

COURSE PLAN				
Lecture	Topic	Summary	Learning Objective	Assignment
1	Introduction to Channels - Digital Channels, Social Media and OTT	How is the audience behaviour different today in term of content consumption, what all channels are available to put content on, how OTT and other news platforms are becoming popular and what was the impact of COVID on news consumption behaviour	Students will be able to identify and select the best channel for different content	Create content: video, photo essay or article and select which platform would work best for your content
2	Introduction to Digital Content - Organic, Paid, Viral, and Spam	What are the different types of content, their advantages, disadvantages, and when to use them; How to avoid platform penalties (Will try to get journalism specific case studies for this)	Students will be able to decide between paid and organic approach	How will students promote the content they have created for a certain budget? Explain
3	Content Identification 1 - News Insights, Real Time Content Insights, and Google Analytics	How Google's NCI(News Consumer Insights) and RCI(Realtie Content Insights) and Google Analytics can be used to find relevant content and get ideas to create content and a basic introduction to using these tools.	Students will be able to use NCI, RCI and GA while gathering content	Generate story ideas based on NCI, RCI and GA
4	Content Identification 2 - Google Trends & Google Alerts	How Google Trends and Google Alerts can be used to find relevant content and keep a track of it and a basic introduction to using these tools	Students will be able to use Google trends, Google Alerts while gathering news, and creating content	Select one trending topic, seasonality of a trend pattern, set an alert related to that, track it for a week and collate it and make a report
5	Content Identification 3 - Crowd Tangle & Twitter Deck	How Crowd Tangle and Twitter Deck can be used to track news around the world, identify breaking news by other channels, viewers' engagement, and what other reporters are sharing along with a basic introduction to	Students will be able to use Crowd Tangle and Twitter Decks for news gathering and identifying reliable sources	Select one trending topic or any event, collate the information and make a report
6	Content Propagation 1 - Facebook & Twitter, and Live/Stories	Why Facebook and Twitter are the most popular platforms for sharing content, how they can be used optimally; Introduction to Facebook Insights, Publishing Tool, and Twitter	Students will be able to use Facebook and Twitter for news distribution	Put out different types of content on Facebook, Twitter
7	Content propagation 2 - Medium, Instagram, Tumblr, Whatsapp, TikTok, Mastodon, and Snapchat	How the new channels/methods are gaining importance among more niche readers, and result in better engagement, and how they are different from the other regular ways; Why Whatsapp, TikTok, Mastodon, and Snapchat are to be used cautiously, the advantages and disadvantages and how to use them carefully.	Students will be able to use Medium, Instagram, Tumblr and take advantage of Live/Stories for news distribution; Use Whatsapp, TikTok, Mastodon and Snapchat	Do a Live or video on these platforms. Set up a Business Account for WhatsApp and put out content and use the features
8	Community Management 1 - Need, framework, and tools available	The importance of a community, how can it be used to increase reach, sharability, gather VGC(viewer generated content)/Citizen Journalism. What framework can be used to setup and run a community based on different objectives and what tools can be used.	Students will be able to identify the need of communities, keeping audience engaged	Identify a community and create an engagement plan
9	Community Management 2 - Facebook Groups, YouTube & Podcasts	How Facebook Groups, YouTube and Google Podcasts(and other similar tools) can be used in community management in details along with examples and journalism specific case studies	Students will be able to engage audience on FB Groups, YouTube and Google Podcasts and gather information from them	Create FB groups, YouTube channel and get followers. Put out content and ask the followers to help in the engagement
10	Content Optimization - SEO, Video Optimization, AMP	Why optimization is needed, Types and the basics of optimization	Students will be able to improve the content so that it is search friendly	Write an article, video story for optimization on YouTube
11	Social Media Tools - Hootsuite, Zoho Social, Content Studio	Introduction to the 3 popular tools for Social Media, their advantages and disadvantages; Handson on any one tool for the basic features - Social Media posting, previewing, scheduling, link-shortening, and analytics	Students will be able to select, use and benefit from the social media tools as per their need	Get a free trial version of Content Studio and put out the same article and video using this to study the engagement
12	Digital Suites - SEMRush, Ahrefs, Google Tools	Introduction to 3 popular tool-suites for complete digital marketing, their advantages and disadvantages; Handson on any one tool for the basic features - SEO basics and audits, SMM basics, Competitor analysis, Keyword research, and analytics	Students will be able to use and benefit from the digital marketing tools as per their need	Get a free trial version of one of the tools and create fresh content for promotion using that tool and study the performance