

CBEL Code: ELE-203
Course Name: Monetizing Digital Content
Duration- 40 hours

Credits: 4		
Lecture Hours	Practical/Activity Hours	Mode
8	32	Blended

Overview

Social media platforms like Facebook allows users, who sign-up for free profiles, to connect with friends, work colleagues or people they don't know, online. It allows users to share pictures, music, videos, and articles, as well as their own thoughts and opinions with however many people theylike. Facebook is considered the “King of Social” boasting 2.6 billion active monthly users. Facebook consists of several features such as newsfeed, timeline, Messenger, wall, events, likes, comments, and reactions, groups, notifications, and others. People spend most of their time any day on social media. Many use such media to monetize their time spent on social and make themselves profitable and successful. The course is aimed at students to understand the ways to starts an online business as affiliate marketers using free powerful resources of such media. By the end of the course the learners will be able to initiate online an economic activity.

COURSE STRUCTURE					
Lecture	Content / Topic	Hours	Activity / Assignment	Hours	Bloom's Level
L1	Understand Facebook monetization	1			1, 2
L2	Marketing strategies and approaches	1			1, 2
L3	Market places	1			2,3
L4	Promote on Facebook	1	A1	2	2,3
L5	Retrieve the information of potential	1			2,3
L6	Analyze your market	1	A2	3	2,3
L7	Create your promotional campaigns	1	A3	3	2,3
L8	Find free content, Localbusiness marketing in Facebook	1			2,3
Total Hrs. of Lectures – Interaction [L1 – L8]		8			
Total Hrs. of Activities – Assignments [A1 – A3]				8	
Course end Evaluation [A4]				24	3,4, 5, 6

UNITWISE CONTENT	
UNIT 1 : Introduction to the businessPage :	Understand Facebook monetization Marketing strategies and approaches
UNIT 2 : Defining Market :	Market place Promote on Facebook
UNIT 3 : Target Audience :	Retrieve the information of potential Analyze your market
UNIT 4 Digital Marketing:	Create your promotional campaigns Find free content, Local business marketing in Facebook

Suggested Study Materials & References:

- PPTs, E-notes & Audio-Visual materials (to be provided by the faculty/co-ordinator)
- Building a StoryBrand: Clarify Your Message So Customers Will Listen, Donald Miller, Wall StretJournal Best Seller

ASSESSMENT SCHEME					
<ul style="list-style-type: none"> • Interim Formative Assessment [A1-A2-A3: 8 Hours] • Course-end Summative Assessment [A4: 24 Hours] 					
Interim Formative Assessment - X					
Sl No.	Slot	Hours	Content / Topic	Assessment Type	Marks
A1	L2	2	Content / Topics covered in L1 & L2	Theory	20
A2	L4	3	Content / Topics covered in L1 - L4	Practical	40
A3	L7	3	Content / Topics covered in L5 – L7	Practical	40
Total [A1 + A2 + A3]					100
Summative Assessment - Y					
A4	Post L8	24	Content / Topics covered in L1 – L8	Practical: Live Project	100

Computation of Final Score: [X + Y]

- **X** : 20% of total marks obtained out of total marks 100 in Formative Assessment cumulatively (A1+A2+A3)
- **Y** : 80% of marks obtained out of total marks 100 in Summative Assessment (A4)

Gradation Scheme:

- 90 – 100 : O : Outstanding
- 80 – 89 : A : Excellent
- 70 – 79 : B : Very Good
- 60 – 69 : C : Good
- 50 – 59 : D: Pass

Eligibility for Certification:

- Attendance & active participation in class lectures/interactions [L1-L8]
- Successful completion of the campaign of all the three activities/assignments as part of Formative Assessment [A1, A2 & A3]
- Obtaining minimum Grade D as per the formula for computation of Final Score stated above

NB: A candidate must satisfy all the criteria mentioned in order to receive the course completion certificate