

KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of BBA

B.B.A. : V Semester

Social Media Marketing
(w.e.f. 2018-19 onwards)

Teaching hours per week – 04 :	Maximum Marks	:	100 Marks
	Semester End Examination	:	70 Marks
	Internal Assessment	:	30 Marks

Course Outcomes:

On completion of this course, the students will be able to:

1. Understand what social media is, the various channels through which it operates, and its role in marketing strategy.
2. Develop social media marketing goals, objectives and content.
3. Design and develop an effective Blog.
4. Prepare Facebook Ads and Instagram Ads and understand how to effectively brand their Social Media Pages.
5. Establish a Video Marketing Strategy and learn YouTube Advertising.
6. Demonstrate how to effectively brand their Twitter profile and use Twitter Ads.
7. Understand how Consumer Generated Content and New Technologies are changing the Future of Social Media Marketing.

Syllabus

Modules	Syllabus	HOURS
Module 1	Introduction - Introduction to Social Media, What is Social Media? - How Social Media developed, Managing Information – Aggregators, Google Alerts, Blogs. Getting your company ready for Social Media Content Management -	08

	Touchpoint analysis, Scheduling, Creating content, Managing content programs, Planning Worksheets.	
Module 2	Blogs – Blogger, Tumblr, Wordpress, Influencers Who are they? How to find them How to use them to benefit your brand.	10
Module 3	Facebook&Instagram- Creating groups and pages, Tips and Guides – Posts, Paid Promotion Ads, Contests.	08
Module 4	YouTube Long - form video platforms, Setting up a channel, Managing content - Video Flow - Google Pages for YouTube Channel - Verify Channel Webmaster Tool – Adding Asset - Associated Website Linking - Custom Channel URL - Channel ART - Channel Links - Channel Keywords - Branding Watermark - Featured Contents on Channel - Channel Main Trailer - Uploading Videos - Uploading Defaults - Creator Library - Practical Examples.	14
Module 5	Twitter - Set-up and usage Tips.LinkedIn - Tips and Guides Review of profiles.Pinterest - Visual social media and bookmarking, Set-up and management	10
Module 6	Collaborative Marketing & Crowdsourcing - Consumer-generated content (Encouraged Organic), New Technologies – Chat Bots/Messenger Bots and Artificial Intelligence.	10

Reference Books:

1. Social Marketing in India 1st Edition (Sameer Deshpande, Philip Kotler, Nancy R. Lee)
2. Marketing with Social Media (Linda Coles)
3. The Social Media Marketing Book (Dan Zarrella)
4. Social Media Marketing 1st Edition (Michael R. Solomon, Tracy Tuten)
5. The Art of Social Media: Power Tips for Power Users (Guy Kawasaki, Peg Fitzpatrick)