

CVDMM 101
Digital Ecosystem and Social Media Applications

BLOCK- 01

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]

BLOCK- 02

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

BLOCK- 03

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

BLOCK- 04

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

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Unit 17

Digital marketing elements as engagement marketing- Tools and activities

Unit 18

Emerging trends and techniques in Digital Media

Unit 19

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

Unit 20

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

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Unit 21

Managing Cloud [Introduction to cloud technology, types of clouds, Managing data from sending to sharing]

Unit 22

Key Rules and Guidelines for Indian Government Websites (GIGW) Compliance

Unit 23

Social media rising stars (as- Instagram, Pinterest, YouTube, WhatsApp, WeChat, etc.)

Unit 24

Digital India programme- Prospects