

**Syllabus of the Four-Year Undergraduate Programme in Mass Communication
FYUGP (With Honours)**

Semester	8
Paper	Major 20
Paper Description	Indigenous Knowledge Systems in Communication
Paper Code	
Paper Type	Theory
Credit	4
Class Hours	60
Distribution of Marks	80 (60 + 20)
Duration of the Examination	2.5 hours

Brief Course Description:

This course explores the rich traditions of communication embedded within India's Indigenous Knowledge Systems (IKS). It examines classical theories, oral traditions, performative practices, philosophical foundations, and community-based modes of communication that have evolved across centuries. The course critically engages with indigenous concepts such as *Sadharanikaran*, *Rasa*, *Dhvani*, *Lok Parampara*, and communication frameworks found in texts like the *Natyashastra*, *Arthashastra*, and other knowledge traditions. It also investigates the relevance of indigenous communication models in contemporary media, development communication, digital cultures, and social transformation.

Prerequisite(s) and/or Note(s):

- (1) Higher Secondary or equivalent certification from any recognized board.
- (2) Note(s): The syllabus changes yearly or in due course and may be modified during the term itself, depending on the circumstances. However, students will be evaluated only on the basis of topics covered in the course.

Course Objectives:

Knowledge acquired:

- (1) Understand the concept and scope of Indigenous Knowledge Systems in the Indian context.

Skills gained:

- (1) Analyze classical Indian theories of communication and aesthetics.
- (2) Examine oral, folk, and performative traditions as communication systems.

- (3) Critically evaluate indigenous communication practices in relation to dominant Western communication models.
- (4) Assess the contemporary relevance of indigenous communication frameworks in media, development, and cultural communication.

Competency Developed:

- (1) Explore possibilities for integrating indigenous knowledge into contemporary communication research and practice.

Course Syllabus

Unit I: Foundations of Indigenous Knowledge Systems and Communication

- (1) Understanding Indigenous Knowledge Systems (IKS): Meaning, characteristics, and significance
- (2) Knowledge traditions in India: Vedic, Buddhist, Jain, and Folk traditions
- (3) Communication as a cultural and civilizational process
- (4) Indigenous epistemology and knowledge production
- (5) Oral traditions and memory cultures
- (6) Community-based knowledge transmission
- (7) Comparative perspectives: Indigenous and Western communication paradigms

Unit II: Classical Indian Communication Thought

- (1) Communication concepts in Indian philosophical traditions
- (2) Bharata's Natyashastra as a communication text
- (3) Theory of Rasa and audience reception
- (4) Sadharanikaran (Universalization) and communication process
- (5) Dhvani Theory and suggestive communication
- (6) Vakrokti and literary communication
- (7) Communication and meaning in Sanskrit poetics

Unit III: Folk, Oral and Performative Communication Traditions

- (1) Folk media as indigenous communication systems
- (2) Storytelling traditions: Katha, Harikatha, Kathakalakshepam
- (3) Puppetry, folk theatre, and community performance
- (4) Folk songs, ballads, and oral narratives
- (5) Ritual communication and symbolic practices
- (6) Temple spaces and pilgrimage networks as communication sites
- (7) Indigenous communication in tribal and rural communities

Unit IV: Indigenous Communication Models and Social Change

- (1) Communication in the Arthashastra: Governance, intelligence, and public communication
- (2) Gandhian communication philosophy
- (3) Communication in Bhakti and Sufi movements
- (4) Dialogic traditions: Sabha, Samvada, and public discourse
- (5) Indigenous approaches to participatory communication
- (6) Community media and development communication
- (7) Indigenous knowledge and environmental communication

Unit V: Contemporary Relevance and Emerging Perspectives

- (1) Indigenous Knowledge Systems and digital communication
- (2) Cultural sustainability and media representation
- (3) Decolonizing communication studies
- (4) Indigenous knowledge and communication policy
- (5) Traditional knowledge, intellectual property, and ethics
- (6) Revival and adaptation of folk media in contemporary campaigns
- (7) Future directions for Indigenous Communication Studies in India

Continuous Evaluation

Any one of the following (10 Marks)

- a) Group Discussion
- b) Class Test.
- c) Assignment
- d) PowerPoint Presentation

Suggested Readings

Mahadevan, B.; Bhat, Vinayak Rajat & Nagendra, Pavana R. N. – Introduction to Indian Knowledge System: Concepts and Applications, PHI Learning, 2022.

Chauhan, Bhag Chand – IKS: The Knowledge System of Bharata, Garuda Prakashan, 2023.

Chatterjee, Debashis; Sethi, Deepa & Pati, Surya (eds.) – Globalizing Indian Thought: Insights from Indian Knowledge Systems, SAGE, 2021.

Murthy, Ganti S. & Venkataraman, K. – Indian Knowledge Systems: India's Contributions to Science and Technology.

Amit Jha (comp.) – Traditional Knowledge System in India (library list / anthology).

Ray, Bidyut Lata – Indian Cultures as Heritage: Contemporary Pasts, exploring cultural traditions as living knowledge systems relevant to the present.

Examination Question Pattern

For 60 Marks

Sl. No.	Questions to be answered	Out of	Marks of each question	Total Marks
1	4	6	3	4x3=12
2	4	6	6	4x6=24
3	2	4	12	2x12=24

Semester	8
Paper	MAJOR 21
Paper Description	International Communication
Paper Code	
Paper Type	Theory
Credit	4
Class hours	120
Distribution of Marks	80 (60 Marks in Theory + 20 Practical/Projects)
Duration of the Examination	2.5 hours

Brief Course Description:

This course examines the processes, structures, theories, and practices of communication across national boundaries. It explores the historical evolution of international communication, global information flows, media systems, communication technologies, public diplomacy, and the role of international organizations in shaping global communication. The course critically analyzes issues such as media globalization, cultural imperialism, digital communication, information inequality, and the emerging challenges of communication in a networked world. Special emphasis is placed on the role of communication in international relations, development, conflict, and global governance.

Prerequisite(s) and/or Note(s):

- (1) Higher Secondary or equivalent certification from any recognized board.
- (2) Note(s): The syllabus changes yearly and may be modified during the term itself, depending on the circumstances. However, students will be evaluated only on the basis of topics covered in the course.

Course Objectives:

Knowledge acquired:

- (1) Understand the evolution, scope, and significance of international communication.

Skills gained:

- (1) Analyze major theories and models of international communication.
- (2) Examine the role of global media institutions, communication technologies, and transnational information flows.
- (3) Critically evaluate issues related to globalization, cultural identity, media imperialism, and digital communication.

Competency Developed:

- (1) Assess the role of communication in diplomacy, international relations, development, and conflict resolution.

- (2) Explore contemporary trends and challenges in the global communication environment.

Course Syllabus

Unit I: Introduction to International Communication

- (1) Meaning, nature, and scope of international communication
- (2) Historical development of international communication
- (3) Communication and globalization
- (4) Evolution of global media systems
- (5) International communication and international relations
- (6) Communication flows between nations
- (7) Concepts of information society and global village

Unit II: Theories and Perspectives in International Communication

- (1) Modernization Theory
- (2) Dependency Theory
- (3) World Systems Theory
- (4) Cultural Imperialism Theory
- (5) Media Imperialism and Electronic Colonialism
- (6) Globalization and Hybridization
- (7) Critical and Political Economy Approaches to International Communication

Unit III: Global Media Systems and Information Flows

- (1) International news agencies and global news flow
- (2) Structure and functioning of transnational media corporations
- (3) International broadcasting and satellite communication
- (4) Global entertainment industries
- (5) Digital platforms and global communication networks
- (6) Information imbalance and debates on media inequality
- (7) New World Information and Communication Order (NWICO)

Unit IV: Communication, Diplomacy, Development, and Conflict

- (1) Public diplomacy and strategic communication
- (2) Soft power and nation branding
- (3) Communication in international organizations
- (4) Role of media in international conflicts and wars
- (5) Communication and peace-building

- (6) International development communication
- (7) Communication campaigns by global institutions

Unit V: Contemporary Issues and Emerging Trends

- (1) Digital diplomacy and social media
- (2) Global communication governance
- (3) Cyber communication and information security
- (4) Misinformation, disinformation, and propaganda
- (5) Artificial Intelligence and global communication
- (6) Communication and sustainable development goals (SDGs)
- (7) Future trends in international communication

Suggested Practical Component

- (1) Critical analysis of a news channel, newspaper, film, or digital platform
- (2) Discourse analysis of media texts
- (3) Audience reception study
- (4) Case study on media ownership and concentration
- (5) Seminar presentation on contemporary critical communication issues

Continuous Evaluation

Any one of the following (10 Marks)

- a) Group Discussion
- b) Class Test.
- c) Assignment
- d) PowerPoint Presentation

Suggested Readings:

Thussu, Daya Kishan – International Communication: Continuity and Change (3rd ed., Bloomsbury).

Mody, Bella (ed.) – International and Development Communication: A 21st Century Perspective, SAGE.

Boyd-Barrett, Oliver – Global News: Perspectives on International Communication.

McChesney, Robert W. – The Global Media: The New Missionaries of Corporate Capitalism.

Thussu, Daya Kishan (ed.) – International Communication: A Reader, Routledge.

Gudykunst, William B. & Mody, Bella (eds.) – Handbook of International and Intercultural

Communication, SAGE.

Examination Question Pattern

For 60 Marks

Sl. No.	Questions to be answered	Out of	Marks of each question	Total Marks
1	4	6	3	$4 \times 3 = 12$
2	4	6	6	$4 \times 6 = 24$
3	2	4	12	$2 \times 12 = 24$

Semester	8
Paper	MAJOR 22
Paper Description	Digital Journalism
Paper Code	
Paper Type	Theory
Credit	4
Class hours	120
Distribution of Marks	80 (60 Marks in Theory + 20 Practical/Projects)
Duration of the Examination	2.5 hours

Brief Course Description:

This course introduces students to the theories, practices, technologies, and ethical dimensions of digital journalism in the contemporary media environment. It examines the transformation of journalism in the digital age, focusing on online news production, multimedia storytelling, social media journalism, mobile journalism, data journalism, audience engagement, and emerging technologies. The course enables students to understand the changing nature of news gathering, verification, dissemination, and consumption in a networked society.

Prerequisite(s) and/or Note(s):

- (1) Higher Secondary or equivalent certification from any recognized board.
- (2) Note(s): The syllabus changes yearly and may be modified during the term itself, depending on the circumstances. However, students will be evaluated only on the basis of topics covered in the course.

Course Objectives:

Knowledge acquired:

- (1) Understand the evolution and characteristics of digital journalism.

Skills gained:

- (1) Analyze the impact of digital technologies on news production and dissemination.
- (2) Develop skills in multimedia storytelling and digital content creation.
- (3) Examine the role of social media and mobile technologies in journalism.

Competency Developed:

- (1) Evaluate ethical, legal, and professional issues in digital journalism.
- (2) Explore emerging trends and innovations shaping the future of journalism.

Course Syllabus

Unit I: Introduction to Digital Journalism

- (1) Concept, nature, and scope of digital journalism
- (2) Evolution from traditional to digital news media
- (3) Characteristics of online journalism
- (4) Digital news ecosystem
- (5) Convergence and media transformation
- (6) News consumption in the digital age
- (7) Digital journalism in India and global perspectives

Unit II: News Gathering and Multimedia Storytelling

- (1) Digital news gathering techniques
- (2) Online research and source verification
- (3) Writing for digital platforms
- (4) Hypertext and interactive storytelling
- (5) Multimedia journalism: text, audio, video, and graphics
- (6) Photojournalism and video journalism for digital platforms
- (7) Podcasting and audio storytelling

Unit III: Social Media and Mobile Journalism

- (1) Social media as a journalistic tool
- (2) News production and distribution through social platforms
- (3) Audience engagement and community building
- (4) Mobile Journalism (MoJo): concepts and practices
- (5) Live reporting and real-time journalism
- (6) User-generated content and citizen journalism
- (7) Influencer culture and journalism

Unit IV: Data Journalism, Analytics and Digital Ethics

- (1) Introduction to data journalism
- (2) Data collection, analysis, and visualization
- (3) Infographics and interactive storytelling
- (4) Search Engine Optimization (SEO) for news
- (5) Audience analytics and metrics
- (6) Fact-checking and verification techniques
- (7) Ethical and legal issues in digital journalism
- (8) Fake news, misinformation, and disinformation

Unit V: Emerging Trends and Future of Digital Journalism

- (1) Artificial Intelligence and journalism

- (2) Automated news production
- (3) Immersive journalism: AR and VR applications
- (4) Digital entrepreneurship and independent journalism
- (5) Subscription models and platform economics
- (6) Cybersecurity for journalists
- (7) Future challenges and opportunities in digital journalism
- (8) Sustainable digital news ecosystems

Continuous Evaluation

Any one of the following (10 Marks)

- a) Group Discussion
- b) Class Test.
- a) Assignment
- b) PowerPoint Presentation

Suggested Readings:

Briggs, Mark. Journalism Next: A Practical Guide to Digital Reporting and Publishing.

Bradshaw, Paul. The Online Journalism Handbook.

Deuze, Mark. Media Work.

Pavlik, John V. Journalism and New Media.

Kovach, Bill & Rosenstiel, Tom. The Elements of Journalism.

Ward, Stephen J. A. Ethics and the Media.

Friend, Cecilia & Singer, Jane B. Online Journalism Ethics.

Allan, Stuart. Online News: Journalism and the Internet.

Craig, Richard. Online Journalism: Reporting, Writing and Editing for New Media.

Kumar, Keval J. Mass Communication in India.

Meikle, Graham. Social Media: Communication, Sharing and Visibility.

Examination Question Pattern

For 60 Marks

TEMPLATE FOR COURSE SYLLABUS FOR NEP IMPLEMENTATION

Sl. No.	Questions to be answered	Out of	Marks of each question	Total Marks
1	4	6	3	$4 \times 3 = 12$
2	4	6	6	$4 \times 6 = 24$
3	2	4	12	$2 \times 12 = 24$

Semester	8
Paper	MINOR 23
Paper Description	Advanced Media Technology
Paper Code	
Paper Type	Theory
Credit	4
Class hours	120
Distribution of Marks	80 (60 Marks in Theory + 20 Practical/Projects)
Duration of the Examination	2.5 hours

Brief Course Description:

This course provides an advanced understanding of contemporary and emerging media technologies that are transforming communication industries worldwide. It explores digital media infrastructures, multimedia production technologies, artificial intelligence, data analytics, immersive media, cloud-based media systems, and emerging communication networks. The course examines the technological foundations of modern media while critically analyzing their social, cultural, economic, and ethical implications. Students will gain insights into technological innovations shaping journalism, broadcasting, entertainment, advertising, and digital communication.

Prerequisite(s) and/or Note(s):

- (1) Higher Secondary or equivalent certification from any recognized board.
- (2) Note(s): The syllabus changes yearly and may be modified during the term itself, depending on the circumstances. However, students will be evaluated only on the basis of topics covered in the course.

Course Objectives:

Knowledge acquired:

- (1) Understand the evolution and significance of advanced media technologies.

Skills gained:

- (1) Analyze digital media infrastructures and emerging communication systems.
- (2) Examine the role of artificial intelligence, automation, and data analytics in media industries.
- (3) Evaluate the applications of immersive and interactive media technologies.

Competency Developed:

- (1) Assess ethical, legal, and societal challenges associated with technological advancements.
- (2) Explore future trends and innovations in media technology.

Course Syllabus

Unit I: Foundations of Advanced Media Technology

- (1) Evolution of media technologies
- (2) Digitization and media convergence
- (3) Communication networks and digital infrastructures
- (4) Internet architecture and media delivery systems
- (5) Cloud computing in media operations
- (6) Digital transformation of media industries
- (7) Emerging trends in communication technologies

Unit II: Multimedia Technologies and Digital Content Production

- (1) Advanced multimedia systems
- (2) Digital audio and video technologies
- (3) High-definition, 4K, and 8K broadcasting
- (4) Digital imaging and graphics technologies
- (5) Content Management Systems (CMS)
- (6) Streaming technologies and Over-the-Top (OTT) platforms
- (7) Cross-platform content production and distribution

Unit III: Artificial Intelligence, Automation, and Data Technologies

- (1) Introduction to Artificial Intelligence in media
- (2) Machine learning and predictive analytics
- (3) Automated journalism and content generation
- (4) Recommendation algorithms and personalization
- (5) Big data and audience analytics
- (6) Natural Language Processing (NLP)
- (7) AI ethics and responsible media innovation

Unit IV: Immersive, Interactive, and Emerging Media Technologies Topics

- (1) Virtual Reality (VR) and Augmented Reality (AR)
- (2) Mixed Reality (MR) and Extended Reality (XR)
- (3) Immersive storytelling techniques
- (4) Interactive media and user experience design
- (5) Gaming technologies and gamification
- (6) Metaverse and virtual communication environments
- (7) Applications of immersive technologies in journalism, education, and entertainment

Unit V: Future Media Ecosystems, Ethics, and Governance

- (1) 5G and next-generation communication networks
- (2) Internet of Things (IoT) and connected media

- (3) Blockchain applications in media
- (4) Cybersecurity and digital privacy
- (5) Digital regulation and governance
- (6) Ethical challenges in emerging technologies
- (7) Sustainable media technologies
- (8) Future trends and innovations in media industries

Continuous Evaluation

Any one of the following (10 Marks)

- c) Group Discussion
- d) Class Test.
- e) Assignment
- f) PowerPoint Presentation

Suggested Readings:

Flew, Terry. New Media: An Introduction.

Pavlik, John V. Media in the Digital Age.

Manovich, Lev. The Language of New Media.

Jenkins, Henry. Convergence Culture: Where Old and New Media Collide.

Castells, Manuel. The Rise of the Network Society.

McQuail, Denis. McQuail's Mass Communication Theory.

Lister, Martin et al. New Media: A Critical Introduction.

Shirky, Clay. Here Comes Everybody.

Negroponte, Nicholas. Being Digital.

Carlson, Matt & Lewis, Seth C. Boundaries of Journalism.

Küng, Lucy. Strategic Management in the Media.

Examination Question Pattern

For 60 Marks

Sl. No.	Questions to be answered	Out of	Marks of each question	Total Marks
1	4	6	3	4x3=12

TEMPLATE FOR COURSE SYLLABUS FOR NEP IMPLEMENTATION

2	4	6	6	$4 \times 6 = 24$
3	2	4	12	$2 \times 12 = 24$

Semester	8
Paper	MINOR 8
Paper Description	Term Paper
Paper Code	
Paper Type	Practical
Credit	4
Class hours	120
Distribution of Marks	80 (60 Marks in Theory + 20 Practical/Projects)
Duration of the Examination	

Brief Course Description:

This practical paper is designed to equip undergraduate students with hands-on skills in conducting, documenting, and presenting communication research. While the companion theory paper introduces students to research philosophy and methodology, this practical component translates those concepts into applied experience — enabling students to formulate research problems, collect data, analyse findings, and communicate results in formats relevant to media and communication practice.

Prerequisite(s) and/or Note(s):

- (1) Higher Secondary or equivalent certification from any recognized board.
- (2) Note(s): The syllabus changes yearly and may be modified during the term itself, depending on the circumstances. However, students will be evaluated only on the basis of topics covered in the course.

Course Objectives:

Knowledge acquired:

- (1) Familiarise students with the complete cycle of empirical communication research through direct, hands-on engagement

Skills gained:

- (1) Develop competency in selecting, designing, and executing a research project in a media or communication context
- (2) Build skills in applying both qualitative and quantitative data collection methods appropriate to communication studies
- (3) Enable students to interpret data, draw research-backed conclusions, and present findings in standard academic formats
- (4) Cultivate ethical awareness in research practice, including informed consent, plagiarism avoidance, and data integrity

Competency Developed:

- (1) Formulate a research problem, write objectives, and frame hypotheses or research questions relevant to media/communication contexts
- (2) Conduct a systematic literature review and prepare an annotated bibliography using communication journals and databases
- (3) Design and administer a data collection instrument such as a questionnaire, interview schedule, or observation protocol
- (4) Apply any one of the following methods: survey, content analysis, focus group discussion, or case study
- (5) Tabulate, code, and present data using basic statistical or qualitative analytical tools
- (6) Write and present a mini research report in standard academic format — including abstract, introduction, methodology, findings, and conclusion.

Course Syllabus

Students must write and defend a research paper incorporating five of the following steps.

- (1) Problem Identification — Identify a researchable communication problem; write a one-page problem statement with justification and research objectives
- (2) Literature Review — Conduct a literature review of at least five academic sources on an assigned media topic; prepare a structured review summary
- (3) Questionnaire Design — Design a structured questionnaire of 15–20 questions (incorporating nominal, ordinal, and Likert-scale items) for a survey on media use or audience behaviour
- (4) Sampling — Identify a target population for a communication study; determine an appropriate sample using probability or non-probability techniques; justify the choice
- (5) Survey Administration & Data Collection — Administer the designed questionnaire to a sample of 30–50 respondents; tabulate and present raw data in a data sheet
- (6) Content Analysis — Select a media text (newspaper, social media feed, or television bulletin); develop a coding scheme and apply it to analyse content for at least two categories
- (7) Interview / Focus Group — Conduct and transcribe a semi-structured interview or a small focus group discussion (4–6 participants) on a media-related theme
- (8) Data Presentation Using Tools — Represent collected data using tables, graphs, pie charts, or bar diagrams (manually or using MS Excel / SPSS)

- (9) Mini Research Report Writing — Write a 2500–3000 word mini research report based on any one completed exercise above, following APA citation standards
- (10) Research Presentation — Present the mini report findings before a panel of faculty/examiners; prepare a PPT (minimum 10 slides); undergo a viva-voce examination

Continuous Evaluation

Any one of the following (10 Marks)

- a) Group Discussion
- b) Class Test.
- c) Assignment
- d) PowerPoint Presentation

Semester	8
Paper	DSC 12
Paper Description	Term Paper
Paper Code	
Paper Type	Practical
Credit	4
Class hours	120
Distribution of Marks	80 (60 Marks in Theory + 20 Practical/Projects)
Duration of the Examination	

Brief Course Description:

This practical paper is designed to equip undergraduate students with hands-on skills in conducting, documenting, and presenting communication research. While the companion theory paper introduces students to research philosophy and methodology, this practical component translates those concepts into applied experience — enabling students to formulate research problems, collect data, analyse findings, and communicate results in formats relevant to media and communication practice.

Prerequisite(s) and/or Note(s):

- (3) Higher Secondary or equivalent certification from any recognized board.
- (4) Note(s): The syllabus changes yearly and may be modified during the term itself, depending on the circumstances. However, students will be evaluated only on the basis of topics covered in the course.

Course Objectives:

Knowledge acquired:

- (2) Familiarise students with the complete cycle of empirical communication research through direct, hands-on engagement

Skills gained:

- (5) Develop competency in selecting, designing, and executing a research project in a media or communication context
- (6) Build skills in applying both qualitative and quantitative data collection methods appropriate to communication studies
- (7) Enable students to interpret data, draw research-backed conclusions, and present findings in standard academic formats
- (8) Cultivate ethical awareness in research practice, including informed consent, plagiarism avoidance, and data integrity

Competency Developed:

- (7) Formulate a research problem, write objectives, and frame hypotheses or research questions relevant to media/communication contexts
- (8) Conduct a systematic literature review and prepare an annotated bibliography using communication journals and databases
- (9) Design and administer a data collection instrument such as a questionnaire, interview schedule, or observation protocol
- (10) Apply any one of the following methods: survey, content analysis, focus group discussion, or case study
- (11) Tabulate, code, and present data using basic statistical or qualitative analytical tools
- (12) Write and present a mini research report in standard academic format — including abstract, introduction, methodology, findings, and conclusion.

Course Syllabus

Students must write and defend a research paper incorporating five of the following steps.

- (11) Problem Identification — Identify a researchable communication problem; write a one-page problem statement with justification and research objectives
- (12) Literature Review — Conduct a literature review of at least five academic sources on an assigned media topic; prepare a structured review summary
- (13) Questionnaire Design — Design a structured questionnaire of 15–20 questions (incorporating nominal, ordinal, and Likert-scale items) for a survey on media use or audience behaviour
- (14) Sampling — Identify a target population for a communication study; determine an appropriate sample using probability or non-probability techniques; justify the choice
- (15) Survey Administration & Data Collection — Administer the designed questionnaire to a sample of 30–50 respondents; tabulate and present raw data in a data sheet
- (16) Content Analysis — Select a media text (newspaper, social media feed, or television bulletin); develop a coding scheme and apply it to analyse content for at least two categories
- (17) Interview / Focus Group — Conduct and transcribe a semi-structured interview or a small focus group discussion (4–6 participants) on a media-related theme
- (18) Data Presentation Using Tools — Represent collected data using tables, graphs, pie charts, or bar diagrams (manually or using MS Excel / SPSS)

- (19) Mini Research Report Writing — Write a 2500–3000 word mini research report based on any one completed exercise above, following APA citation standards
- (20) Research Presentation — Present the mini report findings before a panel of faculty/examiners; prepare a PPT (minimum 10 slides); undergo a viva-voce examination

Continuous Evaluation

Any one of the following (10 Marks)

- a) Group Discussion
- b) Class Test.
- c) Assignment
- d) PowerPoint Presentation

Semester	8
Paper	DSC 13
Paper Description	Digital Marketing
Paper Code	
Paper Type	Theory
Credit	4
Class hours	120
Distribution of Marks	80 (60 Marks in Theory + 20 Practical/Projects)
Duration of the Examination	2.5 hours

Brief Course Description:

This paper introduces students to the principles, strategies, and tools of digital marketing within the evolving landscape of the Indian and global digital economy. The paper bridges communication theory with practical digital skills — equipping students to plan, execute, and evaluate marketing campaigns across online platforms.

Prerequisite(s) and/or Note(s):

- (1) Higher Secondary or equivalent certification from any recognized board.
- (2) Note(s): The syllabus changes yearly and may be modified during the term itself, depending on the circumstances. However, students will be evaluated only on the basis of topics covered in the course.

Course Objectives:

Knowledge acquired:

- (1) Equip students with a comprehensive understanding of digital marketing ecosystems, platforms, and emerging technologies relevant to the Indian and global media market.

Skills gained:

- (1) Develop professional competence in strategic planning, content creation, analytics, and campaign management across digital channels.
- (2) Build research orientation through data-driven marketing analysis, audience research, and evidence-based decision making.
- (3) Foster ethical, legal, and culturally sensitive digital communication practices consistent with Indian social contexts.

Competency Developed:

- (1) Prepare students for entrepreneurship, industry careers, and advanced research by integrating skill-based learning with academic rigour

Course Syllabus

Unit I: Foundations of Marketing and Digital Ecosystem

- (1) Introduction to Digital Marketing — Transition from traditional to digital; growth of internet and mobile penetration in India; B2B, B2C, D2C, and NFP marketing contexts; digital marketing planning and strategy
- (2) Digital Marketing Mix — Online product and service design; pricing strategies in e-commerce; digital distribution channels; integrated promotion and advertising online; customer segmentation, targeting, and positioning
- (3) Consumer Behaviour Online — Cultural influences on digital behaviour; online purchase decision models; e-CRM fundamentals; personalisation and customer journey mapping
- (4) Indian Digital Landscape — Internet user demographics; regional language internet; digital India initiatives; rural and urban digital divide; regulatory environment (IT Act, data protection)

Unit II: Social Media Marketing

- (1) Social Media Landscape — Platform ecosystems; algorithm logic; organic vs. paid reach; platform-specific content formats (Reels, Threads, Shorts)
- (2) Content Strategy and Brand Storytelling — Content calendar planning; visual content creation principles; video marketing; user-generated content; brand tone and voice
- (3) Paid Social Advertising — Facebook Ads Manager; Instagram paid campaigns; LinkedIn sponsored content; audience targeting, lookalike audiences, and retargeting
- (4) Social Media Analytics and ORM — Engagement metrics; owned, earned, and paid media metrics; sentiment analysis; online reputation management; crisis communication on social platforms

Unit III: Search Engine Optimisation (SEO) and Search Engine Marketing (SEM)

- (1) Introduction to SEO — Search engine functioning; crawling, indexing, and ranking; on-page SEO: title tags, meta descriptions, headers, URL structure; keyword research tools (Google Keyword Planner, SEMrush)
- (2) Off-Page SEO and Technical SEO — Backlink building; domain authority; mobile-first indexing; Core Web Vitals; site speed and structured data
- (3) Search Engine Marketing (SEM) — Google Ads platform; campaign types (search, display, video); Quality Score and Ad Rank; bidding strategies; ad extensions
- (4) Local SEO and Voice Search — Google Business Profile optimisation; local citation building; voice search trends; schema markup; measuring SEO performance with Google Search Console and Analytics

Unit IV: Digital Channels and Campaign Management

- (1) Email Marketing Fundamentals — Permission marketing; list building; segmentation and personalisation; email design and copywriting; A/B testing; Campaign Planning — Welcome sequences; drip campaigns; re-engagement campaigns; transactional emails; compliance with CAN-SPAM and India's data protection norms; Marketing Automation — CRM integration; HubSpot / Mailchimp / Zoho automation workflows; lead nurturing; lead scoring and lifecycle stages; Mobile Marketing — SMS and WhatsApp marketing; push notifications; in-app advertising; mobile-first campaign design; B2B vs. B2C mobile strategies
- (2) E-Commerce and Affiliate Marketing — E-Commerce Ecosystem in India — Marketplace vs. D2C models; Shopify, WooCommerce, Amazon Seller Central; product listing optimisation; logistics and returns management; Conversion Rate Optimisation (CRO) — Landing page design; A/B testing; heatmaps and user behaviour tools (Hotjar); customer funnel optimisation; Affiliate and Influencer Marketing — Affiliate networks; commission structures; influencer tiers (nano, micro, macro, mega); partnership contracts; FTC/ASCI disclosure norms; Digital Entrepreneurship — Starting an online business; dropshipping; digital products and subscription models; personal branding; startup ecosystem in India
- (3) Content Marketing and Brand Management — Content Marketing Strategy — Inbound marketing; content types (blog, video, podcast, infographic, webinar); editorial calendar; content audit and gap analysis; Brand Identity in Digital Spaces — Brand positioning; visual identity systems; brand voice and messaging frameworks; brand storytelling across platforms; Video Marketing — YouTube strategy; short-form video (Reels, Shorts); OTT advertising; video SEO; live streaming; Blogging, Vlogging, and Thought Leadership — Content monetisation; guest blogging; establishing domain authority; case studies in Indian digital content marketing
- (4) Digital Advertising and Programmatic Media — Display Advertising — Banner and rich media ads; Google Display Network; ad formats; ad placement and targeting options; Programmatic Advertising — DSPs, SSPs, DMPs, and ad exchanges; real-time bidding (RTB); audience data and targeting; viewability and brand safety; Video and Native Advertising — Pre-roll, mid-roll, bumper ads; native ad formats; sponsored content; YouTube advertising ecosystem; Campaign Budgeting and Media Planning — CPM, CPC, CPA, ROAS; media mix modelling; attribution models; ad fraud and brand safety tools

Unit V: Digital Marketing Analytics and Data Intelligence

- (1) Web Analytics — Google Analytics 4; user acquisition, engagement, and retention reports; custom dimensions and events; funnel exploration reports
- (2) Social Media Metrics Deep Dive — Platform-specific KPIs; measuring brand equity; social listening tools (Brandwatch, Sprout Social, Hootsuite); earned media valuation
- (3) Data Visualisation and Reporting — Google Looker Studio; building marketing dashboards; presenting data to stakeholders; storytelling with data

- (4) Predictive Analytics and AI in Marketing — Introduction to machine learning for marketers; predictive customer lifetime value; recommendation engines; AI-generated content and ethical considerations^[9]Future trends in convergent and networked journalism

Continuous Evaluation

Any one of the following (10 Marks)

- a) Group Discussion
- b) Class Test.
- c) Assignment
- d) PowerPoint Presentation

Suggested Readings:

Chaffey, D. & Ellis-Chadwick, F. — Digital Marketing: Strategy, Implementation and Practice (Pearson)

Kotler, P., Kartajaya, H. & Setiawan, I. — Marketing 4.0 and Marketing 5.0 (Wiley)^[10]

Kundu, S. — Digital Marketing Trends and Prospects (BPB, 2021)

Ryan, D. — Understanding Digital Marketing (Kogan Page)

Chaffey, D. & Smith, P.R. — Digital Business and E-Commerce Management (Pearson)

Coles, L. — Marketing with Social Media (Wiley)

Avinash Kaushik — Web Analytics 2.0 (Sybex)

Examination Question Pattern

For 60 Marks

Sl. No.	Questions to be answered	Out of	Marks of each question	Total Marks
1	4	6	3	4x3=12
2	4	6	6	4x6=24
3	2	4	12	2x12=24