



Department of Computer Science and Business Systems

Academic Year 2024 – 2025 (Even Semester)

Degree, Semester & Branch: III Semester B.E. ECE 'A'

Course Code & Title: CCW332 & Digital Marketing

Name of the Faculty member (s): Mrs.M.Jeya Sundari, AP/CSBE

Innovative Practice Description

- **Unit / Topic:** Unit III / Intergating Email with Social Media

- **Course Outcome:** CO3

- **Topic Learning Outcome:** TLO3

- **Activity Chosen:** Mind Map

- **Justification:**

Using mind maps as an innovative practice for the topic "*Integrating Email with Social Media*" helps students visually connect the key components, strategies, and tools involved in both platforms. This technique enhances critical thinking by allowing learners to see the relationship between email marketing and social media engagement, such as how content can be repurposed or how campaigns can be synchronized. It promotes better retention, encourages creativity, and supports holistic understanding, making complex integration strategies easier to grasp and apply in real-world digital marketing scenarios.

Time Allotted for the Activity: 40 Minutes

- **Details of the Implementation:**

- ✓ Students were introduced to the concept of mind mapping and its purpose in visual learning.
- ✓ A central theme, "Integrating Email with Social Media," was provided to all groups.
- ✓ Each group collaboratively created a hand-drawn mind map outlining tools, strategies, and benefits.
- ✓ The mind maps were presented and discussed in class to reinforce understanding and encourage peer learning.

- ✓ **CO – PO / PSO mapping:**

CO	PO1	PO2	PO8	PO9	PO10	PSO1	PSO2
CO2	2	2	2	2	3	2	1

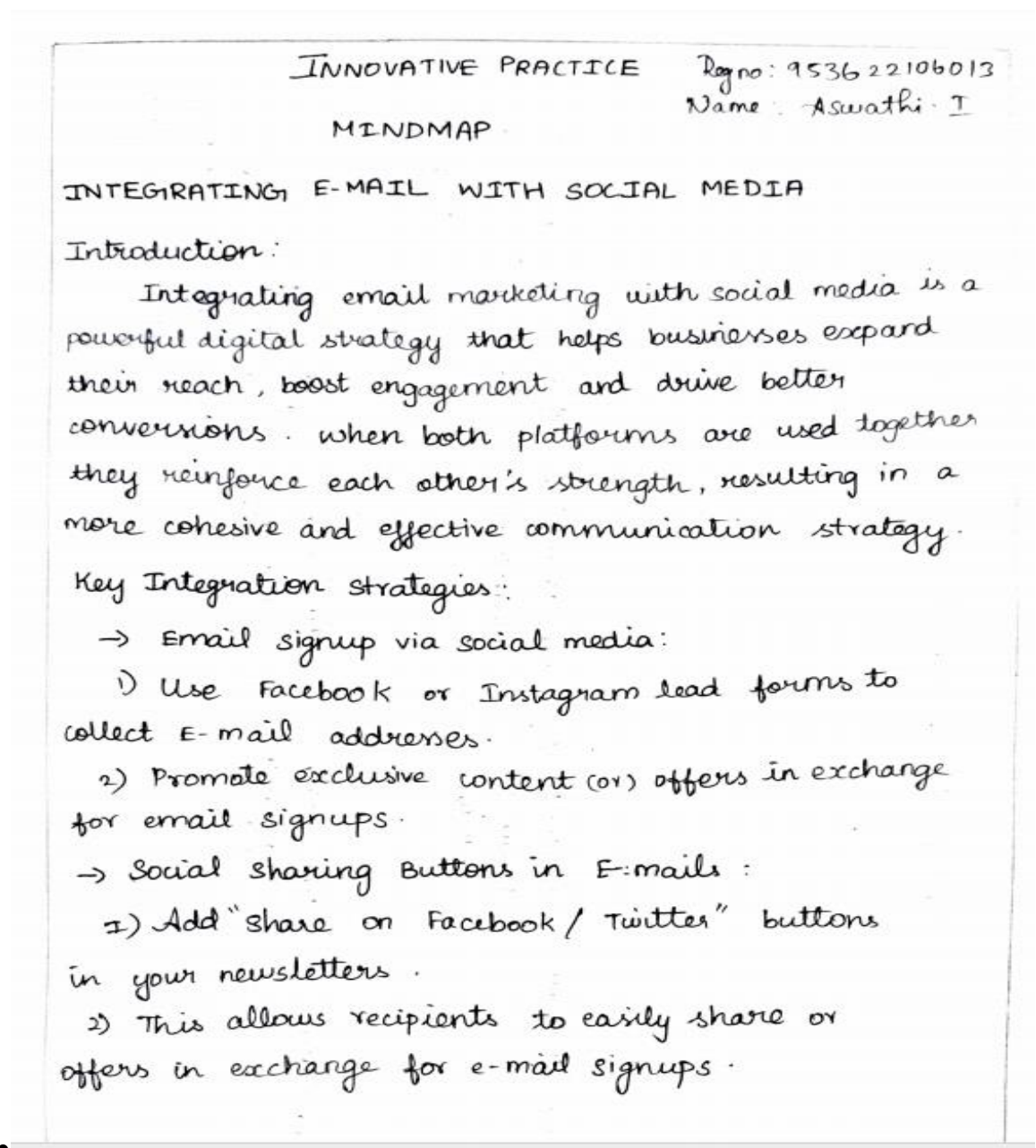
(1 – Low 2 – Moderate 3 – High)

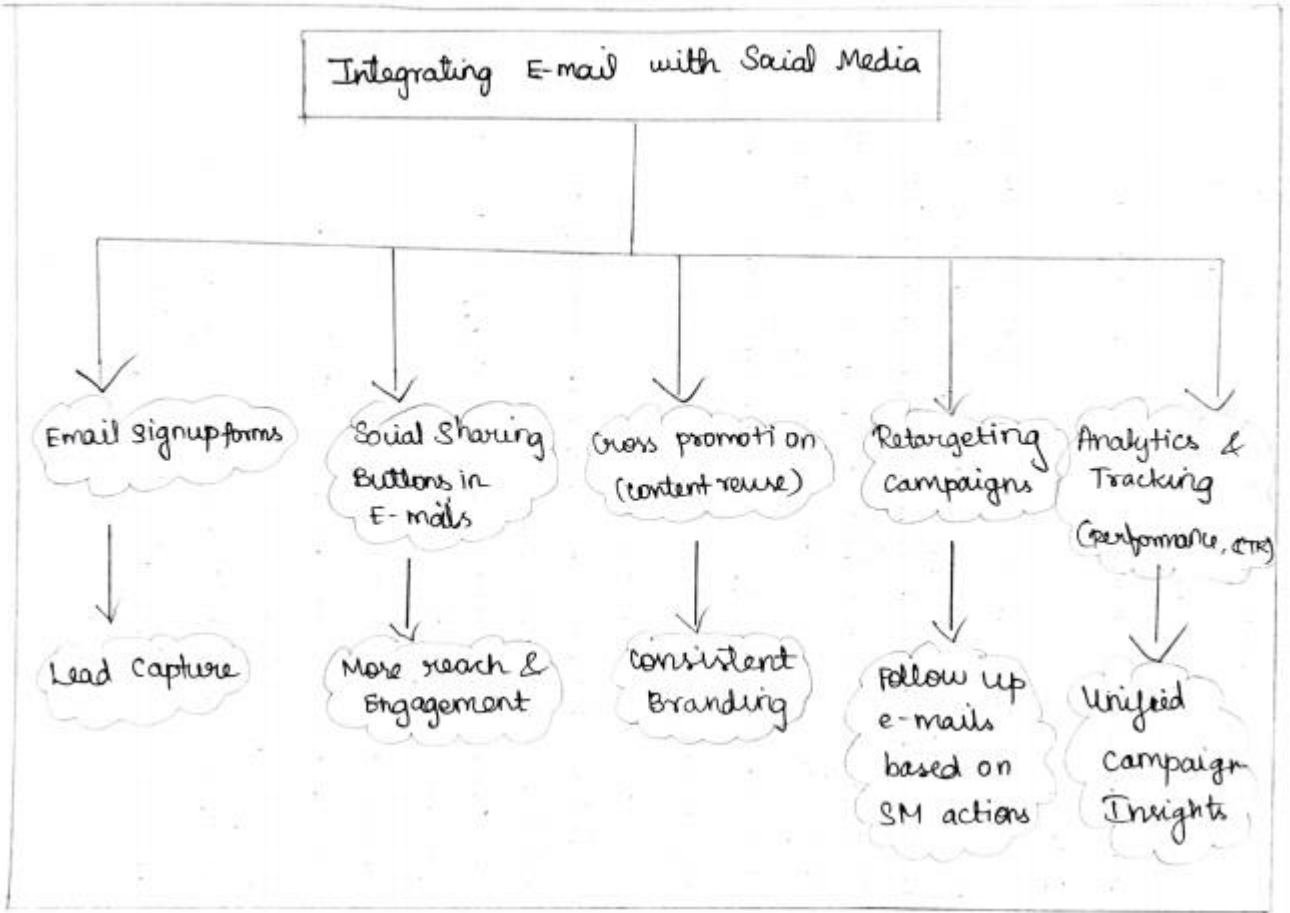
PO / PSO mapped:

Innova tive practi	PO1	PO2	PO8	PO9	PO10	PSO1	PSO2
	2	2	2	3	2	2	1

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Justification for correlation	Understanding the integration of marketing tools.	Identifying strategies to link email and social platforms.	Effectively presenting the mind map and ideas.	Collaborating to build the mind map.	Adapting to evolving digital marketing practices.	Apply digital tools and techniques for marketing solutions.	Demonstrate effective communication in technology-enabled environments.

Images / Screenshot of practice :





→ Cross promotion of content:

- 1) Share newsletter highlights (or) promotions on social media.
- 2) Reuse social media content in e-mail campaigns for consistent branding.

→ Retargeting campaigns:-

- 1) Track e-mail openers & retarget them on social media
- 2) Show Facebook or Instagram ads to people who clicked on your e-mail links.

→ Analytics & Tracking:

- 1) Use tools like Mailchimp or Hubspot to monitor open rates, clicks and social shares.
- 2) Track customer behaviour across both channels for better campaign optimization.

→ Mailchimp → Hubspot → Hootsuite → Buffer.

By integrating e-mail with social media, marketers can build more engaging and personalized experiences.

→ This approach improves customer journey flow, enhances brand visibility & delivers higher ROI through combined data and outreach efforts.

Reflective Critique:

❖ Feedback of practice from students and other stakeholders:

- Students noted that mind mapping helped them clearly visualize the integration between email and social media.
- Many reported that working in groups improved their understanding through shared ideas.
- Some appreciated the creativity involved, saying it made the topic more engaging and easier to remember.

Benefit of the practice:

- ✓ Mind mapping helped students organize and connect ideas, leading to better understanding of integration strategies.
- ✓ Group activity encouraged teamwork and peer learning.
- ✓ Visual learning made the session more interactive and memorable.

Challenges faced in implementation:

- Some students were initially unfamiliar with mind mapping techniques.
- Creating detailed mind maps within limited class time was challenging.

- Not all students had access to digital tools for designing mind maps, leading to inconsistent outputs.

- **References:**

- ✓ https://www.ritrjpm.ac.in/images/CSBS/20242025/GE3151_PSPP_MM_MPR_24_25_ODD.pdf.
- ✓ https://www.ritrjpm.ac.in/images/CSBS/20242025/CCW332_DM_MP_MSF_24_25_0DD.pdf

Signature of Faculty Member

HOD