

Part A - Introduction			
Subject	Business Administration		
Semester	I		
Name of the Course	Social Media Marketing		
Course Code	B23-BBA-MDC-102		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	MDC-1		
Level of the course (As per Annexure-I)	Introductory-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. Understand the significance and challenges of social media marketing. 2. Develop a comprehensive social media marketing strategy. 3. Create and manage engaging social media content. 4. Utilize social media advertising tools and analyze campaign performance. <hr/> 5*.		
Credits	Theory	Practical	Total
	3	0	3
Contact Hours	45	0	45
Max. Marks: 75 Internal Assessment Marks: 25 End Term Exam Marks: 50		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 2.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 10 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Social Media Marketing: Meaning and significance in modern era; Impact of social media platforms- Facebook, LinkedIn, Twitter, Instagram, Pinterest, and YouTube on Marketing endeavours; Problems associated with Social Media Marketing.	12
II	Social Media Planning: Social media goals and objectives; Audience analysis; Developing social media marketing strategy; Social media control; Integrating marketing strategy with social media marketing strategy.	11
III	Social Media Content: Content Creation, Audience Engagement; Content Scheduling; Content Management and Control.	11
IV	Social Media Advertising and Analytics: Tools for social media Advertising; Planning and executing social media campaigns; An Overview of social media analytics tools.	11
V*		

Suggested Evaluation Methods

Internal Assessment:

➤ Theory

- Class Participation: **05**
- Seminar/presentation/assignment/quiz/class test etc.: **07**
- Mid-Term Exam: **13**

➤ Practicum

- Class Participation:
- Seminar/Demonstration/Viva-voce/Lab records etc.:
- Mid-Term Exam:

End Term Examination: **50**

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Sameer Deshpande, Philip Kotler, Nancy R. Lee; *Social Marketing in India*; Pearson Publication
2. Jason McDonald; *Social Media Marketing Workbook*
3. Linda Coles; *Marketing with Social Media*; Pearson Publication
4. Dan Zarrella; *The Social Media Marketing Book*; Pearson Publication
5. Michael R. Solomon, Tracy Tuten; *Social Media Marketing*; Pearson Publication
6. Guy Kawasaki, Peg Fitzpatrick; *The Art of Social Media: Power Tips for Power Users*; Pearson Publication.

*Applicable for courses having practical component.