

Code: BMS 504

Module: New Media

Sessions	Topics
1 – 3	Concept of social media, Understanding & definition
4 – 8	Emergence of social media
9 – 12	Blogs, Podcast, Wikis
13 – 14	Social networking sites
15 – 16	Social Media for corporate image building
17	Precaution: Social Media
18	Relevance of Social Media
19	Mobile Technology as media vehicle
20	Out Of Home (OOH)

Suggested Book List:

- Global New Media – K. Murthy
- New Trends in media –
- India PR blog

www.prsa.org

www.cjpr.co.uk