

COURSE TITLE	SOCIAL MEDIA MARKETING
COURSE CODE	04DM0502
COURSE CREDITS	4

Objective:

- 1 N/A

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

- 1 Build the social media platforms and content strategy
- 2 Create and manage paid campaigns across platforms.
- 3 Analyze and measure social media performance
- 4 Explore influencer marketing and community building
- 5 Gain practical knowledge of current trends and innovations

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	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	<p>Introduction to Social Media Marketing: Understand the history and evolution of social media marketing., , Overview of key platforms: Facebook, Instagram, LinkedIn, X (Twitter), Pinterest, , Setting up business pages/accounts on different platforms, , Differences between organic reach and paid promotions, Digital etiquette, privacy,, and ethical considerations on social media.</p>	12
2	<p>Content Strategy & Community Building Define and develop brand voice and tone for social media, Importance of user-generated content (UGC) and visual storytelling, Content pillars and frameworks: educational, inspirational, entertaining, Building and nurturing online communities and engagement,, Learn from brand case studies , social-led campaigns</p>	12

Contents : Unit	Topics	Contact Hours
3	Paid Social Media Campaigns Introduction to ad campaign setup on Meta Ads Manager, Understanding campaign objectives: reach, traffic, engagement, conversions, Targeting strategies: audience selection, custom audiences, lookalikes, Budgeting and bidding strategies, Execution and optimization of paid campaigns, Ad performance tracking: CTR, CPM, CPC, ROAS.	12
4	Platform-Specific Strategies & Innovations Creating short-form videos: Instagram Reels, YouTube Shorts, Using WhatsApp, Business for catalogs, auto-replies, and leads, Podcasting and voice content for audience engagement, Leveraging platforms like Threads, Discord, and Telegram, Understanding monetization options , creator economy dynamics	12
5	Influencer Marketing & Analytics Types of influencers: nano, micro, macro, celebrity, Identifying relevant influencers for brand alignment, Structuring outreach, collaborations, and contracts,, Structuring outreach, collaborations, and contracts,, KPIs for influencer campaigns: engagement rate, reach, conversion, Legal frameworks and disclosure policies, , Using native platform insights and tools like Buffer, Hootsuite, Integrating Google Analytics for measuring traffic and conversions, ROI measurement, campaign evaluation techniques.	12
Total Hours		60

Textbook :

- 1 Digital Marketing , Seema Gupta , TMH, 2020
- 2 Digital Marketing for Dummies , Ryan Deiss, Russ Henneberry , Wiley, 2016

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 / Creative
0.00	0.00	35.00	35.00	30.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://www.mica.ac.in/online-programs/digital-marketing-and-communication-program/#curriculum>
- 2 <https://www.nideofficial.com/post-graduate-in-digital-marketing/>
- 3 <https://iide.co/blog/digital-marketing-course-syllabus>
- 4 <https://www.upgrad.com/blog/digital-marketing-syllabus>
- 5 <https://www.linkedin.com/learning>