

Title: Digital Media Content Creation
Code: DMC-205
Semester: 3rd
Rating: 3 Credit Hours

DMC-205: Digital Media Content Creation

3 Cr. Hrs

Course Description:

This an optional course, the student will learn how to create an effective social media content and strategy that will generate sales and leads. The students will also learn how social media contribute to the overall internet marketing strategy and how to turn followers into buyers.

Learning Outcomes:

The student will be able to

1. Comprehend basic Social Media Terminologies
2. Learn how to create a Social Media Strategy

Course Contents:

1. An Introduction to Content Creation
2. Identifying Social Media Platforms
3. Defining the Content Mix
4. Organizing and Planning Content
5. Tracking Posts
6. Moderating
7. Collecting Feedback
8. Digital media content creation and AI

Teaching Learning Strategies:

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assignments:

Project may include special reports, projects, class presentations, field work. The nature of project will be decided by the teacher as per the requirements of the course.

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.