

Title: Digital Content Monetization
Code: DMC-315
Semester: 6th
Rating: 3 Credit Hours

DMC-315: Digital Content Monetization

3 Cr. Hrs

Course Description:

Content monetization is a way of leveraging content so that, when users consume it, you earn money. In this course we'll explore new models of marketing, distribution and monetizing digital content to ensure it is seen and provides a return on investment.

Learning Outcomes:

The students will be able to learn to:

- Generating items or activities into cash flows.
- Identifying new or novel income sources.
- Learn to make spaces available to advertisers, thereby earning income from various types of content published on their sites.
- Learn selling individual user data to the highest bidder.

Course Contents:

1. Who should monetize their content?
2. Ways to monetize your content
3. Content monetization through advertisements
4. Monetizing premium content
5. Content monetization platforms
6. How to monetize your fanbase
7. Major mistakes to avoid monetizing content

Teaching Learning Strategies:

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

Assignments:

Assignments may include special reports, projects, class presentations, field work. The nature of assignments 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.