

COURSE STRUCTURE / SYLLABUS

Diploma in Vocation (Digital Marketing & Management)

SEMESTER- II

Course Name- Digital Ecosystem and Social Media Applications- II (DVDMM- 201)

Total Credit- 6

Maximum Marks- 100

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Unit 1

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 2

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

Unit 3

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

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Unit 4

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

Unit 5

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

Unit 6

Facebook- Tools and activities- II

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Unit 7

Twitter- Tools and activities- II

Unit 8

LinkedIn- Tools and activities- II

Unit 9

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

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Unit 10

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

Unit 11

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

Unit 12

Digital India programme- Prospects