationship Management – Best practices</li> <li>• Performance Metrics – Measuring ROI, tracking key metrics, and optimizing affiliate campaigns for success.</li> </ul>	15	25
3	<p><b>Introduction to Email Marketing</b></p> <ul style="list-style-type: none"> <li>• Email Marketing Fundamentals –E-mail marketing and its importance in digital marketing.</li> <li>• List Building and Segmentation – Methods for growing and segmenting email list.</li> <li>• Crafting Effective Emails – Writing engaging subject lines, compelling content, and clear calls-to-action.</li> <li>• Types of Emails</li> <li>• Email Marketing Tools – Overview of MailChimp, SendinBlue</li> <li>• A/B Testing</li> <li>• Email Automation</li> </ul>	15	25
4	<ul style="list-style-type: none"> <li>• <b>Email Analytics-</b></li> <li>• Optimize Your Email Content -List Management Strategies</li> <li>• -Automating Your Emails -Mail Chimp &amp; Configuration-</li> <li>• Create Optimal Landing Pages - Create an Email Campaign Checklist</li> <li>• GDPR for Digital Marketers- E-mail marketing practices comply with GDPR and CAN-SPAM regulations.</li> </ul>	15	25



Sr. No	Practical's	Unit no	App hours
1	Affiliate Marketing Research & Setup	1	4
2	Affiliate Website Analysis	1	6
3	Content Marketing Plan for Affiliate Products	2	6
4	Email Marketing Campaign Creation	3	5
5	GDPR Compliance Check	4	4
6	Design an Optimal Landing Page for Email Campaigns	4	5
	Total		30

**Continuous Assessment:**

Sr. No	Active Learning Activities	Marks
1	<b>One-Minute Paper</b> Students will prepare a short summary of what they think about difference between referral and affiliate marketing and upload the PDF report on GMIU web Portal.	10
2	<b>Categorization Activity:</b> Students will Provide a list of websites and ask to categorize them based on the type of affiliate model (e.g., coupon, content-based, etc.). Upload their report PDF on GMIU Web Portal.	10
3	<b>Email Marketing (Subject Lines, List Building, Landing Pages)</b> Students will create subject lines, develop email content, and design landing pages using various tools or another email platform and upload a PDF Document on the GMIU Web Portal.	10
	Total	30

**Suggested Specification table with Marks (Theory):60**

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	40%	15%	5%	-	10%

Note: This specification table shall be treated as a general guideline for students and teachers.

The actual distribution of marks in the question paper may vary slightly from above table.



**Course Outcome:**

After learning the course, the students should be able to:	
CO1	Apply effective affiliate marketing strategies, including selecting networks and optimizing websites for conversions
CO2	Utilizing advanced techniques for subject lines, list building, and landing pages to increase conversions.
CO3	Analyze and optimize performance metrics for both affiliate and email marketing campaigns, improving effectiveness through data-driven decision-making.
CO4	Understand and adhere to legal standards, including GDPR compliance and ethical practices in affiliate and email marketing.

**Instructional Method:**

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

**Reference Books:**

- [1] Brock, D. (2019). Affiliate marketing for beginners
- [2] Gardner, R. (2014). Super affiliate handbook: How I made \$436,797 in one year selling other people's stuff online. Rosalind Gardner.
- [3] Brodie, I. (2013). Email persuasion: Captivate and engage your audience, build authority and generate more sales with email marketing. The Rainmaker Partnership.
- [4] Bly, R. W. (2020). The new email revolution: Save time, make money, and capture the hearts and minds of your audience with email marketing. Skyhorse Publishing.
- [5] Prussakov, E. (2011). Affiliate program management: An hour a day. Wiley.

