COMCC15 SOCIAL MEDIA MARKETING

Credit: 1 Course
40 hrs.

Duration:

OBJECTIVES:

The students will be able to:

1. **Understand the Social Media Landscape:** Gain a comprehensive understanding of various social media platforms, their unique characteristics, and their role in the digital marketing ecosystem.
2. **Develop Effective Strategies and Content Creation and Curation:** Learn to develop and implement effective social media marketing strategies tailored to specific business goals and target audiences. Master the art of creating engaging and compelling content across different social media channels.
3. **Legal and Ethical Considerations:** Explore the legal and ethical issues in social media marketing, including privacy concerns, intellectual property rights, and content regulations.

COURSE OUTCOME:

By the end of this course, students will be able to:

CO1: Enhance social media marketing knowledge.

CO2: Create engaging and effective content for various social media platforms.

CO3: Navigate the legal and ethical challenges in social media marketing.

Unit 1: Introduction to Social Media Marketing -The evolution of social media-meaning and concept-features-importance-benefit-limitation of social media marketing-Overview of major social media platforms (Facebook, Instagram, Twitter, LinkedIn, TikTok, etc.)-The role of social media in modern marketing

(8 hrs)

Unit 2: Types of social media content (text, images, videos, stories, live streams, etc.)-factors influencing social media marketing- best practices for content creation-

(10 hrs)

Unit 3: Targeting and audience segmentation- social media marketing vs traditional marketing-new trends in social media marketing-influencer marketing-The impact of social commerce-new technologies (AR/VR, AI, etc.) in social media-Future trends and predict

Unit 4: Legal and Ethical Issues in Social Media Marketing- Privacy laws and data protection (GDPR, CCPA, etc.)-Intellectual property rights and copyright issues-Transparency and disclosure regulations-Handling negative feedback- online reputation management

(8 hrs)

REFERENCE

- "The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki and Peg Fitzpatrick
- "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger
- "Social Media Marketing: A Strategic Approach" by Melissa Barker, Donald I. Barker, Nicholas Bormann, Krista E. Neher

STRATEGIES FOR INSTRUCTION

- Both online (60%) and offline (40%) classes
- Platform: Google meet
- Assignment

EVALUATION & GRADING

SCHEME OF EVALUATION

METHOD OF EVALUATION			
Assessment Methods	Criteria	Marks	Weightage
Formative Assessment (FA)	Attendance	4	25%
	Assignment/Project/Activities/Reports	6	
Summative Assessment (SA)*	Test Paper	30	75%
	Total	40	100

ATTENDANCE

Attendance	Marks
90-100%	4
85-89.9%	3
80-84.9%	2
75-79.9%	1
<75%	0

GRADING POLICY

Grade	Percentage of total marks (FA+SA)
A	80% & above
B	60-79.9%
C	50-59.9%
D	40-49.9%
Not qualified	<40%