

SYLLABUS

**C. Voc. (Digital Marketing & Management) / D. Voc. (Digital Marketing & Management)
SEMESTER- I**

**Course Name- Digital Ecosystem and Social Media Applications- I
Course Code- CVDMM / DVDMM- 101**

Total Credit- 4

Maximum Marks- 100

BLOCK -1

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

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

Unit 3

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

BLOCK -2

Unit 4

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

Unit 5

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

Unit 6

Facebook- Tools and activities- I

BLOCK -3

Unit 7

Twitter- Tools and activities- I

Unit 8

LinkedIn- Tools and activities- I

Unit 9

E-Mail Marketing- Tools and activities

BLOCK -4

Unit 10

Google Adwords- Tools and activities

Unit 11

Digital marketing elements as engagement marketing- Tools and activities

Unit 12

Emerging trends and techniques in Digital Media