Mandatory 4

Programme Name: M. Com (Business Management) Course Name: Social Media Marketing

TotalCredits:02	**TotalMarks:50**
Universityassessment:25	**Collegeassessment:25**
Prerequisite:	

Learning Objectives:

- To understand the history and impact of social media on individuals and society.
- To identify the different types of social media platforms and their functionalities.
- To develop strategies for creating engaging and effective social media content.
- To foster a critical understanding of online identity and digital citizenship.
- To explore the ethical considerations and potential risks associated with social media use.

Course Outcomes:

CO1) Learner should understand a Social media and its impact on individuals, businesses, and society.

CO2) Learners can identify and compare popular social media platforms based on their functionalities and target audiences.

CO3) Learners will able to explain core social media marketing concepts like content strategy, engagement, and community management.

CO4) Learners will be develop a personal social media audit to evaluate your online presence.

Module 1

Unit 1 Introduction and Platforms of Social Media

A) Definition and evolution of social media, The impact of social media on individual and society's culture (Pros and Cons), The ethical considerations of social media use, The rise of Web 2.0 and user-generated content,

B) Types of social media platforms: Facebook, Instagram, YouTube, LinkedIn features, and strategies for personal and professional use, Twitter: content creation, hashtags, and real-time communication, Develop a personal social media audit to evaluate your online presence

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Module 2

Unit 2 New Trends: Social Media Strategy and Applications

A) Social media marketing strategies and tactics, Social media for Individuals and Careers, Personal branding and professional networking, Using social media for job searching and career development, Maintaining a positive online presence

B) Crafting compelling social media content: Text, visuals, and storytelling techniques, Emerging trends and new technologies, The impact of AI, and blockchain on social media, Cyberbullying and online harassment

References:

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- Gupta, S. (2020). Digital Marketing. India: McGraw Hill Education (India) Private Limited.
- Johnson, S. (2020). Social Media Marketing: Secret Strategies for Advertising Your Business and Personal Brand on Instagram, YouTube, Twitter, And Facebook. A Guide to being an Influencer of Millions. Italy: Andrea Astemio.
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