

I V S e m e s t e r	Code	Course Title	Course Duration	Offered to	Session	Credits
	OEC9	Social Media Marketing	45 Hours	All students	3 Hours a Week	3

Course Objective:

To familiarize students with the concepts and operations of Social Media Marketing.

Course Outcomes:

CO1	Understand what social media is, the various channels through which it operates, and its role in marketing strategy.
CO2	Establish a Video Marketing Strategy and learn YouTube Advertising
CO3	Prepare Facebook Ads and Instagram Ads and understand how to effectively brand their Social Media Pages
CO4	Demonstrate how to effectively design a website and apply SEM and SEO

Reference Books:

#	Title	Author/s	Publisher
1	Social Media Marketing	Evans Liana	Pearson Education
2	Marketing with Social Media	Coles Linda	John Wiley & Sons
3	Social Media Marketing	Marshal Chris	Independently Published
4	Social Media Marketing	Mastery Income	Kazravan Enterprises
5	Social Media Marketing	Zarei Ehsan	Lulu.com

Unit	Title	Hours	Contents
1	Introduction to Social Media	10	What is Social Media? Means of developing social media is, Managing Information – Aggregators, Google Alerts, Blogs. Getting a company ready for Social Media Content Management Touchpoint analysis, Scheduling, creating content, Managing content programs, Planning Worksheets.
2	YouTube Marketing	10	YouTube Long - form video platforms, setting up a channel, Managing content - Video Flow - Google Pages for YouTube Channel – Verify Channel Webmaster Tool – Adding Asset - Associated Website Linking - Custom Channel URL - Channel ART - Channel Links – Channel Keywords - Branding Watermark - Featured Contents on Channel - Channel Main Trailer - Uploading Videos - Uploading Defaults - Creator Library - Practical Examples.
3	Major Social Media Platforms	10	Facebook & Instagram- Creating groups and pages, Tips and Guides – Posts, Paid Promotion Ads, Contests, Twitter - Set-up and usage Tips. LinkedIn - Tips and Guides Review of profiles. Pinterest - Visual social media and bookmarking, Set-up and management.
4	Web site planning	10	Web Marketing, Understanding Website, Domain, Hosting & Web server, Web site v/s Portals, Web site designing basics, types of websites, types of web servers, SWOT analysis of website, Optimization of Web Site, SEM, SEO, Content marketing and ROI.
Learning by Doing activities: 5 Hours			