

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: November 2024 – April 2025

Department : **COMMERCE**
Name/s of the Faculty : **Ms. VICTORIA HENRY**
Course Title : **SOCIAL MEDIA MARKETING**
Course Code : **19CM/GE/SM22**
Shift : **I**

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Nov 18 – 25, 2024 (Day Order 1-6)	UNIT 1 INTRODUCTION 1.1 Introduction to Social Media - Meaning, Scope, Importance and Relevance of Social Media Marketing	Lecture and Presentation	1. Social Media Marketing: A Strategic Approach, 2E. Barker, Barker, Bormann and Neher, 2017 South-Western, Cengage Learning	Question and Answers Discussion
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	1.2 Benefits and Pitfalls of Social Media Marketing	Lecture and Presentation		Questions and Answers Discussion Debate on pros and cons
Dec 4-11, 2024 (Day Order 1 to 6)	1.3 Role of Social Media Marketing- Goals and Strategies	Lecture and Presentation	2. The New Rules of Marketing & PR, David Meerman Scott, 5th Edition	Questions and Answers Discussion

Dec 12-19, 2024 (Day Order 1 to 6)	1.3 Role of Social Media Marketing- Goals and Strategies (contd.) UNIT 2 SOCIAL MEDIA CHANNELS 2.1 Social Media Platforms- Facebook	Lecture and Presentation Videos and Podcasts		CA TEST OTHER COMPONENT – Social Media Channel Creation and Product Promotion Strategy - (15 MARKS) Activity: Students will select a product of their choice and create four unique social media channels on different platforms Objective: To give students practical experience in crafting a social media promotion strategy that is tailored to different platforms
Dec 20, 2024 (Day Order 1)	No GE Class	-	-	-
Jan 3 – 7, 2025 (Day Order 3 to 6)	UNIT 2 SOCIAL MEDIA CHANNELS 2.1 Social Media Platforms- Facebook, Blogs, Microblogging, Twitter, Youtube (contd.)	Lecture and Presentation YouTube Videos Online Guest Lecture in Unit 2	2	Questions and Answers Discussion
Jan 8 – 17, 2024 (Day Order 1 to 6)	2.1 Instagram, LinkedIn, Pinterest, Google+	Lecture and Presentation YouTube Videos	2. The New Rules of Marketing & PR, David Meerman Scott, 5th Edition	Questions and Answers Discussion
Jan 18 - 23, 2025	C.A. Test – I			

Jan 24 - 30, 2025 (Day Order 1 to 6)	2.1 Foursquare, Snapchat and Customer Personas	Lecture and Presentation	3. Journal of Digital and Social Media Marketing	
Feb 3-8, 2025 (Day Order 1 to 6)	2.2 Social Book Marking	Lecture and Presentation		Questions and Answers Discussion
Feb 10– 18, 2025 (Day Order 1 to 4)	2.3 Social Listening- an Insight	Lecture and Presentation		CA TEST
Feb 19- 26, 2025 (Day Order 1-6)	UNIT 3 CONTENT MARKETING 3.1 Meaning and its Importance	Lecture and Presentation	1. Digital Marketing – LJ Chaarlas, Patrick Joseph Susairaj, Vijay Nicole Imprints Private Limited	Questions and Answers Discussion
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	3.2 Types of Social Media Content - Interactive Content	Lecture and Presentation		OTHER COMPONENT – PROBLEM SOLVING METHOD – SOCIAL MEDIA CONTENT HUNT - (10 MARKS) Activity: Students are given a scenario where a hypothetical brand wants to increase engagement on social media. Students must choose three types of content that would best suit the brand’s goals and justify their choices. Objective: To develop students' problem-solving skills by challenging them to select appropriate content types based on the brand’s objectives and target audience.

Mar 7 – 11, 2025 (Day Order 1 to 3)	No GE Class	-	-	-
Mar 12 –17, 2025	C.A. Test – II			
Mar 18 – 20, 2025 (Day 4 to 6)	3.2 Strongly Positive Content Visual Content,	Lecture and Presentation	2. Social Media Marketing: A Strategic Approach, 2E. Barker, Barker, Bormann and Neher, 2017 South-Western, Cengage Learning	Questions and Answers Discussion CA TEST – 25 MARKS
Mar 21 - 28, 2025 (Day Order 1 to 6)	3.2 User Generated Content	Lecture and Presentation		Questions and Answers Discussion
Mar 29- April 3, 2025 (Day Order 1 to 3)	No GE Class	-	-	-
	REVISION			