

Subject Code	Course Name:	L	T	P	S	C	CH	Course Type
DMO-104	Gamification in digital Marketing	3	0	0	6	3	3	
PRE-REQUISITE	Fundamentals of Digital Marketing							
CO-REQUISITE	Nil							
ANTI-REQUISITE	Nil							

A. COURSE DESCRIPTION

Gamification in digital marketing refers to the use of game design elements and mechanics to engage and motivate consumers to take specific actions on a digital platform. This includes incorporating points, badges, leaderboards, and challenges into marketing campaigns to increase user engagement and loyalty. Gamification can also be used to collect valuable data and insights about consumer behavior and preferences. By creating a fun and interactive experience for users, gamification can increase brand awareness and drive sales.

B. COURSE OBJECTIVES:

This course aims at enabling students

- To build the foundation for Gamification in Marketing
- To learn the application of Gamification in different contexts

C. COURSE OUTCOMES

CO No	Statement	Performance Indicator	Student Outcome Indicator (ABET)	Level of Learning (Highest BT Level)	Target Attainment
CO1	Understanding of the concept of gamification and its usages in different contexts			2	2.1
CO2	Prepare major patterns of relevant case studies and summarize them effectively			3	2.1
CO3	Appraise a deep understanding of the promises and the risks of increased use of games			4	2.1
CO4	Develop the gamification for different business			5	2.1
CO5	Create different scenarios			6	2.1

D. SYLLABUS

Unit-1		Contact Hours:15
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Gamification in Business	Gamification Techniques, Main features of Gamifications, Gamification as an Effective Marketing Strategy	
Gamification for Advocacy	Why civil society organizations adopt gamification techniques?, Main features of Gamification for Advocacy, Main differences between gamification for business and gamification for advocacy	
Gamification in Media	Main features of gamification in media, Benefits of Journalism and Communication from Gamification	
Self-study topic	Gamification	
Unit-2		Contact Hours:15
Gamification and Social Networks	Main features of gamification in social networks, What social networks make the most use of gamification techniques?	
The Risks of Gamification	How do citizens react to Gamified Experiments?, Is Gamification desirable?	
SaaS - Software as a Service	Introduction to Cloud Computing, Types of Services, SaaS (Software as a Service)	
Self-study topic	Cloud computing	
Unit-3		Contact Hours:15
Identify your Audience	Understanding the SaaS Product, Stakeholders, Buyer Psychology, The Path to Purchase	
SaaS Metrics & Growth Hacking Strategies	Outline of Scope, Content & Functionality, Upsell, Referral, Affiliate, Creativity, Free Workshop as applying Creativity in Saturated Market, Partnership	
SaaS Pricing	Case Study of Google Workspace Pricing (India vs Rest of the World), The World Transition to SaaS (End of Lifetime)	

E. TEXT BOOKS/REFERENCE BOOKS

TEXT BOOKS

T1: Robbins, P. S., Judge, T. A. and Vohra, N. (2022). Organizational Behavior. Pearson Education, 18th Edition.

T1 Prasad, L. M. (2019). Organizational Behavior. Sultan Chand & Sons, 5th edition.

REFERENCE BOOKS

R1 Udai, P. and Khanna S. (2018), Understanding Organizational Behaviour. Oxford University Press, 2nd Edition.

R2 McShane, S. L., Glinow, M. A. V. and Himanshu R. (2022). Organizational Behavior. McGraw Hill Education, 3rd Edition.

F. ASSESSMENT PATTERN

The performance of students is evaluated as follows:

	Theory	
Components	Continuous Internal Assessment (CAE)	Semester End Examination (SEE)
Marks	40	60
Total Marks	100	

Internal Evaluation Component

S. No.	Direct Evaluation Instruments	Weightage of actual conduct	Frequency of Task	Final Weightage in Internal Assessment	BT Levels	CO Mapping	Mapping with SIs (ABET)	Mapping with PIs	Remarks (Graded/Non-Graded)
1	Assignment	10 marks for each assignment	One per unit	10	5, 6	4, 5			Graded
2	Exam	20 marks for one MST	2 per semester	20					Graded
3	Quiz/Test	4 marks for each quiz	2 per unit	4	2, 3, 4	1, 2, 3			Graded
4.	Surprise test	12 marks for each test	One per unit	4	2, 3, 4	1, 2, 3			Graded
5	Homework	NA	One per lecture topic (of 2 questions)	NA					Non-Graded
6	Case study	NA	NA	NA					Non-Graded
7	Discussion Forum	NA	One per unit	NA					Non-Graded
8	Presentation	NA	NA	NA					Non-Graded
9	Attendance	NA	NA	2					Graded

G. CO-PO Mapping

Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PO 13	PO1 4	PO1 5	PO1 6	PO1 7	PSO 1	PSO 2	PSO 3
CO1	3	3	2	1	2	2	1	1	1	1	2	1	1	1	1	1	1	2	1	1
CO2	3	3	2	1	2	2	1	1	1	1	2	1	1	1	1	1	1	2	1	1
CO3	3	3	2	2	2	2	1	1	1	1	2	1	1	1	1	1	1	2	1	1
CO4	3	3	3	2	2	2	1	1	1	1	2	1	1	1	1	1	1	2	1	1
CO5	3	3	3	2	2	2	1	1	1	1	2	1	1	1	1	1	1	2	1	1

CO PO correlation matrix of each subject to be mapped with
High correlation (3); Medium correlation (2); Low correlation (1)