

Course Title	SOCIAL MEDIA MARKETING
Course Code	24UBBAMDC101
Semester	II
Course Level	
Credit	3
Type of Course	MDC (Management Studies)
Hours per Week	4

COURSE DESCRIPTION:

This course shall equip students with the skills and knowledge needed to effectively create impactful online social media campaigns. Designed for aspiring social media marketers, the course explores key strategies and tools essential for successful social media management and advertising. Students will also gain valuable experience through group projects and real-world applications.

KEY LEARNING OUTCOMES:

- Understand the role and importance of social media marketing in today's digital landscape.
- Identify the major social media platforms and their unique characteristics.
- Develop a social media strategy aligned with your business goals and target audience.
- Create engaging and effective social media content across various formats.
- Analyze and measure the performance of your social media campaigns.

KEY TOPICS COVERED

- Introduction to Marketing Framework, The Social Media Landscape
- Understanding Content Marketing Defining content marketing and its importance in social media - Content creation tools and resources
- Introduction to Social Media Advertising
- Influencer Marketing, Identifying and collaborating with relevant influencers

Course Teacher: Mr. Rijil Paul, Assistant Professor, Department of Management Studies.