

**INSTRUCTIONS TO PAPER SETTERS:**

1. Question No. 1 should be compulsory and cover the entire syllabus. There should be 10 questions of short answer type of 2.5 marks each, having at least 2 questions from each unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions to evaluate analytical/technical skills of candidate. However, student may be asked to attempt only 1 question from each unit. Each question should be 12 marks including subparts, if any.

**OBJECTIVE:**

- Describe the concept of social media marketing for online communication
- Explain the concept of social business
- Utilize knowledge gained to create and maintain social networking platforms for business

**PRE-REQUISITES**

- Familiarity with online tools, platforms, and terminology, including websites, social media, email, and digital content creation.
- Basic understanding of computer literacy.

**COURSE OUTCOMES**

After the completion of the theory course, the students will be able to learn-

CO1	Explore social media for online communication. (BTL4)
CO2	Elaborate brand building on digital media network. (BTL6)
CO3	Make use of social media platform for entrepreneurship. (BTL3)
CO4	Evaluate digital media marketing and its metrics. (BTL5)

**UNIT – I**  
**[Social Media]**

**L: 12**

1. Social Media & Social Network: Brief history, Meaning and definition
2. Features of social media and Social Network
3. Types of Social Networking Sites
4. Social Media & Issues
5. Social Consumers and Social Influencers

**UNIT – II**  
**[Branding on Digital Media]**

**L: 12**

1. Audience Research and Engagement in Global environment
2. Building Brand on Digital Media
3. Storytelling and User Generated Content on Digital Media Network
4. SEO, SEM, Keywords, Viral Marketing, E-mail Marketing and ZMOT

**UNIT – III**  
**[Online Entrepreneurship]**

**L :12**

1. E-Commerce & Start-ups: Ideation, Plan and Management
2. Lead Generation and Personal Branding
3. Building a Multi-platform Social Media Marketing Strategy
4. Mobile Apps: M-Commerce and App Monetization

**UNIT – IV**  
**[Social Media Measurement and Metrics]**

**L:12**

1. Data Mining for Digital Media: Google Analytics, Website Audience Measurement (WAM).
2. Monetizing social media: ROI.
3. Role of social media in Marketing Research.
4. Case Studies on Digital Media Marketing: Digital India, Make in India, Skill India, Startup India, Stand up India.

**TEXT BOOKS:**

1. Barker, M. S., Barker, D., Bormann, N. F., & Neher, K. (2013). Social Media Marketing: A Strategic Approach. Mason, OH: South-Western Cengage Learning.
2. Charlesworth, A. (2014). An introduction to social media marketing. London: Routledge.

**REFERENCES:**

1. Parkin, G. (2009). Digital Marketing: Strategies for Online Success. London: New Holland.
2. Qualman, E. (2009). Socialnomics: How Social Media Transforms the way we Live and do Business. Hoboken, New Jersey's:: Wiley.

**OBJECTIVE:**

On completion of this course, the student should be able to:

- design and develop blog
- demonstrate proficiency of skills in use of digital media effectively

**COURSE OUTCOMES**

After the completion of the practical course, the students will be able to learn-

CO1	Design a promotional or corporate blog. <b>(BTL6)</b>
CO2	Facilitate/promote vlog/blog on various social media platforms. <b>(BTL6)</b>
CO3	Develop multi-media presentation for social media marketing strategy. <b>(BTL6)</b>
CO4	Enhance proficient skills for digital media marketing. <b>(BTL6)</b>
CO1	Design a promotional or corporate blog. <b>(BTL6)</b>
CO2	Facilitate/promote vlog/blog on various social media platforms. <b>(BTL6)</b>

**Exercises/Assignments**

1. Create and maintain promotional or corporate blog for an organization/product
2. Create an account on at least 5 social media platforms and promote your blog/vlog on any social media platforms.
3. Create a multi-media presentation on Social Media Marketing Strategy for promotion of corporate blog for an organization/product.

**Internal Assessment:**

The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.