

INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
SEMESTER	6
COURSE TITLE	SOCIAL MEDIA MARKETING
COURSE CODE	04BH1603
COURSE CREDITS	3

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

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

Pre-requisite of course: Understand and use social media platforms for marketing Understand and explore paid ad-campaigns on social media platforms Compare and analyze various social media platforms for marketing

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 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 and twitter marketing for business - Organic social media analytics	0
2	Paid Social Media Marketing Exploring Facebook Ad manger (campaign objective, Targeting, Budgeting and Ad placement) - Creating paid campaign using Facebook ad manger, Ad analytics (CPC, CTR, CPM) - Exploring LinkedIn & Twitter Ad manger	0

Contents : Unit	Topics	Contact Hours
3	Contemporary Platforms Importance of video marketing - Youtube for business - Youtube monetisation - Importance of Podcast Marketing - Podacast for business - Podcast monetization - Whatsapp for business	0
Total Hours		0

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