

**Social Media Marketing**  
**Skill Enhancement Course (SEC )**  
**Semester I**

Teacher : Dr. Gyamar Nemey

Unit & Sub-Topics	Lectures (L+P)	Month wise schedule followed by Department	Tutorial/Assignment/Presentation
<p><b>Unit I – Introduction to Social Media Marketing</b></p> <ul style="list-style-type: none"> <li>• Social Media Marketing – Concept and Importance</li> <li>• Social Media Marketing Platforms – Online Communities and Forums; Blogs and Microblogs, Social Networks, other contemporary social media platforms</li> <li>• Goals: Role in marketing</li> <li>• Use of listening tools</li> <li>• Trends in SMM</li> <li>• Social Media Influencers</li> </ul>	15	August – September	<ol style="list-style-type: none"> <li>1. Analyse case studies and discuss the importance of social media in marketing, advertising and public relation</li> <li>2. Examine social media based businesses and their usage of the platform</li> </ol>
<p><b>Unit II – Social Media Marketing plan and Performance Measurement</b></p> <ul style="list-style-type: none"> <li>• SMM Plan- Setting Goals, Determining Strategies, Identifying Target Market, Selecting Tools, Selecting Platforms, Implementation, Measuring Effectiveness – Conversion rate, amplification rate, applause rate: on page and post level</li> </ul>	15	September - October	<ol style="list-style-type: none"> <li>1. Design a social media strategy for a social cause or any product/service (provided it is deliverable)</li> <li>2. Run the above campaign for 15 days and measure the performance of the campaign</li> </ol>

<p><b>Unit III: Content Creation and Sharing Using Case Campaigns</b></p> <ul style="list-style-type: none"> <li>• Blogging, Streaming Video and Podcasting</li> <li>• Criteria and approach- 70/20/10 with risk variants, 50-50 content</li> <li>• Brand Mnemonic, Brand Story</li> <li>• Contextualising content creation</li> <li>• Social Media Ethics</li> </ul>	12	November	<ol style="list-style-type: none"> <li>1. Identify organizations that has created a good Brand Mnemonic and brand Story.</li> <li>2. Examine the social media page of any organisation which has utilised a recent event to create content.</li> </ol>
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