



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)

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Lesson Plan

Course: BA(JMC)-307 - Digital Media Marketing		
BA(JMC) - 5 th Semester	No. of Theory Hours per Week: 04	No. of Practical Hours per Week: 02

Course Outcomes (COs):

COs for Theory (BA(JMC)-307)	
CO ₁	Explore social media for online communication. (BTL4)
CO ₂	Elaborate brand building on digital media network. (BTL6)
CO ₃	Make use of social media platform for entrepreneurship. (BTL3)
CO ₄	Evaluate digital media marketing and its metrics. (BTL5)

Recommended Books:

Books	S. No.	Details of the Books
Text Books	1.	Barker, M. S., Barker, D., Bormann, N. F., & Neher, K. (2013). Social Media Marketing: A Strategic Approach. Mason, OH: South-Western Cengage Learning. [TB1]
	2.	Charlesworth, A. (2014). An introduction to social media marketing. London: Routledge. [TB2]
Reference Books	1.	Parkin, G. (2009). Digital Marketing: Strategies for Online Success. London: New Holland. [RB1]
	2.	Singh, S., & Diamond, S. (2012). Social Media Marketing for Dummies. Hoboken, New Jersey's: Wiley. [RB2]
	3.	Qualman, E. (2009). Social omics: How social media Transforms the way we Live and do Business. Hoboken, New Jersey's: Wiley. [RB3]

Lesson Plan for Theory:

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
UNIT - I		
1.	Social Media & Social Network: Brief history.	TB1 [Chapters 1-4, 7]
2.	Social Media & Social Network:	

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
	Definitions and core concepts	
3.	Interactive elements, user-generated content of social media and Marketing	
4.	features of social media in practical cases	
5.	Design a social media campaign	
6.	Classification based on the base of social media functions	
7.	Examine the impact of social media related issues	
8.	Ethical dilemmas arising from social media	
9.	Generate solutions to address social media issues	
10.	Definition and role in Social Media Marketing	
11.	Role and influence of social influencers	
12.	Principles of social influence in marketing	
13.	Effectiveness of influencer marketing	
14.	Quick Sort and Recursion	
15.	Buffer Reserved for Revision	
UNIT - II		
16.	Definitions, significance, global vs. local	TB1 [Chapter 5]
17.	Digital Media: Understand engagement in a global context	TB2 [Chapters 4, 6]

18.	Audience research in marketing efforts	
19.	Brand-building on digital media	
20.	Branding strategies on digital media	
21.	Storytelling on digital media	
22.	User-generated content strategies on Digital Media Network	
23.	SEO and SEM: concepts	
24.	Viral marketing techniques	
25.	Email marketing strategies	
26.	Concept of ZMOT	
27.	Effectiveness of digital strategies	
28.	Buffer Reserved for Revision	
Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
UNIT - III		
29.	E-COMMERCE- Process of ideation and business planning	TB1 [Chapter 6] TB2 [Chapter 9]
30.	Significance of lead generation	
31.	Generation techniques for start-ups	
32.	Personal branding in digital marketing	
33.	Personal branding strategy	
34.	Multi-platform social media marketing	
35.	Multi-platform strategy for e-commerce	
36.	Effectiveness of the multi-platform strategy	
37.	Mobile Commerce : Definition, advantages, challenges	
38.	App monetization strategies for mobile apps	
39.	Buffer Reserved for Revision	
UNIT - IV		
40.	Data Mining: concept of data mining	TB1 [Chapters 8, 10]

41.	Features, data collection, website analysis	TB2 [Chapter 5] TB3 [Chapters 4, 10-16]
42.	Setting up WAM tools, interpreting data	
43.	Monetization and ROI in social media	
44.	Concepts in social media campaigns	
45.	Role of social media in research	
46.	Marketing research through social media	
47.	Research findings in marketing strategies	
48.	Overview of Indian government campaigns	
49.	Buffer Reserved for Revision	

Course: BA(JMC)-359 - Digital Media Marketing Lab.	
BA(JMC) - 5 th Semester	No. of Practical Hours per Week: 04

Course/Lab Outcomes (COs):

COs for Practical (BA(JMC)-359)	
CO ₁	Design a promotional or corporate blog. (BTL6)
CO ₂	Facilitate/promote vlog/blog on various social media platforms. (BTL6)
CO ₃	Develop multi-media presentation for social media marketing strategy. (BTL6)
CO ₄	Enhance proficient skills for digital media marketing. (BTL6)

Lesson Plan for Practical:

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
1.	1.	Create and maintain promotional or corporate blog for an organization/product	
2.	2.	Create an account on at least 5 social media platforms and promote your blog/vlog on any social media platforms	
3.	3.	Promote the blog/vlog on any one social media platform	
4.	4.	Create Multimedia Presentation	
5.	5.	Social Media Marketing Strategy for promotion of corporate blog of any organization	
6.	6.	Buffer reserved for Revision	

Testing Schedule:

Nature of Test	September	October	November	
Surprise Test (ST)	ST in any of the Weeks	-	-	-
Mid Term Test (MT)	-	TBAL	-	-

Class Test (CT)	-	-	CT in any of the Weeks	-
Supplementary Test (Sp. T)	-	-	Sp. T in 1 st Week	
Assignment	Assignment-1 is to be submitted One Week after completion			
Nature of Test	September	October	November	
Submission Schedule	of Unit-1 and Unit-2. Assignment-2 is to be submitted One Week after completion of Unit-3. Assignment-3 is to be submitted One Week after completion of Unit-4.			