

SVCA5203	DIGITAL MEDIA MANAGEMENT	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVES

- Understand the new venture of digital media.
- Understand the Strategic Flow of Market and social media marketing strategy

Unit I DIGITAL MEDIA**9 Hrs.**

New Media Content - Production and Consumption – Strategic Implication for Media Companies - New Venture Creation in Social Media Platform - Digital Journalism - Role of Social Media in News Provision and Participation - Social Media in the Audiovisual Business

Unit II DIGITAL MARKETING**9 Hrs.**

Digital marketing - needs – importance - Difference between Traditional marketing and Digital marketing - Marketing Mix - Marketing v/s Sales - Social Networks as Marketing Tools for Media - Strategic Flow for Market - Internet and Social Media Changing the Movie Business

Unit III MARKETING AND COMMUNICATIONS**9 Hrs.**

Social Media marketing - marketing tools - difference between social media marketing and traditional marketing - media relations - Social Media marketing a boon or a Bane - identifying target market - Blog, Portal and Website - Marketing Communication in Social Media

Unit IV SOCIAL MEDIA OPTIMIZATION**9 Hrs.**

Social media optimization - origins and implementations - Tips to optimize social media marketing – how to optimize social media marketing strategy - Facebook marketing - Instagram marketing -Twitter marketing - LinkedIn marketing - Google plus marketing - Word Press blog creation - Google Plus marketing

Unit V SOCIAL MEDIA STRATEGY**9 Hrs.**

Developing the marketing strategy - Creating multi-channel Social Media Strategy - Online advertising -Email marketing - Content marketing - Search engine marketing – Risk management & assessment - Search analytics - Web analytics - Mobile advertising - Advertising techniques

Max. 45 Hours**COURSE OUTCOMES:**

- CO1:** Understand the new Venture Creation in Social Media Platform
CO2: Recognize Strategic Flow for Market
CO3: Classify the social media marketing and traditional marketing
CO4: Create social media marketing strategy
CO5: Understand multi-channel Social Media Strategy and Online advertising
CO6: Identify the Search engine marketing

TEXT BOOKS /REFERENCE

1. Mike Friedrichsen • Wolfgang Muchl-Benninghaus (2013). Handbook of Social Media Management, Springer.
2. Julia Schwanholz • Todd Graham Peter-Tobias Stoll, (2018. Managing)Democracy in the Digital Age: Internet Regulation, Social Media Use, and Online Civic Engagement, Springer.

UNIVERSITY EXAM QUESTION PAPER PATTERN**Max. Marks: 100****Part A:** 6 questions of 5 marks each - without choice.**30 Marks****Part B:** 2 Questions from each unit of internal choice, each carrying 14 marks.**70 Marks**