

# TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Journalism and Mass Communication

## Bachelor of Arts (Journalism and Mass Communication)

Scheme and Syllabus (w.e.f. Academic Session 2022-23)

As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)

(Dec 2022): GGSIP University, Delhi

**COURSE CODE: BA(JMC)307**

**COURSE NAME: Digital Media Marketing**

### LEARNING OBJECTIVES:

This course will provide the learners the following:-

- 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

**PRE-REQUISITES: None**

### COURSE OUTCOMES (COS):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BTL	Mapping with POs
CO1	Learners would be able to define the concepts and theory of Social Media & Social Network.	BTL-2	PO1, PO2
CO2	Learners would develop the skills required for Branding on Digital Media containing skill-sets of SEO, SEM, ZMOT, etc.	BTL-3	PO3, PO4
CO3	Learners would be able to understand the concepts related to Online Entrepreneurship.	BTL-2	PO5, PO6
CO4	Learners would be able to examine Social Media measurement and Metrics from a professional perspective.	BTL-4	PO7, PO8
CO5	Learners would be able to analyse different Case Studies related to Digital Media Marketing.	BTL-4	PO2, PO5

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	3	2	2	-	2	2	-	1	-	1	1
CO2	3	3	3	2	-	-	3	-	1	-	-	1
CO3	2	1	3	3	3	2	3	2	2	3	2	2
CO4	2	3	2	3	2	2	3	2	1	2	1	1
CO5	3	3	1	2	-	1	2	1	1	2	2	2
<b>AVERAGE</b>	2.4	2.6	2.2	2.4	2.5	1.75	2.6	1.67	1.2	2.33	1.5	1.4

  
HOD  
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