

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

**General Elective Course Offered by the Department of Commerce to students of
B.A / B.Sc. / B.Com. / B.Com CS/ B.Com A & F/ B.C.A. / B.V.A Degree Programmes**

SYLLABUS

(Effective from the academic year 2019 – 2020)

SOCIAL MEDIA MARKETING

CODE: 19CM/GE/SM22

CREDITS: 2

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TOTAL TEACHING HOURS:26

OBJECTIVES OF THE COURSE

- To provide students an insight into the nature and scope of social media marketing
- To enumerate students the different forms of social media
- To provide students an outline about content marketing

COURSE LEARNING OUTCOMES

On successful completion of this course, students will be able to

- Demonstrate how to use social media as a marketing tool
- Define the role of social media marketing in the promotion mix
- Influence brand awareness by leveraging multiple social media channels
- Formulate a social media marketing strategy suited for their needs

Unit 1 (8 Hours)

Introduction

- 1.1 Introduction to Social Media- Meaning, Scope, Importance and Relevance of Social Media Marketing
- 1.2 Benefits and Pitfalls of Social Media Marketing
- 1.3 Role of Social Media Marketing- Goals and Strategies

Unit 2 (10 Hours)

Social Media Channels

- 2.1 Social Media Platforms- Facebook, Blogs, Microblogging, Twitter, YouTube, Instagram and LinkedIn, Pinterest, Google+, Foursquare, Snapchat and Customer Personas
- 2.2 Social Book Marking
- 2.3 Social Listening- an Insight

Unit 3 (8 Hours)

Content Marketing

- 3.1 Meaning and its Importance
- 3.2 Types of Social Media Content- Interactive Content, Strongly Positive Content, Visual Content and User Generated Content, e-Books

BOOKS FOR STUDY

Social Media Marketing: *A Strategic Approach*, 2E. Barker, Barker, Bormann and Neher,
2017 South-Western, Cengage Learning,

David Meerman Scott, *The New Rules of Marketing & PR*, 5th Edition.

JOURNALS

Journal of Digital and Social Media Marketing

Indian Journal of Marketing

WEB RESOURCES

<http://www.socialmediatoday.com>

www.searchengineland.com

<http://smallbusiness.yahoo.com>

<http://brand24.com>

PATTERN OF ASSESSMENT

Continuous Assessment Test:

Total Marks: 25

Duration: 90 minutes

Other Components:

Total Marks: 25

Quiz / Group Discussions/ Assignments /Class Presentation

No End Semester Examination