JAIPURIA INSTITUTE OF MANAGEMENT
PGDM; TRIMESTER V; ACADEMIC YEAR 2018-19

1. **Course information**

Course Code and title	Online Brand Reputation (MKT511)
Credits	3
Term and Year	V (2018-19)
Course Pre-requisite(s)	Understanding of Digital Marketing
Course Requirement(s)	e.g. Smartphones with Nougat or later Version
Course Schedule (day and time of class)	3 sessions per week
Classroom # (Location)	Lab-2
Course Instructor	Prof. Patra
Course Instructor Email	joy.patra@jaipuria.ac.in ; Twitter : @patthebigcat
Course Instructor Phone (Office)	836 874 1530
Student Consultation Hours	with prior appointment. TBA subject to Time-Table
Office location	Second floor

2. **Course Overview**

The digital landscape is fast-paced and continually changing, yet is an equally challenging and exciting environment in which to work. This course is relevant to anyone wanting to work in marketing, communications, public relations, social media and advertising. You'll learn how to: Manage an organization's online reputation, apply reputational management principles to manage online issues and crises, and build a strong participatory culture to engage your audience.

3. **Course Learning Outcomes**

   CL01. Basics of digital branding and reputation management
   CL02. Sustaining and building an Online Brand Image
   CL03. How to build a robust and sustainable online reputation
   CL04. Manage social media issues based on a real-life examples
   CLO5. Managing a crisis and responding appropriately across multiple platforms

	PLO-1 Demonstrate persuasive communication skills.	PLO-2 Demonstrate leadership and teamwork towards achievement of organizational goals.	PLO-3 Apply relevant conceptual frameworks for effective marketing decision making.	PLO-4 Develop innovative thinking for effective management.	PLO-5 Demonstrate domain competency in a chosen sector.	PLO-6 Appreciate sustainable, ethical, and legal issues in a given marketing context.	PLO-7 Leverage technology for marketing management.	PLO-8 Demonstrate capability as an Independent learner.
CLO1							X	X
CLO2			X					
CLO3				X	X			
CLO4						X		
CLO5	X	X					X	

4. Mapping of CLOs with GAs

	GA 1 Self-Initiative	GA 2 Deep discipline knowledge	GA 3 Critical thinking and Problem solving	GA 4 Humility, Team-Building and Leadership Skills	GA 5 Open and Clear Communication	GA 6 Global outlook	GA 7 Ethical competency and sustainable mindset	GA 8 Entrepreneurial and innovative
CLO 1		X						
CLO 2			X					
CLO 3			X					X
CLO 4							X	
CLO 5			X					X

Highlighted cell indicates the vital GAs

5. Prescribed VED Framework

Module	VITAL	ESSENTIAL	DESIRABLE
Module I: Online Branding	Understanding Brand equity	Managing Brand equity	managing it online through various media
Module II: Reputation Management	Understanding reputation	Examining reputation	managing it online
Module III: Reputation on New Media	Understanding New Media	Utilizing New Age Media	coupling with traditional methods for a well-structured management of reputation of the brand
Module IV: Customer Relationship Development and Retention Marketing – Online	Understanding traditional and online customer relations	use of traditional and online customer relations with retention marketing	brand building and reputation sustenance

Pre class	
In class	
Beyond Class	

*Pre reads will be provided to students in the form of videos/articles/

6. Reference Text and Internet Resources:

References

1. Ref Text 1: Strategic Brand Management: Building, Measuring, and Managing Brand Equity - by Kevin Lane Keller, Ambi M. G. Parameswaran, Isaac Jacob
2. Ref Text 2: Complete Branding: A Guide to Branding ON the Internet and THROUGH Social Media - Cassandra Fenyk
3. Ref Text 3: The 11 Immutable Laws of Internet Branding - by Al Ries (Author), Laura Ries

Internet Resources
1. Mudambi, S. M., Doyle, P., & Wong, V. (1997). An exploration of branding in industrial markets. Industrial Marketing Management, 26(5), 433 – 446.

2. Henry Boateng, Abednego Feehi Okoe, (2015) "Consumers' attitude towards social media advertising and their behavioural response: The moderating role of corporate reputation", Journal of Research in Interactive Marketing, Vol. 9 Issue: 4
3. www. Clickz.com: helps in creating successful Internet marketing campaigns

7. Assessment Tasks

Assessment Item	Description	Weightage	CLO
Quiz	There will be two quizzes of 20 (twenty) MCQ(s)/Objective type questions. The quizzes would be based on concepts, cases and readings. **Better of the two scores shall be considered**.	20	1,2
Case / Campaign Analysis based Assignments	Two Assignments on Topics of covered throughout the course shall be assessed as **best of 2**	10	3,4
Group Project Presentation	**Group project on "Online Brand Community"** Group project is a major assignment in this course as it evaluates team-work and team leadership as well, in addition to innovative thinking in designing business process solutions. Shall be followed by a VIVA. The project will be	10+10	2,3,4

	required to be completed by a *team of 4-7 students, with one of them acting as group leader, as per schedule to be shared.* .		
Class Participation	Each Student shall be expected to be conversant with the class activities and actively engage in **class participation such as discussion, debates etc**.	10	2,3,4
End-term examination	This assessment will consist of a case study or caselets, and questions will be a mix of application based and conceptual questions from the **entire syllabus (case, application, situational, conceptual)**	40	1,2,3,4,5

Assessment Task Description

Example:
Quiz
Weightage: 20% (refer Rubric of evaluation at the end).
Description: all students are appear for Quiz
Expectation from students: Students should be able to recall and apply concepts discussed in class
Suggested time to devote to this task: 15-20 minutes
Submission details: automated on Moodle
Feedback and return of work: Available on Moodle.
Pre/In/beyond class: In lass

Assignments
Weightage: 10% (refer Rubric of evaluation at the end).
Description: all students are to submit on time

Expectation from students: Students must apply concepts discussed in class
Suggested time to devote to this task: **1** hours
Submission details: Plag report on Moodle, Assignment in Hardcopy / Moodle
Feedback and return of work: Script cannot be returned, but feedback will be given after assessment.
Pre/In/beyond class: In/beyond class

Group Project Presentation Hard Copy and Viva
Weightage: 20% (refer Rubric of evaluation at the end).
Description: all students are to participate in groups and make a presentations of the deployment of various Online Branding and Reputation Concepts
Expectation from students: Students must be well versed with the advantages and disadvantages of Online Branding and be able to justify the use of one over the other in the context of the Brand Identified
Suggested time to devote to this task: **4**-6 Weeks
Submission details: Soft copy upload on Moodle by decided date
Feedback and return of work: Instant feedback
Pre/In/beyond class: Pre+In class

Class Participation
Weightage: 10% (refer Rubric of evaluation at the end).
Description: Each Students shall be expected to participate in class discussion and debates
Expectation from students: Student shall be able to demonstrate and accomplish the given task
Suggested time to devote to this task: 5-10 mins
Submission details: N/A
Feedback and return of work: N/A
Pre/In/beyond class: In class

End Term Exam
Weightage: 40% (refer Rubric of evaluation at the end).
Description: Each Students shall appear for written exam
Expectation from students: Student shall be able to assess analyze situations and apply concepts learnt to propose a solution or share their opinion
Suggested time to devote to this task: 2 hours
Submission details: at the end of Exam time / Online
Feedback and return of work: Feedsback shall not be provided
Pre/In/beyond class: in class / **Lab**

CLO mapping with assessments

Assessments	CLO1	CLO2	CLO3	CLO4	CLO5

Discussion Forum	X			X	
Case/ Campaign Analysis	X		X		
Team Project		X	X		X
End Term	X	X	X		X

8. Session Plan

Session	Topic	Pedagogy/ readings / cases	Session Learning Outcomes	CLO
Module 1: Online Branding				
1.	• Discussion of Course Outline • Discussion on Course Expectations Introduction	Class discussion	To outline the role and importance of Online Branding and reputation	**1**
2.	Understand brand equity from both - the firm's and the customer's perspective. Understand the key advantages of online branding strategies for building a company's web traffic and reinforcing brand salience	Class Presentation	Students should able to differentiate between the online and offline Branding	**1,2**
3.	• Define major branding concepts. • Understand how marketers are using online techniques to build and reinforce brands.	Class Presentation, Text 1	Students shoud be able to understand the Branding concepts and online Techniques	**1,2**
4.	Discuss the elements of video marketing strategy	Class Presentation	Students shoud be able to understand power of Video Marketing	**1**

Session	Topic	Pedagogy/ readings / cases	Session Learning Outcomes	CLO
Module 2: Reputation Management				
5.	• Identify what a corporate reputation is and why it is important • Examine how the digital age has affected reputation management Identify the types of reputational risk that exist online and the difference between an issue and a crisis	Class Presentation, Text 1	Students should be able to apply the learning of the class in Reputation Management	**2,3**
6.	• Explain what participatory culture is and why it is important • Utilize the audience as co-creator of the story and brand Recommend ways in which to build a strong participatory culture	Class Presentation, Text 1	Students should be able to apply the learning of the class in Brand Building through Story	**2,3**
7.	• Examine how the traditional media cycle has changed and the broader definition of who 'the media' is now • Explain how online reputation affects offline reputation and whether an organization can separate the two	Class Presentation, Text 1	Students should learn from the experience sharing	**2,3**
Module 3: Reputation on New Media				
8.	• Examine how to build a reputation – conversation and coverage	Class Presentation, Text 1	Students should be able to apply the learning of the class in	**3**

Session	Topic	Pedagogy/ readings / cases	Session Learning Outcomes	CLO
	• Demonstrate how to protect a reputation in times of adversity • Monitor your reputation and act on issues		Reputation Management	
9.	• Positives of building a strong participatory culture Online – Case Study	Class Presentation and Case Studies	Students should learn from the experience sharing	2,3
10.	• How to develop, manage and protect a company's online reputation through social media including Facebook and Twitter	Class Presentation	Students should be able to apply the learning of the class in Reputation Management	2,3,
11.	• Understanding the important role that blogs, Facebook, Twitter, and other social platforms play in reputation in the business world	Class Presentation and Class Discussion	Students should be able to apply the learning of the class in Reputation Management	2,3,4
12.	Protecting a reputation • Identify ways to embrace online negativity/criticism • Explain how to respond to a crisis online • Debrief after a crisis and evaluate your response	Class Presentation and Case Studies	Students should exhibit the understanding of Online Negativity and how to deal with it online	2,3,4
13.	Best Practice reputation Management • Examine how ethics relates to corporate reputation • Articulate how to be authentic and speak 'beyond the corporate voice'	Class Presentation and Case Studies	Students should exhibit the understanding of Best Practices for Corporate Reputation	2,3,4

Session	Topic	Pedagogy/ readings / cases	Session Learning Outcomes	CLO
	• Compare best practice in building a sustainable corporate brand online			
Module 4: Customer Relationship Development and Retention Marketing – Online				
14.	• How to build and maintain a customer relationship Online • The three reasons why successful customer relationship increases profitability.	Class Presentation and Case Studies	Analyze and apply CRM techniques online	**3,4,5**
15	Guest Lecture : Trends and Practices in Online Brand Reputation	Class Presentation	Students should exhibit the understanding of Brand reputation management contemporary Trends and Practices	**3,4,5**
16	• Segmentation Target Market Selection and Positioning for the online environment	Class Presentation	Students should exhibit the understanding online segmentation	**3,4,5**
17	• The concept elements of Online CRM. • Online tools for targeting customers. • Online tools for measuring Customer relations	Class Presentation and Case Studies	Students should exhibit the understanding eCRM tools	**3,4**
18	• Understanding metrics – the performance indicators to assess the Internet Marketing Program and their relation with branding and reputation • Types of Internet marketing metrics that are available.	Class Presentation	Students should exhibit the understanding of Performance indicators of online brand reputation	**3,4**

Session	Topic	Pedagogy/ readings / cases	Session Learning Outcomes	CLO
19	• Identify the reasons why traffic and audience measurement are a central issue in Internet marketing. • Discuss the importance of segmentation to an understanding of visitor activity.	Class Presentation	Students should exhibit the understanding of importance of segmentation	**3,4**
20	• Benefits and drawbacks of advertising on Facebook, LinkedIn, and other social media networks for Branding and reputation	Class Presentation	Students should be able to apply the learning of online reputation benefits	**3,4,5**
21	Guest Lecture : Managing Online Brand Reputation Risk	Class Presentation	Students should exhibit the understanding of Brand reputation risks and how to mitigate these	**3,4,5**
22	Project – Create an online Crisis plan and a new marketing strategy immediately after Crisis for a brand. Elaborate on how it helped save the brand identity and also improve the reputation after the crisis	Students; Presentations	Students should be able to apply all the learning	**4**
23.	Project	Students' Presentations	Students should be able to apply all the learning	**2,3**
24.	Closure and Review	Class Discussion	Students should exhibit the understanding of all concepts of online brand reputation	**2,3,4,5**

Institute's Policy Statements

It is the responsibility of every student to be aware of the requirements for this course, and understand the specific details included in this document. It is emphasized that this course requires a significant commitment outside of formal class contact. The learning tasks in this course may include classes (lectures or seminars), required reading, the preparation of answers to set questions, exercises and problems, and self-study. In addition, students may be required to complete an assignment, test or examination.

LMS-Moodle/Impartus:
LMS-Moodle/Impartus is used to host course resources for all courses. Students can download lecture, additional reading materials, and tutorial notes to support class participation.

Late Submission
Assessment tasks submitted after the due date, without prior approval/arrangement, will be not be accepted. Requests for extension of time must be made with the faculty member concerned and based on Special Consideration guidelines.

Plagiarism:
Plagiarism is looked at as the presentation of the expressed thought or work of another person as though it is one's own without properly acknowledging that person.

Cases of plagiarism will be dealt with according to Plagiarism Policy of the institute. It is advisable that students should read student handbook for detailed guidelines. It is also advisable that students must not allow other students to copy their work and must take care to safeguard against this happening. In cases of copying, normally all students involved will be penalized equally; an exception will be if the student can demonstrate the work is their own and they took reasonable care to safeguard against copying.

RUBRICS FOR ASSESSMENT COMPONENT INDIVIDUAL ASSIGNMENT LEARNING DIARY

Team Project: Team project on Persona Design, Requirements Analysis and Website Designing
for one club in the college or own business or any NGO requiring website creation services

Criteria	Developing (0-8)	Proficient (9-14)	Advanced (15-20)
Differentiate between the online and offline Branding	To some extent	To a medium extent	To a large extent
Exhibit an understanding of Online Negativity and how to deal with it online	To some extent	To a medium extent	To a large extent
Understanding of Brand reputation risks and how to mitigate these.	To some extent	To a medium extent	To a large extent

Quality of Presentation	Missing out various aspects as required	Is adequately Impressive	Is impressive

Discussion Forum

Excellent Points 9 – 10	Good Points 6 – 8	Fair Points 3 - 5	Poor Points 0-2
Exemplary	Proficient	Minimal	Unsatisfactory
The answers on the discussion forum shows that most of concepts are clear and understood by the student.	Majority of concepts are clear and understood by student.	Many of the concepts are not clear and not understood by student.	Most of the concepts are not clear and student is unable to understand the same.

Case / Campaign Analysis (Group Project): Digital Marketing Strategy/ Campaign Analysis
Identify a digital campaign currently run by any brand and do the strategy / campaign analysis. It is a group assignment. Choose your brand / organization and inform the instructor in advance to avoid the overlap.

Criteria	Developing (0-4)	Proficient (5-6)	Advanced (7-10)
Identification of a suitable online Brand campaign for analysis	To some extent	To a medium extent	To a large extent
Analysis of the Brand Reputation	Analysed the campaign to a some extent	Analysed the campaign to a medium extent	Analysed the campaign in detail
Takeaways from the campaign analysis	To some extent	To a medium extent	To a large extent
Quality of Report	Language is poor Report lacks detailing	Is adequately Impressive	Is impressive

	Formatting is poor		

RUBRICS FOR END TERM

Poor Points 0-8	Fair Points 9-20	Good Points 21-30	Excellent Points 31 – 40
UNSATISFACTORY	MINIMAL	PROFICIENT	EXEMPLARY
Most of the concepts are not clear and student is unable to understand the same.	Many of the concepts are clear and understood by student.	Majority of concepts are clear and understood by student	Most of concepts are clear and understood by the student.