

As Per NEP 2020

University of Mumbai



Syllabus for Basket of Open Elective Courses

Board of Studies in Computer Science

UG First Year Programme

Semester

II

Title of Paper

Credits 2/ 4

I) Social Media Marketing

2

I)

From the Academic Year

2024 – 2025

Open Elective Courses

Name of the Course: Social Media Marketing

Sr. No.	Heading	Particulars
1	Description the course:	<p>Introduction:</p> <p>This course serves as an introduction to the dynamic world of social media marketing, offering students the foundational knowledge and practical skills needed to thrive in this rapidly evolving field.</p> <p>Relevance:</p> <p>Social media marketing has become an integral part of modern marketing strategies, as businesses increasingly rely on platforms like Facebook, LinkedIn, and Twitter to connect with their target audience, build brand awareness, and drive sales. Understanding how to leverage these platforms effectively is crucial for success in today's digital landscape.</p> <p>Usefulness:</p> <p>The skills learned in this course are highly practical and applicable across various industries and sectors. Whether students aspire to work in e-commerce, advertising, public relations, or entrepreneurship, a solid understanding of social media marketing is invaluable.</p> <p>Application:</p> <p>Through hands-on exercises and practical assignments, students will apply theoretical concepts to real-world scenarios, such as creating Facebook ad campaigns, optimizing LinkedIn profiles, and analyzing YouTube analytics. This approach ensures that students develop tangible skills that they can immediately put into practice.</p> <p>Interest:</p> <p>Social media marketing is a dynamic and creative field that appeals to students with a passion for digital communication, branding, and analytics. The course's emphasis on practical learning and creativity will engage students and foster their interest in exploring new marketing strategies and techniques.</p> <p>Connection with Other Courses:</p>

		<p>This course complements other courses in marketing, advertising, communications, and digital media by providing a focused understanding of social media platforms and their role in contemporary marketing strategies. Students can apply the knowledge and skills gained in this course to enhance their understanding of broader marketing principles and practices.</p> <p>Demand in the Industry:</p> <p>With the increasing importance of digital marketing, there is a growing demand for professionals with expertise in social media marketing. Businesses of all sizes are seeking skilled individuals who can effectively navigate and leverage social media platforms to achieve their marketing goals. By completing this course, students will position themselves as valuable assets in the job market.</p> <p>Job Prospects:</p> <p>Graduates of this course will be well-equipped to pursue various roles in the field of social media marketing, including social media managers, digital marketing specialists, content creators, and marketing analysts. The practical skills and industry-relevant knowledge gained from this course will enhance students' employability and open up a wide range of career opportunities in the rapidly expanding digital marketing sector.</p>
2	Vertical:	Open Elective
3	Type:	Practical
4	Credits:	2 credits (1 credit = 30 Hours of Practical work in a semester)
5	Hours Allotted:	60 hours
6	Marks Allotted:	50 Marks
7	<p>Course Objectives (CO):</p> <p>CO 1. To provide students with a comprehensive understanding of social media marketing principles, strategies, and best practices.</p> <p>CO 2. To familiarize students with the various social media platforms and their respective features, audiences, and advertising capabilities.</p> <p>CO 3. To equip students with the practical skills needed to create, manage, and optimize social media marketing campaigns across different platforms.</p> <p>CO 4. To cultivate students' ability to analyze social media metrics and use data-driven insights to refine marketing strategies and enhance campaign performance.</p>	

	<p>CO 5. To explore emerging trends and technologies in social media marketing and their implications for future marketing practices.</p> <p>CO 6. To encourage critical thinking and creativity in developing innovative social media marketing solutions to meet business objectives.</p>
8	<p>Course Outcomes (OC): After successful completion of this course, students would be able to -</p> <p>OC 1. Demonstrate a solid understanding of social media marketing concepts, including audience targeting, content creation, engagement strategies, and campaign measurement.</p> <p>OC 2. Identify the strengths and weaknesses of different social media platforms and select the most appropriate channels for achieving specific marketing objectives.</p> <p>OC 3. Develop proficiency in using social media management tools and advertising platforms to create and manage effective marketing campaigns.</p> <p>OC 4. Analyze social media metrics to assess the performance of marketing campaigns, identify areas for improvement, and make data-driven decisions.</p> <p>OC 5. Demonstrate creativity and problem-solving skills by developing original social media marketing concepts and campaigns that resonate with target audiences.</p> <p>OC 6. Effectively communicate their ideas, insights, and recommendations through written reports, oral presentations, and collaborative group discussions focused on social media marketing topics.</p>
9	<p>Modules:</p> <p>Module 1: Introduction to Digital Marketing (30 hours):</p> <p>Introduction to Social Media Marketing Definition and purpose of Social Media Marketing (SMM) Importance of SMM in the digital landscape Overview of different social media platforms and their significance</p> <p>Facebook Marketing Creating and managing a Facebook business page Strategies for engaging with the audience on Facebook Utilizing Facebook advertising tools and creating effective ad campaigns Practical: Create a Facebook business page for a fictional business and design a sample ad campaign</p> <p>LinkedIn Marketing Leveraging LinkedIn for business marketing and networking Crafting a LinkedIn marketing strategy to reach the target audience Lead generation techniques and content strategy on LinkedIn</p>

	<p>Practical: Optimize your LinkedIn profiles and develop a sample content strategy for a professional networking scenario</p> <p>Influencer Marketing</p> <p>Understanding the role of influencers in social media marketing</p> <p>Identifying and collaborating with influencers to amplify brand reach and engagement</p> <p>Practical: Identify potential influencers for a given scenario and create a collaboration plan</p> <p>X Marketing (formerly Twitter Marketing)</p> <p>Developing content strategies for X (replace X with any emerging platform)</p> <p>Utilizing X advertising tools for promoting businesses</p> <p>Engaging with the audience and building brand presence on X</p> <p>Practical: Create sample tweets and design a mock X ad campaign targeting a specific audience</p>
	<p>Module 2 Advanced Digital Marketing Techniques (30 hours)</p>
	<p>YouTube Marketing</p> <p>Optimizing video content for YouTube</p> <p>Promoting businesses through YouTube ads and sponsored content</p> <p>Monetization strategies and leveraging YouTube analytics for insights</p> <p>Practical: Create and upload a sample promotional video on YouTube and analyze its performance using YouTube analytics</p> <p>Email Marketing</p> <p>Understanding different types of emails and email marketing tools</p> <p>Building and managing mailing lists for effective email campaigns</p> <p>Implementing email marketing automation and analyzing email deliverability</p> <p>Practical: Design and send out a sample email campaign using an email marketing platform and analyze the campaign metrics</p> <p>Content Marketing and SEO</p> <p>Introduction to content marketing and its importance in SMM</p> <p>Creating and optimizing content for social media platforms</p> <p>Overview of SEO techniques for improving website visibility and Google rankings</p> <p>Practical: Create sample social media posts and develop a content calendar for a content marketing campaign, with a focus on SEO optimization</p>

	<p>Mobile Marketing</p> <p>Exploring the role of mobile devices in marketing strategies</p> <p>Understanding mobile advertising and engagement techniques</p> <p>Developing mobile-specific campaigns and measuring mobile marketing ROI</p> <p>Practical: Design a mobile-friendly ad campaign for a fictional product or service and assess its performance metrics</p> <p>Emerging Trends and Web Analytics</p> <p>Exploring new and emerging trends in social media marketing</p> <p>Understanding how to leverage trends like live streaming, augmented reality, and chatbots</p> <p>Introduction to web analytics and tools like Google Analytics</p> <p>Practical: Analyze website performance using Google Analytics and identify areas for optimization and improvement</p>													
10	<p>Text Books</p> <p>1. Digital Marketing, Seema Gupta, McGraw Hill Education, 2nd Edition</p>													
11	<p>Reference Books</p> <p>1. Fundamentals of Digital Marketing, Punit Singh Bhatia, Pearson, 2nd Edition</p> <p>2. “Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation”, Damian Ryan, Calvin Jone. Kogan Page, 4th Edition</p>													
12	Internal Continuous Assessment: 40%	Semester End Examination: 60%												
13	<p>The internal evaluation will be determined by the completion of practical tasks and the submission of corresponding write-ups for each session. Each practical exercise holds a maximum value of 10 marks. The total evaluation, out of 100 marks, should be scaled down to a final score of 20 marks.</p> <hr/> <p>Total: 20 marks</p>	<p>A Semester End Practical Examination of 2 hours duration for 30 marks as per the paper pattern given below.</p> <p>Certified Journal is compulsory for appearing at the time of Practical Exam</p> <hr/> <p>Total: 30 Marks</p>												
14	<p>Format of Question Paper:</p> <p>Total Marks: 30 Duration: 2 Hours</p> <table border="1"> <thead> <tr> <th>Question</th><th>Practical Question Based On</th><th>Marks</th></tr> </thead> <tbody> <tr> <td>Q. 1</td><td>Module 1</td><td>12</td></tr> <tr> <td>Q. 2</td><td>Module 2</td><td>12</td></tr> <tr> <td>Q. 3</td><td>Viva</td><td>06</td></tr> </tbody> </table>		Question	Practical Question Based On	Marks	Q. 1	Module 1	12	Q. 2	Module 2	12	Q. 3	Viva	06
Question	Practical Question Based On	Marks												
Q. 1	Module 1	12												
Q. 2	Module 2	12												
Q. 3	Viva	06												

Sign of the BOS Chairman
Dr. Jyotshna Dongardive
Ad-hoc BOS (Computer Science)

Sign of the Offg. Associate Dean
Dr. Madhav R. Rajwade
Faculty of Science & Technology

Sign of Offg. Dean
Prof. Shivram S. Garje
Faculty of Science & Technology