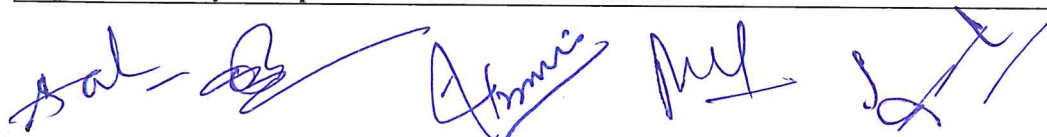


FOUR YEAR UNDERGRADUATE PROGRAM (2024–28)
Department of Commerce and Management



COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate/ Diploma/Degree/Honors)		Semester- I	Session: 2024-2025
1	Course Code	BBVAC - 01	
2	Course Title	Social Media Marketing	
3	Course Type	Value Addition Course [VAC]	
4	Pre-requisite (if, any)	<i>As per requirement</i>	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> ➤ Create and implement a digital and social media plan that aligns to a brand's overall business objectives. ➤ Interpret digital and social media analytics, trends, tools, and activities to determine the effectiveness of various strategies. ➤ Develop effective communication and interpersonal strategies to foster collaboration, diversity and inclusion within digital and social media project teams. ➤ Evaluate current trends and emerging technologies in digital marketing to inform planning and ongoing effectiveness. 	
6	Credit Value	2 Credits	<i>Credit=15 Hours-learning & Observation</i>
7	Total Marks	Max. Marks: 50	Min Passing Marks: 20
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)-30 Periods (30 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Social Media Marketing: Fundamentals of Social Media Marketing & its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation.		08
II	Facebook Marketing: Facebook for Business, Facebook Insight, Different types of Ad formats, Setting up Facebook Advertising Account, Facebook audience & types, Designing Facebook Advertising campaigns, Facebook Avatar, Apps, Live, Hashtags.		07
III	LinkedIn Marketing: Importance of LinkedIn presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign.		08
IV	Twitter Marketing: Basics, Building a content strategy, Twitter usage, Twitter Ads, Twitter ad campaigns, Twitter Analytics, Twitter Tools and tips for managers. Instagram & Snapchat basic.		08
Keywords	<i>Social Media Marketing, Facebook, Twitter, LinkedIn.</i>		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended-			
<ol style="list-style-type: none"> 1. Digital Marketing –Kamat and Kamat-Himalaya 2. Marketing Strategies for Engaging the Digital Generation, D. Ryan, 3. Digital Marketing, V. Ahuja, Oxford University Press 4. Digital Marketing, S.Gupta, McGraw-Hill 5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition 			
Online Resources-			
https://www.coursera.org/socialmediamarketing https://academy.hubspot.com/courses/social-media			



PART-D: Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks:	50 Marks	
Continuous Internal Assessment (CIA):	15 Marks	
End Semester Exam (ESE):	35 Marks	
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test / Quiz-(2): 10 & 10 Assignment/Seminar+Attendance- 05 Total Marks - 15	Better marks out of the two Test/ Quiz +obtained marks in Assignments shall be considered against 15 Marks
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective- 05 x 1 = 05 Mark ; Q2. Short answer type- 5 x 2 = 10 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit- 4 x 05 = 20 Marks	

Name and Signature of Convener & Members (CBOS)


Goes to 2nd Sem -----