Skill Enhancement Course (SEC)

Computer Science: Social Media Marketing

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

| Course | Credit | Credit distribution of the course | | | Eligibili | Pre- |
|------------|--------|-----------------------------------|---------|------------|----------------|-------------------------|
| title & | s | Lectur | Tutoria | Practical/ | ty criteria | requisite of the course |
| Code | | e | 1 | Practice | Criteria | (if any) |
| Social | 2 | 1 | 0 | 1 | Pass in XII | Pass in 'Digital |
| Media | | | | | | Marketing' |
| Marketing | | | | | | (SEC-Sem 1) |

Learning Objectives

- To provide basic knowledge of social media marketing concepts
- To enhance skills as social media marketer and start a career in social media marketing.

Learning Outcomes

After completion of the course, learners will be able to:

- 1. Evaluate the role of social media in marketing, advertising and public relations.
- 2. Assess the optimal use of various social media platforms for social media marketing.
- 3. Analyse the importance of social media for developing an effective marketing plan, and assess ways to measure its performance.
- 4. Describe practical skills required for creating and sharing content through online communities and social networks.
- 5. Demonstrate and appreciate social media ethics to use social media spaces effectively.

SYLLABUS:

Unit 1: Introduction to Social Media Marketing:

Social Media Marketing-Concept and Importance.

Social Media Platforms- Online communities and Forums; Blogs and Microblogs, Social Networks, other contemporary social media platforms: Goals, Role in Marketing and Use as listening tools. Trends in SMM. Social Media Influencers.

Unit 2: Social media marketing Plan and Performance Measurement:

SMM Plan- Setting Goals, Determining Strategies, Identifying Target Market, Selecting Tools, Selecting Platforms, Implementation: Measuring Effectiveness - Conversion rate, amplification rate, applause rate: on page and on post level.

Unit 3: Content Creation and Sharing using Case Campaigns:

Blogging, Streaming Video and Podcasting: Criteria and approach-70/20/10 with risk variants, 50-50 content, Brand Mnemonic, Brand story. Contextualising content creation. Social Media Ethics.

Practical Exercises:

The learners are required to:

1. Discuss the importance of social media in marketing, advertising and public relations by analysing