

BSCS 306: New Media Trends(3 Cr. Hrs)

Course Objectives:

The course is aimed to

- Providing students an opportunity to explore the societal issues to new media software environment.
- Developing an insight about news media trends, methodologies of data gathering
- Understanding the motives behind using social media marketing techniques by producers

Learning Outcomes:

At the end of this course, students will be able to:

- Understand and analyze the interplay between social issues and agenda setting of trends by Digital Media
- Use and apply Digital Media Transmission Techniques to make media content viral amongst audience

Course Contents:

1. Digital Media Forms and Types: Nature and scope of digital media, Genres related to digital media, difference between social and digital media
2. Digital Media Development, Domain, Hosting, Web development (Building)
3. Digital Media Affiliate Marketing: SEO, Search engine optimization, Blog writing, Google marketing (Google AdSense, Media .net), Tube sites (Daily motion, Vimeo, Insta Reel),
4. Digital Media Monetization, Websites (Blogs, News Websites, Information and Entertainment Websites Monetization)
5. Social Media Affiliate Marketing: SMO(Social Media Optimization) Facebook (Written content), Snack Video, Instagram), 2. optimization (SMO), Trends following, Trends making

Teaching Methodology:

- Lectures
- In-Class Activities
- Written Assignments

Assessment:

- Midterm Assessment
- Formative Assessment(Classroom participation, Attendance, Assignments and Presentations, Attitude and Behavior, Hands-on Activities, Short Tests, Quizzes etc.)

- Final Assessment