



Bharatiya Vidya
Bhavan's



**Harilal Bhagwati Institute
of Communication and Management,**

Lady Vidyagauri Marg, Nr. Rifle Club, Khanpur, Ahmedabad 380001

1 year Certificate Course in

Digital Media: Journalism, Social Media, Content and Marketing

Bharatiya Vidya Bhavan was established in 1938 in Mumbai by Kulpati Shree Dr. Kanhaiyalal Munshiji with the blessings of Gandhiji. It promotes 'Bharatiya Sanskriti' in the education and professional training systems through its 150+ colleges, schools, cultural centers, and other institutions across India and foreign countries.

Bhavan's Harilal Bhagwati Institute of Communication and Management (Bhavan's HBICM) was established in Ahmedabad in 1967 and it offers many University and Government recognized, part-time, Post-Graduate, Diploma courses in Communication and Management areas.

In addition to HBICM, other **Bhavan's Institutes in Ahmedabad** include Sheth R A College of Arts and Commerce, R A College of Science, Center for Arts and Cultural Academy, and Gandhi Institute of Computer Education and Information Technology.

General Description and Intent of the Course

- As Print (Daily newspapers and Magazines), TV and Radio media – collectively known as legacy de-grow, Digital is the rising star
- As use of digital media grows, so do the advertisements and marketing.
- Creation, Curation, Publishing, Distribution, Marketing and Selling for digital media should be ideally learnt as a package. Hence this multidisciplinary course deals with learning both the vital disciplines - how to create and market - the advertisement, promotional, engagement and general content, for the digital and social media.
- The part-focus of this course is one of the largest segments of the digital media content - news, reading, audio-video content, blogs, social media content. The other part-focus is on marketing this and all other kinds of content digitally.

Indian Digital Media Market

- Content is the king, whether it is for websites, marketing or for journalism. As Print, TV and Radio media slowly stagnate or degrow, the digital media is rising and phenomenally. The world is going digital, which is hungry for UNLIMITED good content.
- The Indian Media and Entertainment (M&E) industry is a sunrise sector for the economy and is making significant strides. Proving its resilience to the world, Indian M&E industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving advertising revenue.
- India has surpassed USA in total number of Internet users!
- Due to Covid-19 many companies are shifting towards digital marketing for advertising and marketing. We can expect a great demand for digital marketing specialists across India once the economy restores to normal level.
- The demand of digital platforms has increased and as per some reports. 50% more time is spent by users on social media.
- As per latest Google Report, India has potential to reach up to \$100B in online e-commerce. With evolving customers from various demographics and locations we have huge growth prospect in digital sales.

Global Market

- As per data of statista.com as of October 2020, 59% of the world population is using the Internet. (i.e.) 4.66 Billion Users.
- In these users 4.28 are unique mobile users & 4.14 are active social media users.

Career Scope

- The total number of users on internet in 1995 was less than 1% of the world population. This shows the growth of digital marketing in last 20 years.
- According to the Goldman Sachs report, the digital marketing career scope in India will be worth USD160 billion by 2025, which is three times the current value. Besides, by 2021, digital advertising spends are believed to reach Rs 25,000 crore in India.
- Today, there is a growing focus on preparing the workforce to embrace digital technologies and understand the vital role digital will play in the near future. The growing advancements in the field of technology have opened up new avenues for the growth of digital marketing leading to fresh thoughts and innovation in content packaging and delivery.
- Thus, numerous opportunities for qualified and skilled marketers can be anticipated to reflect on their expertise in the domain, including social media marketing, Content Strategy, and online advertising.
- Digital Marketing today is a vital tool for every marketer looking to boost their brand visibility or driving purchase action.
- At present, digital marketing is considered to be an extremely lucrative and fascinating career witnessing a growing demand among both freshers and experienced professionals.
- "...it becomes essential for aspirants and professionals to consider the background, faculty, course content carefully, and, most importantly, the industry exposure the course offers to ensure they are making the right choice." - India Today, July 31, 2020.

Job opportunities and probable positions

After completion of this course you can work as:

- An intern at a Digital Marketing or Content Creation company
- Freelance content creation, curation and marketing consultant
- An intern with Digital Media firm or a software & content business
- Digital Marketing or SEO Executive
- Entrepreneur - Generate content and market it for your own start-up
- Copywriting for advertisements
- Content Marketing Executive
- Social Media Content Writer
- Social Media Account Manager
- Link Building Specialist
- Google Ads Specialist
- Email Marketing Specialist
- YouTuber
- Professional Blogger
- Influencer and Content Manager for Influencers
- Web Analyst
- Online Reputation Executive
- Digital Marketing Strategist and Consultant
- Digital Marketing Manager
- Digital Marketing and Branding Manager

Learning Objectives

- To provide professional training to those who wish to pursue a successful career in social media marketing set-ups, or as a social media manager for any organisation.
- To provide knowledge and skills to budding journalists in using social media to reach out to audiences and earn money from content.
- This course aims to create resource persons who can take maximum benefit of the paucity of good content creators.
- This course should be seen as a replacement and furtherance of Journalism and Mass Media courses, which have lost sheen as job opportunities have shrunk massively.
- Students pursuing this will learn the essence of journalism and other skills, which makes them fit even for print and other legacy media careers, if they choose to do so.
- One-year, part-time, professionally designed, industry-curated and validated course.

Course Outcomes

- Planning and writing the best of the posts for multiple social media platforms
- Learning to make and edit text, graphic, audio and video posts
- Applying principles of journalism to ensure reliable communication
- Online tools, wire services, content sourcing etc.
- Understanding digital audiences and how the content is best marketed to make an impact.

Pedagogy & Medium

- Medium of Instruction - English. (Use of Hindi / Gujarati as and if needed)
- Blended – Online and Offline.
- Teaching mainly in classrooms, after Covid situation normalises. But some lectures, workshops and training will be online.
- Through Lectures, Workshops and Presentations, Projects.
- Visits and internships at legacy media operations digital media operations and with social media marketing agencies.

Pre-requisites and Eligibility Criteria

- Minimum Graduation (Final Year UG students from any field are eligible to apply). It is best suited for graduates who want to have a career in media and marketing, with a flair for writing and reading.
- Students and professionals from the field of Journalism and Mass Communication as well those from marketing, who wish to grow with additional skills.
- Those who wish to turn bloggers and professional content creators.
- Professionals and entrepreneurs who want to self-run social media outreach
- Work experience in the technology or media sector desirable.
- Good oral and written communication skills in English.
- Non-Graduates, including, those with work experience can be considered. They may be required to appear for oral or written test.

Academic Year and Duration

- One year (including exams and internship).
- 6 hours of contact time every week. 3 hours x 2 days a week.
- Proposed time: Thursday – 6 pm to 9 pm; Sunday – 9 am to 12 noon.
- (Time might be finalised and adjusted in discussion with the batch, before commencement of the course)
- A total of 250 to 275 Contact Hours and Teaching

Academic Evaluation Criteria & Certification

- Attendance (minimum 75% attendance is compulsory)
- One internal exam of 50 marks in each paper
- Viva Voce of 100 marks
- Final exam of 100 marks
- Capstone Project/Internship Report Submission of 100 marks

Marks Distribution

- The minimum standard of passing will be 40% marks in each paper.
- Final Exam – 60%
- Project/Internship (Comprising of Hospital Visit Reports, Project Presentation, Study Paper/Internship) – 20%
- Internal Marks (comprising of attendance, viva voce internal exams) – 20%

Marks Range

- Excellent – A+ ≥80%
- Distinction – A 70-79
- First Class – B+ 60-69
- Higher Second Class – B 55-60
- Second Class – B- 50-54
- Pass Class – C 40-49
- Fail – D <40

Certification

- Bharatiya Vidya Bhavan's Harilal Bhagwati Institute of Communication and Management, Ahmedabad will award the Certificate.
- The certificate will be also validated by partnering institutions and organisations.

Application Process, Fees, Commencement and Batch Size

- Rs 50,000. Initial discount 25%, until the date of commencement of course.
- Proposed date of commencement – January/February 2021.
- Minimum Batch size – 10 students.
- Form collection, submission and registration at Bhavan's HBICM Office, Khanpur, Ahmedabad

Curriculum

Group A – Introduction and understanding of disciplines

Paper I – Discipline 1 – Communication: Mass Communication, Journalism and Content Creation-Curation

Get familiar with what is medium-media and its types, its origins and the future of communication.

Understand how journalism works and learn and apply its essence in content creation and curation to avoid credibility issues.

Technology and media – Virtual realities – AR-VR, AI and beyond.

(20 contact Hours)

Paper II – Discipline 2 – Marketing and Marketing Communication (MarCom)

Understand what is marketing and marketing communication which leads to public relations, sales, brand recognition and building and online reputation management.

(20 Contact Hours)

Group B – Content and MarCom Skills

Paper III – Content Skills 1: Written Word – Ideation, Language, Writing & Editing, Applying the essence of journalism to content generation

(About 30 hours)

Paper IV – Content Skills 2: Persuasive Skills - Thinking Punchlines, Copywriting, Writing Social Media posts, Blogs, Emails

(About 20 hours)

Paper IV – Content Skills 3: Spoken Word - Public Speaking, Compering, Talking for audio and video, Presentations and Conversations

(About 20 hours)

Paper VI – Content Skills 4: Visual – Photography, Colours & Aesthetics, Visual planning & Advt. and poster Designing, Data Visualisation

(About 30 hours)

Paper V – Content Skills 5: Audio-Video – Photography, Audio-Video Scripts & Storyboard, Planning, Production and Post-production, Podcasts and Viral Video clips

(About 50 hours)

Group C – Professional Skills

Paper VII – Digital Media Marketing with SEO

(About 30 hours)

Paper VIII – Social Media Marketing

(About 30 hours)

Paper IX – Ethics, Legal and Do's and Don'ts

(About 10 hours)