

**BJMC-Vth Semester**

**DIGITAL MEDIA MARKETING**

**Paper Code: 307**

**OBJECTIVE:** - The objective of this paper is to make students aware about the new digital media technology for journalism purpose and also learn about the updates in the field of Media Marketing.

**QUESTIONS:**

1. What is the role of social media in marketing research?
2. Explain the features of social media and social network
3. What according to you is digital branding and its role in building a brand?
4. What are mobile apps and its monetization with examples?
5. Explain in detail the concept of social business

**Procedure:-**

- Assignment should be handwritten.
- Refer to the books mentioned in references and you can also take help from internet.
- Use examples and cover all the headings.

Students should make assignment in the following manner:

1. Introduction
2. Index
3. Objective of the assignment
4. Conclusion
5. References

**Outcome:** After doing the assignment, students will be aware about the new digital media technology for journalism purpose and also learn about the updates in the field of Media Marketing.

**Text Books:**

1. Permission Marketing – Seth Godin
2. Building a Story Brand – David Miller