

SOCIOLOGY DEPARTMENT

दिनांक-०८-०८-२०२४

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Value added Course - You Tube Skill Course.

आज दिनांक ०८-०८-२०२४ को समाजशास्त्र विभाग के द्वारा "एक भारत श्रेष्ठ भारत एवं स्त्रिय डवलपमेंट प्रोग्राम" के अन्तर्गत एक समिति गठित की गयी। समिति ने सर्व सम्मति से 'यू' एयूब स्त्रिय सर्टिफिकेट को प्रारम्भ करने की स्वीकृति प्रदान की तथा डॉ० डॉ० अफरोज़ इकबाल को इस पाठ्यक्रम की रूपरेखा बनाने का दायित्व दिया गया। इस समिति के सदस्य निम्नवत् हैं:- यह कोर्स ३० घंटे का होगा। कोर्स शुल्क मात्र १००००/- हैं।

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सदस्य - श्री बलवीर शर्मा (सकनीकी सहायक)

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## **Comprehensive YouTube Skill Course Syllabus**

### **Course Overview**

This intensive course is designed to provide students with in-depth knowledge and advanced skills required to create, manage, and grow a successful YouTube channel. The course covers content creation, branding, marketing, and various monetization strategies.

### **Course Duration**

**16 weeks**

### **Part 1: Foundations of YouTube Success**

#### **Week 1: Introduction to YouTube**

- **\*\*Course Introduction\*\***
  - Overview of course objectives and structure
  - Introduction to YouTube as a platform
- **\*\*Understanding YouTube's Algorithm\*\***
  - How the algorithm works
  - Factors influencing video recommendations
- **\*\*Setting Up a YouTube Channel\*\***
  - Creating a Google account and setting up a YouTube channel
  - Customizing channel layout and branding

#### **Week 2: Content Strategy and Planning**

- **\*\*Finding Your Niche\*\***
  - Identifying your target audience

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- Niche selection and content focus
- **\*\*Content Planning\*\***
- Creating a content calendar
- Topic research and idea generation

### Week 3: Video Production Basics

- **\*\*Pre-Production Planning\*\***
- Scripting and storyboarding
- Equipment and software essentials
- **\*\*Filming Techniques\*\***
- Camera settings and composition
- Lighting and audio basics

### Week 4: Video Editing

- **\*\*Introduction to Video Editing\*\***
- Overview of video editing software (e.g., Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve)
- Basic editing techniques: trimming, transitions, effects
- **\*\*Advanced Editing Skills\*\***
- Color correction and grading
- Adding graphics, text, and animations

### Week 5: Thumbnails and Titles

- **\*\*Creating Click-Worthy Thumbnails\*\***
- Importance of thumbnails
- Designing effective thumbnails

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- **\*\*Crafting Engaging Titles\*\***

- Best practices for titles

- Keywords and SEO optimization

**Week 6: Uploading and Publishing**

- **\*\*Uploading Videos\*\***

- Optimal upload settings and formats

- Using YouTube Studio for uploads

- **\*\*Publishing Strategies\*\***

- Scheduling uploads

- Premiere and live streaming options

**Part 2: Advanced YouTube Skills**

**Week 7: YouTube SEO and Metadata**

- **\*\*Understanding YouTube SEO\*\***

- Importance of SEO for video discoverability

- **\*\*Optimizing Metadata\*\***

- Writing effective descriptions and tags

- Using cards and end screens

**Week 8: Growing Your Audience**

- **\*\*Audience Engagement\*\***

- Strategies for engaging with viewers

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- Building a community through comments and social media
- **\*\*Collaborations and Networking\*\***
- Collaborating with other YouTubers
- Networking within your niche

#### **Week 9: Monetization and Revenue**

- **\*\*Monetization Options\*\***
- Overview of YouTube Partner Program
- AdSense, sponsorships, and merchandise
- **\*\*Maximizing Revenue\*\***
- Diversifying income streams
- Strategies for increasing ad revenue

#### **Week 10: In-Depth Monetization Strategies**

- **\*\*Super Chat and Super Stickers\*\***
- Engaging with live stream viewers
- Setting up and using Super Chat and Super Stickers
- **\*\*Memberships\*\***
- Creating channel memberships
- Offering exclusive content and perks

#### **Week 11: Sponsorships and Brand Deals**

- **\*\*Finding and Negotiating Sponsorships\*\***
- Approaching brands and negotiating deals
- Creating sponsored content
- **\*\*Affiliate Marketing\*\***

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- Joining affiliate programs
- Creating content that integrates affiliate links

### **Week 12: Selling Products and Services**

- **\*\*Merchandise and Physical Products\*\***
  - Designing and selling merchandise
  - Using platforms like Teespring and Merch by Amazon
- **\*\*Digital Products and Services\*\***
  - Creating and selling eBooks, courses, and digital downloads
  - Offering consulting and personalized services

### **Part 3: Optimization and Growth**

#### **Week 13: Analytics and Performance Tracking**

- **\*\*Understanding YouTube Analytics\*\***
  - Key metrics to track (views, watch time, engagement)
- **\*\*Analyzing Performance\*\***
  - Interpreting data to improve content strategy
  - Using analytics to refine your approach

#### **Week 14: Legal and Ethical Considerations**

- **\*\*Copyright and Fair Use\*\***
  - Understanding YouTube's copyright policies
  - Fair use guidelines and practices
- **\*\*Community Guidelines\*\***

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- Adhering to YouTube's community standards
- Avoiding common pitfalls and violations

#### **Week 15: Future Trends and Advanced Strategies**

- **\*\*Staying Updated with Trends\*\***
  - Identifying and leveraging emerging trends
  - Adapting to platform changes
- **\*\*Advanced Growth Strategies\*\***
  - Scaling your channel
  - Advanced marketing and promotion techniques

#### **Week 16: Capstone Project**

- **\*\*Final Project\*\***
  - Create and publish a video incorporating learned skills
  - Presenting the project to the class for feedback
- **\*\*Course Recap and Future Directions\*\***
  - Review of key concepts
  - Planning for future growth and continued learning

## **Sources of Earning Money on YouTube**

### **1. \*\*Ad Revenue (YouTube Partner Program)\*\***

- Earn from ads displayed on your videos
- Requirements: 1,000 subscribers and 4,000 watch hours in the past 12 months

### **2. \*\*Channel Memberships\*\***

- Offer monthly memberships to viewers for exclusive perks
- Engage with your most dedicated fans

### **3. \*\*Super Chat and Super Stickers\*\***

- Earn money from viewers during live streams
- Viewers pay to have their messages highlighted

### **4. \*\*Sponsorships and Brand Deals\*\***

- Partner with brands for sponsored content
- Negotiate deals directly with companies

### **5. \*\*Affiliate Marketing\*\***

- Promote products and services through affiliate links
- Earn a commission on sales generated from your links

### **6. \*\*Merchandise Sales\*\***

- Design and sell branded merchandise
- Use platforms like Teespring, Merch by Amazon, or your own online store

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7. **\*\*Digital Products and Services\*\***

- Sell eBooks, online courses, and other digital downloads
- Offer consulting, coaching, or personalized services

8. **\*\*YouTube Premium Revenue\*\***

- Earn a share of the revenue from YouTube Premium subscribers who watch your content

A series of handwritten signatures and initials in black ink, arranged horizontally. From left to right: a stylized signature, a signature that appears to be 'Gustaf', the initials 'Jha', the initials 'AB', and a signature that appears to be 'P. Anwar' with a long horizontal line extending to the right.