

**Course Structure & Syllabus for  
Mass Communication-Video Production Programme  
Under Four Year Under-Graduate Programme (FYUGP)  
2022**

**As per NEP 2020 Regulations**

**Prepared and Proposed By**

**Dr. Neha Tiwari**

**Professor In-charge, Department of Mass Communication,  
Assistant Professor (Sr), Department of English,  
Karim City College, Jamshedpur, Jharkhand, India**

**Dr. Rashmi Kumari**

**Assistant Professor, Department of Mass Communication**

*In association with*

**Ms. Taaseir Shahid**

**Visiting Faculty, Department of Mass Communication**

**Mr. Bapi Murmu**

**Visiting Faculty, Department of Mass Communication**

## **Declaration**

This is to declare that this syllabus for UG is upgraded in accordance with the FYUGP curriculum framework (DHTE letter no 1072, dated /19/07/2022 and subsequent letter 1079, dated 20/07/2022) and as per the guidelines stated in it. The syllabus is as per the following

1. FYUGP Curriculum Framework
2. UGC LOCF
3. NET
4. Following top ranked Indian Universities
  - a) Indira Gandhi National Open University, New Delhi
  - b) Makhn Lal Chaturvedi National University of Journalism and Communication, Bhopal
  - c) Odisha State Open University, Sambalpur
5. Film and Television Institute of India, Pune
6. Indian Institute Of Mass Communication, New Delhi
7. SWAYAM Portal
8. Guru Gobind Singh Indraprastha University, New Delhi
9. Industry Experts News, Radio, Television, New Media and Film Industry
10. Rourkela Institute of Management Studies, Odisha

Dr. Neha Tiwari  
Prof. In-Charge  
Dept. of Mass Communication,  
Karim City College, Jamshedpur, Jharkhand, India

# SYLLABUS (UG) MASS COMMUNICATION-VIDEO PRODUCTION

## MINOR 2 PAPER : DIGITAL MARKETING

### SEM 2: MN 2A – INTRODUCTION TO DIGITAL MARKETING (4 CREDITS)

**Course Objective:** The Objective of this minor paper is to make students job-ready in the field of digital marketing. It aims to make them skilled by training them in the basics of Digital Marketing, Tools & Terms and Digital Advertising landscape. It intends to give the students the road map for preparing successful Digital Marketing campaigns.

#### Learning Outcomes:

**After the completion of this paper students will get to:**

- Know about the fundamentals of Digital Marketing
- Understand the strategies for Digital Marketing
- Learn to use the correct Tools & Terminology
- Know about the different types of advertising for Digital Marketing

**4 CREDITS= 2 L + 1 T + 1 P**

**75 Hrs. = 30 Hrs. (L) + 15 Hrs. (T) + 30 Hrs. (P)**

#### **Unit 1 : Fundamentals of Digital marketing (7 L + 3 T)**

- Fundamentals of Digital Marketing & Its Significance
- Evolution of Digital Marketing, Traditional marketing vs Digital Marketing
- Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities
- Youth & Netizen's expectation & Influence on Digital Marketing.

#### **Unit 2 : Digital Market in India (7 L + 4 T)**

- The Digital Users in India, Digital Marketing Strategy- Consumer Decision Journey
- POEM Framework, Segmenting & Customizing Messages
- Digital Advertising Market in India, Skills in Digital Marketing
- Digital Marketing Plan

#### **Unit 3 : Digital Marketing : Terminology & Tools (8 L + 4 T)**

- Terminology used in Digital Marketing
- PPC and Online marketing through Social Media, Social Media Marketing, SEO techniques  
Keyword Advertising
- Google Web-Master and Analytics Overview
- Affiliate Marketing, Email Marketing, Mobile Marketing

#### **Unit 4 : Types of Advertising for Digital Marketing (8 L + 4 T)**

- Different type of Ad tools, Buying Models
- Display Advertising, Terminology, Types of Display Ads, Different Ad formats
- Ad Placement Techniques, Programmatic Digital Advertising

**PRACTICAL (1 CREDIT)****30 Hrs.**

1. Take any brand as a case study & prepare a report on its digital marketing campaign.
2. Design a digital marketing campaign for an imaginary brand of your choice.

**Suggested Readings**

- Ahuja, V. (2015). *Digital Marketing*. Oxford University Press, USA
- Gupta, S. (2020). *Digital Marketing*. McGraw-Hill Publication
- Hanlon, A., & Akins, J. (2009). *Quick Win Digital Marketing: Answers to Your Top 100 Digital Marketing Questions*.
- Ryan, D. (2020). *Understanding Digital Marketing: A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns*.
- Kamat, S., & Kamat C N. (2023). *Digital Marketing*. Himalaya Publishing House