



SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

(Established under section 3 of the UGC Act 1956)

Re - accredited by NAAC with 'A' Grade

Founder: Prof. Dr. S. B. Mujumdar, MSc., Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

Course Name : Digital Branding and Promotion with Social Media

Course Code : T3668

Faculty : Computer Studies

Course Credit : 3

Course Level : 3

Sub-Committee (Specialization) : Emerging Trends in IT

Learning Objectives :

To target ideal customers using social media

To improve brand awareness and brand authority on social media

To improve customer engagements and loyalty on social media

Books Recommended :

Book	Author	Publisher
2. The Content Advantage (Clout 2.0): The Science of Succeeding at Digital Business through Effective Content	Colleen Jones	Pearson Publication
Strategic Brand Management: Building, Measuring, and Managing Brand Equity	Kevin Lane Keller, Vanitha Swaminathan,	Pearson Publication

Course Outline :

Sr. No.	Topic	Actual Teaching Hours	Contact Hours Equivalence
1	Branding Strategy in Marketing Management 1.1 Fundamentals of Branding: Colour Theory, Marketing Mix, Definition of Branding, Need for Branding, Marketing Strategy, 1.2: Branding Strategy: Brand Equity, Brand Positioning, Brand Resonance, Brand Value Chain 1.3: Rebranding & Brand Rehab: Rebranding, Need for Rebranding, Benefits of Rebranding, Brand Recovery, Responding to Brand Crisis, Preventing Brand Crisis	12	12
2	Digital Branding Identity 2.1 Content Strategy for Social Media: Developing content vision, Content, Customer & Context, Creating Effective Content, Content Intelligence, Types of Content Marketing, Tools for content marketing, Do's & Don'ts of content marketing 2.2 Social Media Strategy: Social Media Definition, Benefits of Social Media, Tools for Social Media, Creating Social Media Strategy, Objectives & Key Results, Influencer Marketing	10	10
3	Digital Branding Visibility 3.1 Online Advertisement: Customer Lifetime Value, Types of online advertisements, advertising on tools like Facebook, LinkedIn, Twitter, Instagram, Pinterest, SnapChat, Paid Advertising, Native Advertising, Display Advertising, 3.2 Search Engine Optimization (SEO): Understanding Google Ranking, creating SEO Strategy, Metrics for SEO, Local SEO, White Hat SEO, Black Hat SEO, 3.3 Advanced digital branding tools, Big data analysis in branding and promotion	10	10

4	Digital Branding Credibility 6.1 Feedback Collection: Net Promoter Score, Follow-up emails, SMS Surveys, Live Chat, Webinars, Community forums 6.2 Social Engagements: Asking, Expressing, Incentivizing, Offering, Utility 6.3 User Experience (UX): UX Design Principles, UX Design Deliverables, Enhancing UX, 6.4 Crisis Communication: Transparency, Trust	10	10
5	Ethical & Sustainable Digital Branding	3	3
Total		45	45

Pre Requisites :

Marketing Management Concepts
Intermediate level Computer Literacy

Evaluation :

case studies
Class test
Presentation
Quiz

Pedagogy :

Lab sessions
Case analysis
Quizzes
Project Presentation

Expert :

Mr. Satyajit Wale,,Veridical Consultancy