

Unit-II

Written communication, Business correspondence (Structure and forms), Business letters, Enquiry letter, Quotation letter, Order letter, Sales letter, Claim letter, Adjustment letter, Invitation letter.

Unit-III

Personnel Letters, Reference letter, Appointment letter, Confirmation letter, Promotion letter, Warning letter, Appreciation letter, Sympathy letter, Memo, Notice and Circulars, Formal Reports. Informal Reports, writing job application, Technical proposals.

Books Recommended :

Mathew, M J, Business Communication, RBSA Publishers, Jaipur.

Pal, Rajendra, Korlahalli, J S, Essentials of Business Communication, Sultan Chand & Sons, New Delhi.

Kaul, Asha, Business Communication, Prentice Hall, New Delhi.

Dulek, Ronald E & Fielder, John S, Principles of Business Communication, Macmillan Publishing Company, London.

Unit-I

Digital Communication, Concept and importance, Evolution of digital media (Global and India), Convergence media, Various digital platforms, Forms of digital media (owned, paid and earned).

Unit-II

Website strategy, E-marketing, Paid search marketing, Email marketing, Integrated e-marketing, Digital media metrics (Page, hits, page impressions, clicks and reach), Revenue metrics.

Unit-III

Social media communication, Social Media Networks, Use of Social Media in PR, Mobile marketing, Digital PR, Online advertising, TRAI

Books Recommended :

Ryan, Damian, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page India, New Delhi.

Parkin, Godfrey, Digital Marketing-Strategies for Online Success, New Holland Publishers Ltd, London.

Chaffey, Dave & Smith, PR, E-marketing Excellence : Planning and Optimizing your Digital Marketing, Routledge, New Delhi.

Khandekar, Vanita Kohli, The Indian Media Business, Response Books, New Delhi.

Rogers, Evertt M & Singhal, Arvind, India's Communication revolution, Bullock cart to cyber marts, Thousand Oaks, New Delhi.

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