



Sub Committee for Curriculum Development Marketing Specialization

Course Name: Social Media Marketing

Course Code: T2613

Number of Credits: 2

Level – 4

PG

Learning Objective(s):

This course takes an in-depth look at social networks, social media platforms and online advertising to offer students an advantage in many positions involving marketing, consulting and brand management both on the buyer and seller side of social media. Students with an interest in entrepreneurship will also find the course useful as new businesses often rely on social media marketing. This course offers an overview of how marketing has (and has not) changed due to the rise of social media. It will equip students with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

Pedagogy:

1. Lecture
2. Case Study
3. Projects
4. Group Presentation

Pre-learning:

1. Marketing Management

Course Outline

Sr. No.	Topic	Hours
1.	Introduction to strategic social marketing	3
2.	Social media platforms	3
3.	Social media market planning overview	2
4.	Social consumers and digital media	2
5	Four Zones of social media: social community, social publishing, social entertainment and social commerce	6
6	Social Media Analytics and Monitoring	6
7	Brand strategies on social media	3
8	Best marketing practices for paid and unpaid social media	3
9	B2B marketing and social media	2
	Total Hours	30

Recommended Reading Material:

Social Media Marketing by Tuten and Solomon

Culture of connectivity by Jose Van Dijck

Suggested Evaluation Methods:

2 credits –

- i) Internal –
 - a. Surprise Test/ Assignments -
 - b. Project -
 - c. Case studies and presentation
 - d. Quiz/ Class Test