

Year: B. Tech IV (Semester VII)

Subject Name: Social Media Marketing

Subject Code: BTCO15703

Type of course: Open Elective - 3

Prerequisite (if any): --

List of Courses where this course will be prerequisite:--

Rationale:

Teaching and Examination Scheme:

Teaching Scheme				Theory Marks			Practical Marks		Total
L	T	P	C	TEE	CA1	CA2	TEP	CA3	
2	0	2	3	60	25	15	30	20	150

CA1: Continuous Assessment (assignments/projects/open book tests/closed book tests CA2: Sincerity in attending classes/class tests/ timely submissions of assignments/self-learning attitude/solving advanced problems TEE: Term End Examination TEP: Term End Practical Exam (Performance and viva on practical skills learned in course) CA3: Regular submission of Lab work/Quality of work submitted/Active participation in lab sessions/viva on practical skills learned in course

Content:

Sr. No.	Content	Total Hrs
1	Introduction to Digital Marketing : Introduction to Digital Marketing, Reason for Digital Marketing, Digital Marketing platforms, Digital Marketing – Organic & Paid, Digital Marketing era and the way forward, Digital Marketing for students, professionals and businesses	02
2	Social Media Marketing : Introduction to Social Media, Content Management Scheduling & Creating content, Facebook Paid Marketing, Running paid campaigns, Managing interests, Create custom audiences, Create multiple adverts, Creating groups and pages, Tips and Guides, Posts, Paid Promotion, Ads,Contests, Influencer Marketing	08

3	Search Engine Marketing (SEM) : Introduction to SEM, SEM platforms – paid platforms, Introduction to Google AdWords, Create an AdWords account, Key terminologies in Google AdWords, Ad approval process, Keyword selection, Bidding techniques – Manual / Auto, Demographic Targeting / Bidding zCPC-based, CPA-based & CPM-based accounts	07
5	Search Engine Optimisation : Basics of Search Engine Optimisation, Ecosystem of a Search Engine, Career in SEO, On-page - Off-page Optimisation, Keywords Research, Keyword strategy, Meta Tags, Meta Description, Link Building, SEO Tools	05
6	Infographics Design : Basic elements of Graphics Design, Working with typography, The Psychology of Color, Layout Theory: Layout and Design, Graphics Designing Platforms, Graphics , Graphics Design using Designing tools: Canva, LucidPress, Landscape, Word Swag, Fotor, Adobe illustrator	08

Suggested Specification table with Marks (Theory): (For B.Tech only)

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
7	7	12	9	5	20

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books:

Sr No	Title of book /article	Author(s)	Publisher and details like ISBN	Year of publication	Publication Edition
1	Digital Marketing	Dave Chaffey	Pearson	2019	7th

Course Outcomes:

Sr. No.	CO statement	Marks % weightage
CO-1	Defining the basic concepts of Digital Marketing	10
CO-2	Illustrate the various types of Social Media Marketing and its applications	25
CO-3	Demonstrate strategies of search engine marketing	25
CO-4	Implement search engine optimisation for various social media marketing	15
CO-5	Demonstrate the Graphics Design for Digital Marketing	25

List of Open learning website:

List of Open Source Software:

- Canva
- Inkscape

FOR LAB SESSIONS:

Sr. No	Practicals
1	Create Social Media Accounts - Facebook, Instagram, LinkedIn, Google Adwords
2	Create Facebook Page for Social Media Campaign
3	Facebook Paid Ad Creation for Campaign specific demographics and target audience
4	Instagram Ad Creation for Campaign
5	Create Google Adwords Account and Google Business Page
6	Create paid Ad on Google for target audience
7	Design Instagram Post for using Graphics Designing Tools for campaign
8	Design Brochure/Flyers using Graphics Designing Tools for campaign
9	Design Contest Post for Polling/Survey using Graphics Designing Tools for campaign
10	Create and Design Social Media Page for school/college/restaurant or any business covering all concepts of Social Media Marketing.

Major Equipment Needed: NA