

**Semester- I**

**Course Code- CVDMM (N) 101**

**Course Name- Digital Ecosystem and Social Media Applications**

**Credit- 04**

**Maximum Marks- 30 (Assignment) + 70 (End Term Examination) = 100**

**Unit 1**

Introduction to Digital Marketing- I [What is digital marketing? How is it different from traditional marketing? Return on Investment (ROI) between Digital and traditional marketing? Discussion on new trends and current scenario of Digital marketing.]

**Unit 2**

Introduction to Digital Marketing- II [Digital marketing a boon or a Bane, Diagnosis of the present website and business, Categorization of digital marketing for the business, Adapting digital change to the risk context, digital risk management]

**Unit 3**

Digital business & commerce [Digital Business Models, Digital Commerce, Scaling up the digital Commerce, importance of digital marketing]

**Unit 4**

Digital ecosystem [Digital Ecological approaches, Digital Business Ecosystem, digital publicity platforms]

**Unit 5**

Social media past & present [Introduction to social media, History, Trends, Current Scenario and impact on business]

**Unit 6**

Social media in interpersonal communication [e-Communication, importance of interpersonal communication, social media a golden bridge for communication]

**Unit 7**

Facebook- Tools and activities- I

**Unit 8**

Facebook- Tools and activities- II

**Unit 9**

Twitter- Tools and activities- I

**Unit 10**

Twitter- Tools and activities- II

**Unit 11**

LinkedIn- Tools and activities- I

Unit 12

LinkedIn- Tools and activities- II

Unit 13

Video Channel Management (YouTube)- Tools and activities- I

Unit 14

Video Channel Management (YouTube)- Tools and activities- II

Unit 15

E-Mail Marketing- Tools and activities

Unit 16

Google Adwords- Tools and activities

Unit 17

Digital marketing elements as engagement marketing- Tools and activities

Unit 18

Emerging trends and techniques in Digital Media