

INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
SEMESTER	6
COURSE TITLE	MARKETING THROUGH SOCIAL MEDIA PLATFORMS
COURSE CODE	04BH0609
COURSE CREDITS	3

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand and Use Organic Social Media Platforms for Marketing
- 2 Understand and explore Paid Ad-Campaigns on Social Media Platforms
- 3 Analyze various Social Media Platforms for Marketing

Pre-requisite of course:N/A

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	0	0	50	50	0	0	0

Contents : Unit	Topics	Contact Hours
1	Organic Social Media Marketing Understanding of Organic Social Media Marketing - Importance of Social Media Marketing, Facebook Marketing – Essential elements for Business Facebook Page - Creation of Business Facebook Page – Content for Facebook , Instagram Marketing - Essential elements for Business Instagram Profile – Creation of Business Instagram Profile, Content for Instagram – Importance of LinkedIn – Creation of Business LinkedIn Page – Content for LinkedIn –Essential elements for Business LinkedIn Page , Pinterest & Twitter marketing for Business – Organic Social Media Analytics	12
2	Paid Social Media Marketing Exploring Facebook Ad Manger (Campaign Objective, Targeting, Budgeting & Ad Placement) – Creating Paid Campaign using Facebook Ad Manger – Ad Analytics (CPC, CTR, CPM) – Exploring LinkedIn & Twitter Ad Manger	18
3	Contemporary Platforms of Social Media Importance of Video Marketing – YouTube for Business – YouTube Monetization – Importance of Podcast Marketing – Podcast for Business – Podcast Monetization – WhatsApp for Business	6
Total Hours		36

Textbook :

- 1 Digital Marketing for Dummies, Ryan Deiss, Russ Henneberry, Wiley , 2020
- 2 Digital Marketing, Seema Gupta , TMH, 2020
- 3 Digital Marketing - Strategy & Tactics, Jeremy Kagan, Siddharth Shekhar Singh, Wiley, 2020

References:

- 1 Fundamentals of Digital Marketing, Fundamentals of Digital Marketing, Punit Bhatia, Pearson, 2019
- 2 The Art of Social Media , The Art of Social Media , Guy Kawasaki, Peg Fitzpatrick, Portfolio , 2015
- 3 Social Media and Mobile Marketing, Social Media and Mobile Marketing, Punit Bhatia, Wiley, 2019

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 Theory