



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav Institute of Commerce

Choice Based Credit System (CBCS) in Light of NEP-2020

B.COM. III SEMESTER (2022-2025)

VOCATIONAL COURSE

VUCOM301 PRACTICES IN SOCIAL MEDIA MARKETING

COURSE CODE	TYPE OF COURSE	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
VUCOM301	VC	Practices in Social Media Marketing	-	-	-	60	40	0	2	4	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE – Discipline Specific Elective, VC- Vocational Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objective**

The course provides students a fundamental understanding of Social Media Marketing concepts and their role in contemporary business. At the end of this course students should be able to understand the various platform and use of Social Media Marketing.

**Course Outcomes**

**CO1** Understanding the importance of social media marketing concepts.

**CO2** Acquaintance with social media marketing and its impact.

**CO3** Practice the various theoretical aspects in Facebook marketing.

**CO4** Carrying out social media marketing through LinkedIn, Instagram, Twitter.

**CO5** Creating Instagram business profile and promote business.

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**COURSE CONTENT:**

**Unit I: Introduction to Digital Marketing:**

1. Evolution of Digital Marketing from traditional to modern era.
2. Emergence of digital marketing as a tool
3. Digital marketing plan
4. Digital marketing models
5. Digital Marketing mix.

**Unit II: Introduction to Social Media Marketing**

1. Introduction to Social Media
2. Importance of Social Media, Social Media Marketing Tools
3. Social Media Optimization (SMO) Strategy for Business
4. SMO – Key Concepts
5. Business Profile Creation
6. Brand Awareness, Social Engagement

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#### UNIT III: Social Media Marketing: Role of Influencer- I

##### Facebook Marketing

1. Facebook profile, Facebook groups, Facebook place, Facebook community
2. How to create a fan page?
3. Business through Facebook Marketing Tools

##### Linkedin Marketing

1. Promote your business on LinkedIn
2. Grow Your Business through LinkedIn Marketing.

#### UNIT IV: Social Media Marketing- Role of Influencer –II

##### Twitter Marketing

1. Introduction to Twitter Marketing
2. Create a Twitter Account for Your Business
3. Sponsored Tweets and Hash Tags
4. Twitter Account Promotion
5. Twitter Automation tools.

##### Instagram Marketing

1. How to Create an Instagram Business Profile
2. Optimize your Instagram Bio & Profile Image, Instagram Captions & Hashtags
3. How to Increase your Instagram Followers & Exposure
4. Instagram Ads via Facebook

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#### UNIT V: Blogs, Podcast, Video and Web Analytics

1. Growing the Brand,
2. Building the Blog,
3. Using Podcasts or Video in Content,
4. Sharing Images
5. Google Analytics, Google Adwords

#### Suggested Readings

1. Andreasen, A, “*Social marketing in the 21st century*”, Sage Publications,2006.
2. Kotler, P., Roberto, N & Lee, N., “*Social marketing: Improving the quality of life*”, Sage Publications, 2002
3. Melissa S. Barker, Donald I Barker, Nicholas F. Bormann, Debra Zahay, Mary Lou Roberts, “*Social Media Marketing : A Strategic Approach*” Cengage Publications, 2016 2<sup>nd</sup> Edition
4. Prof Nitin C. Kamat, Mr. Chinmay Nitin Kamat, “*Digital Social Media Marketing*”, Himalaya Publishing House Pvt. Ltd. 2019
5. Dr. Raghavendra K. and Shruthi P., “*Digital Marketing*” Himalaya Publishing House Pvt. Ltd. 2018

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