



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)

A-4, Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in/>

Course Code: BA(JMC)- 301

Course Name: **BASICS OF NEW MEDIA**

Assignment - 3

(Based on Unit - IV)

1. Prepare a comprehensive plan and visual design for a website on fictional/non-fictional business.
2. Develop a comprehensive content strategy to promote a service/product on new media platform.
3. Create a blog containing multimedia content on a topic of your choice and develop a strategic promotion plan to reach a wider audience.
4. Compile a report on the processes and techniques employed for analyzing and understanding user behavior and engagement on new media platforms.