

COURSE TITLE	SOCIAL MEDIA MARKETING
COURSE CODE	04MB0218
COURSE CREDITS	4

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

- 1 Create comprehensive social media marketing plans by applying theoretical knowledge to practical scenarios
- 2 Analyze and interpret social media data to assess the effectiveness of marketing strategies, enabling them to make informed decisions for optimizing future campaigns
- 3 Proficient in implementing influencer marketing strategies that align with business objectives, fostering authentic relationships with influencers and leveraging their influence to enhance brand awareness and engagement
- 4 Develop comprehensive crisis management plans for social media platforms, anticipating and mitigating potential crises effectively.
- 5 Engage in role-playing exercises and simulations to practice crisis communication and reputation management skills in real-world scenarios

Pre-requisite of course: Understanding of marketing principles, including segmentation, targeting, positioning, and the marketing mix (product, price, place, promotion).

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Foundations of Social Media Marketing Introduction to Social Media Marketing, Understanding Social Media Platforms, Consumer Behavior in Social Media, Content Creation and Management, Community Engagement and Social Listening.	15
2	Advanced Social Media Marketing Strategies Social Media Advertising, Influencer Marketing, Social Media Analytics and Performance Measurement.	15

Contents : Unit	Topics	Contact Hours
3	Influencer Marketing and Partnerships Understanding the role of influencers in social media marketing, Identifying and evaluating potential influencers for collaboration based on audience alignment, engagement, and credibility, Developing influencer marketing strategies and campaigns, including negotiation, contracts, and performance measurement, Managing influencer relationships and ensuring authenticity and transparency in sponsored content, Case studies and examples of successful influencer marketing campaigns across different industries and platforms.	15
4	Social Media Crisis Management and Reputation Management Recognizing and anticipating potential crises on social media platforms, Developing a crisis management plan and protocol for addressing negative feedback, customer complaints, and PR crises, Strategies for maintaining brand reputation and credibility during crises, including transparency, responsiveness, and empathy, Monitoring and managing online reputation through reputation management tools and techniques, Role-playing exercises and simulations to practice crisis communication and reputation management skills in real-world scenarios.	15
Total Hours		60

Textbook :

- 1 Social Media Marketing: A Strategic Approach, Melissa Barker, Donald I. Barker, Nicholas F. Bormann, and Krista E. Neher, Cengage Learning, 2020
- 2 The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly, David Meerman Scott, Wiley, 2021
- 3 Social Media Marketing: A Strategic Guide, Karen Freberg, Kendall Hunt Publishing, 2022
- 4 Social Media Marketing: An Hour a Day, Dave Evans, Sybex, 2022

References:

- 1 Social Media Marketing: Principles and Strategies, Social Media Marketing: Principles and Strategies, Carolyn Mae Kim, Oxford University Press, 2021
- 2 Social Media Marketing Workbook: How to Use Social Media for Business, Social Media Marketing Workbook: How to Use Social Media for Business, Jason McDonald, CreateSpace Independent Publishing Platform, 2022
- 3 The Art of Social Media: Power Tips for Power Users, The Art of Social Media: Power Tips for Power Users, Guy Kawasaki and Peg Fitzpatrick, Portfolio, 2020

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

Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	10.00	20.00	20.00	20.00	20.00

Instructional Method:

- 1 Classroom Teaching, Expert Session, Case Study