

DMM 301- Digital Ecosystem and Freelancing

Year / Semester	Paper/Course Name	Course Code	Credits (Theory / Skill Component)	Max. Marks (Theory / Skill Component)
III Semester	Digital Ecosystem and Freelancing	DMM 301	01 / 02	40 / 60

Unit 1

Introduction to Web and digital marketing [Web 1.0, Web 2.0 & Web 3.0, History of Internet, how internet grows, Importance of Internet in Marketing, role of e-commerce and digital transaction]

Unit 2

Freelance Digital Marketing [Reaching people, generate leads, making proposals, presentations, sales prospects, after sales service and referrals]

Unit 3

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

Web searching techniques and Internet research attitude

Unit 4

Content Marketing [Introduction, Content Marketing Strategy, Content Marketing, Social Media platforms, Marketing budget & measurement]

Unit 5

E-Mail Marketing- Tools and activities

Unit 6

Google Adwords- Tools and activities

Unit 7

Digital marketing elements as engagement marketing- Tools and activities

Unit 8

Emerging trends and techniques in Digital Media

Unit 9

Understanding Digital Consumers and their needs [Consumer behaviour, Digital influence in consumer life, e-consumer, e-consumer behaviour]

Unit 10

Mobile and Social Media Applications [Smart devices, Significance, notifications, managing individual behaviour, managing customer data and service delivery]