

Branch Name:	Management
Program Code:	MS101
Course Title:	Social Media Marketing
Course Code:	22-SEC156-1C

Course Objectives:

This course is intended towards providing knowledge regarding social media advertising including strategy development using various social media management tools and platforms.

1. This course equips students with the knowledge and skills to leverage social media for effective communication, brand building, and achieving organization's goals. Through exploring key concepts, platforms, and strategies.
2. This course provides students with the knowledge and skills to leverage two powerful social media platforms, LinkedIn and YouTube, to achieve your marketing and business goals. Students will learn to build a strong presence, attract target audience, and generate leads or sales, with a focus on both B2B and individual strategies
3. To Gain insight into how Instagram can be effectively used as a marketing and promotional platform for businesses.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
1	-	2	2	0	25	25	-	50

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Introduction - Introduction to social media, what is social media? - How social media developed, Managing Information – Aggregators, Google Alerts, Blogs. Getting your company ready for Social Media Content Management - Touchpoint analysis, Scheduling, creating content, Managing content programs, Planning Worksheets.	9	30%
2	Introduction to LinkedIn Marketing- How to optimize LinkedIn Profile-LinkedIn for Advertising- How to reach the target Audience with LinkedIn-How to Make Sales on LinkedIn -Advanced LinkedIn Strategies for B2B Marketing. YouTube- Introduction to YouTube Marketing- YouTube Marketing Strategy-The Subscriber Advantage- Account Set Up, Optimization, Keyword Research and Video Structure- YouTube SEO, Thumbnails, Annotations and Cards- YouTube Promotion and Analytics- YouTube Monetization.	12	40%
3.	Instagram- How to Create an Instagram Business Profile- Optimize your Instagram Bio & Profile Image- Instagram Captions & Hashtags -Reposting Instagram Content- How to Increase your Instagram Followers & Exposure-	9	30%

	Ways to Convert Instagram Followers to Sales & Leads Sponsored Posts - Instagram Ads via Facebook -Instagram Analytics -Instagram Profile + Instagram Post Captions- Instagram Ads-Engagement + Instagram Algorithm- Instagram Stories + Instagram Reels + IGTV-Shopping on Instagram		
	Total Hours	30	100%

Reference Books:

- Social Marketing in India 1st Edition (Sameer Deshpande, Philip Kotler, Nancy R. Lee)
- Marketing with Social Media (Linda Coles)
- The Social Media Marketing Book (Dan Zarrella)
- Social Media Marketing 1st Edition (Michael R. Solomon, Tracy Tuten)
- The Art of Social Media: Power Tips for Power Users (Guy Kawasaki, Peg Fitzpatrick)

Course Outcomes (CO):

1. To gain a comprehensive understanding of key social media concepts, platforms, and their functionalities.
2. To learn about the different components of a successful social media content strategy, including target audience analysis, content creation, and engagement tactics with the LinkedIn and YouTube Platforms.
3. To gain valuable insights and practical skills to leverage Instagram as a powerful marketing and promotional platform for businesses.

Mapping of CO with PO and PSO

Course Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CO1	M	M	L	M	M	M	M	M
CO2		H					H	H
CO3				L	H		H	M

H: High, M: Medium, L: Low