

## BACHELOR OF ARTS (JOURNALISM &amp; MASS COMMUNICATION)

## ELECTIVE COURSE

## FIFTH SEMESTER

## DIGITAL MEDIA MARKETING

<b>COURSE CODE: BA (JMC) 307</b>	<b>L: 4</b>	<b>T/P: 0</b>	<b>CREDITS: 4</b>
<b>External Evaluation: 75 Marks</b>	<b>Internal Evaluation: 25 Marks</b>		<b>Total Marks: 100</b>

**Objectives of the Course**

On completion of this course, the student should be able to:

- describe the concept of social media marketing for online communication
- explain the concept of social business
- utilise knowledge gained to create and maintain social networking platforms for business

**Unit I: [Social Media]****L: 12**

1. Social Media & Social Network: Brief history, Meaning and definition
2. Features of Social Media and Social Network
3. Types of Social Networking Sites
4. Social Media & Issues
5. Social Consumers and Social Influencers

**Unit II: [Branding on Digital Media]****L: 12**

1. Audience Research and Engagement in Glocal environment
2. Building Brand on Digital Media
3. Storytelling and User Generated Content on Digital Media Network
4. SEO, SEM, Keywords, Viral Marketing, E-mail Marketing and ZMOT

**Unit III: [Online Entrepreneurship]****L: 12**

1. E-Commerce & Start-ups: Ideation, Plan and Management
2. Lead Generation and Personal Branding
3. Building a Multi-platform Social Media Marketing Strategy
4. Mobile Apps: M-Commerce and App Monetization

**Unit IV: [Social Media Measurement and Metrics]****L: 12**

1. Data Mining for Digital Media: Google Analytics, Website Audience Measurement (WAM)
2. Monetizing Social Media: ROI
3. Role of Social Media in Marketing Research
4. Case Studies on Digital Media Marketing: Digital India, Make in India, Skill India, Start up India, Stand up India

**Suggested Readings & E-resources:**

1. Barker, M. S., Barker, D., Bormann, N. F., & Neher, K. (2013). *Social Media Marketing: A Strategic Approach*. Mason, OH: South-Western Cengage Learning.
2. Charlesworth, A. (2014). *An introduction to social media marketing*. London: Routledge.
3. Parkin, G. (2009). *Digital Marketing: Strategies for Online Success*. London: New Holland.
4. Qualman, E. (2009). *Socialnomics: How Social Media Transforms the way we Live and do Business*. Hoboken, New Jersey's: Wiley.
5. Singh, S., & Diamond, S. (2012). *Social Media Marketing for Dummies*. Hoboken, New Jersey's: Wiley.

- i. Approved in the 8<sup>th</sup> Meeting of the Board of Studies held on 27.06.2016
- ii. To be effective from the Academic Session 2016-17 onwards