

MBPC3020 MANAGING DIGITAL PLATFORMS (3-0-0)

Course Objectives:

1. Gain insights into different types of digital platforms, enterprise digital ecosystems, and challenges faced by modern digital enterprises.
2. Understand the dynamics of platform competition, the influence of technology on political culture.
3. Learn about the roots of marketing strategy in digital media, cross-media marketing strategies, self-branding techniques, digital business innovation, and decision rights and control in the digital realm.
4. Develop the ability to adapt strategic approaches to evolving digital landscapes, enabling agility and responsiveness to changes in digital platforms.

Module – I:

Digital Platforms – Introduction – Types – Enterprise Digital Ecosystems – Challenges in modern digital enterprises – Platform Economics – Platform Architecture – Governance – Media Optimization – Channel optimization – Audience platform Utilization.

Module – II:

Platform competition – Platform Technologies and political culture –Intellectual properties in Digital Economy – Pricing Policies ,Future of Digital Platforms – Participation – SocialMedia Strategies.

Module – III:

Digital Media and the Roots of Marketing Strategy – Cross media Marketing Strategy Marketing self-Branding Strategies – Digital business Innovation – Decision Rights and Control

Course Outcomes:

- CO-1: Develop a comprehensive understanding of digital platforms, including their types, economics, architecture, and governance
- CO-2: Gain insights into platform competition dynamics, technological influences, intellectual property considerations
- CO-3: Acquire proficiency in digital media and marketing strategies, including cross-media marketing, self-branding techniques, and innovative approaches
- CO-4: Develop decision-making skills relevant to digital business innovation, including understanding decision rights and control mechanisms

Books:

- Shailesh Kumar Shivakumar, Enterprise Content and Search Management for Building Digital Platforms, John Wiley & Sons, 16– Dec–2016
- Craig Dempster, John Lee, The Rise of the Platform Marketer: Performance Marketing with Google, Facebook, and Twitter, Plus the Latest High–Growth Digital Advertising Platforms, John Wiley & Sons, 2015.
- Yu–li Liu, Robert G. Picard, Policy and Marketing Strategies for Digital Media, Routledge, 2014.
- Dal Yong Jin, Digital Platforms, Imperialism and Political Culture, Routledge, 2015
- Don Passey, Steve Higgins, Learning Platforms and Learning Outcomes, Routledge, 08–Apr–2016