

KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of BBA

B.B.A. : VI Semester

Affiliate Marketing
(w.e.f.2018-19 and Onwards)

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

Course Outcome:

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

1. Understand the benefits of being a third-party seller.
2. Learn various audience engagement strategies.
3. Understand the methods to track the sales performance through affiliate links.
4. Understand how different ways of payments benefit an affiliate.
5. Understand the best channels of affiliate marketing.

Syllabus

UNITS	Syllabus	HOURS
Module I	Introduction to Affiliate Marketing- History of Affiliate Marketing, Frequently asked questions about Affiliate Marketing, The basis of Affiliate Marketing, How affiliate Marketing works, Affiliate Program payment methods, Cookies and Affiliates, Tiered Affiliate Marketing, Cross selling and up selling, Multi tier marketing and commissions, List of affiliate marketing software.	10 Hours
Module II	Affiliate Marketing Platforms - Affiliate marketing with Commission Junction, Affiliate Marketing with Linkshare, Affiliate Marketing with One Network Direct, Affiliate Marketing with ShareASale, Affiliate Marketing with Plimus, Affiliate Marketing with Amazon Associates, Affiliate Marketing with Flexoffers, Affiliate Marketing with clickbank, Affiliate Marketing with Commission Soup, Affiliate Marketing with Local affiliate Programs. Enrolling in an Affiliate Marketing Program - Signing up as an Affiliate, Logging into your affiliate account, Integrating Affiliate Links into your websites, Monitoring affiliate	12 Hours

	performance and tracking sales.	
Module III	Tips and tricks 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	8 Hours
Module IV	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	10 Hours
Module 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, Setting up an Affiliate Marketing software, Affiliate program promotion and content pages, Screen affiliates, Combating affiliate fraud.	10 Hours
Module VI	Programmatic Marketing: Evolution & Growth of Programmatic Advertising Understanding Real-time bidding How Programmatic Advertising Works Types of Programmatic Advertising Advantages and Challenges Myths of Programmatic Advertising.	10 Hours

TEXT BOOKS:

1. Affiliate Marketing (Keith Fugate)
2. Introduction to Programmatic Advertising (Dominik Kosorin)

REFERENCE BOOKS:

1. Affiliate Marketing: Develop An Online Business Empire From Selling Other Peoples Products (Adam Wolf)
2. Affiliate Marketing: Fastest Way to Make Money Online. Learn How to do Internet Marketing, Easy Step by Step (Justin Gibbs)