

**Model Syllabus for 4-Year UG Honours in B.B.A.(Digital Marketing) as Major
in consonance with Curriculum framework w.e.f. AY 2026-27
COURSE STRUCTURE**

Year	Semester	Course	Title of the Course	No.of Hrs /Week	No. of Credits
II	III	5	Business Environment	4	4
		6	Social Media Marketing	4	4
		7	Business Communication	4	4

SEMESTER-III
COURSE 6: SOCIAL MEDIA MARKETING

Theory 4 hrs/week

Credits: 4

Course Objectives:

This course is designed to:

- Introduce students to the fundamentals and evolution of digital and social media marketing.
- Enable students to understand various platforms, tools, and techniques used in social media marketing.
- Develop the ability to create, plan, and implement effective social media strategies tailored to target audiences.
- Analyze the role of different social media channels such as Facebook, Twitter, YouTube, and LinkedIn in building brand presence and customer engagement.

Course Outcomes (COs)

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

CO1: Understand the Social Media space and tools

CO2: Analyze the effectiveness of their company's and competitors' social media programs

CO3: Design social media programs that directly support business and marketing goals

CO4: Identify appropriate social media channels and strategies

CO5: Implement a process for planning and evaluating social media marketing activities

Unit I: Introduction to Digital and Social Media Marketing

Meaning and definition – Types of social media websites – Mobile apps – Email – Social media platforms – Overview of various social media websites – Blogging: meaning, types, and platforms.

Unit II: Social Media Management

Understanding social media and target audiences – Sharing content effectively – Bookmarking websites – Best practices: DOs and DON'Ts of social media – Ethics and responsibility in online communication.

Unit III: Social Media Strategy

Defining goals and planning – Strategy development – Monitoring and analysis tools – Tips for effective social media marketing – Customization – Social Media Optimization (SMO) – Social media promotion: paid advertising and other methods – Calculating Social Media ROI.

Unit IV: Social Media for Marketing

Platform-specific strategies: Facebook, LinkedIn, Twitter, YouTube – Leveraging each platform's unique capabilities – Establishing and maintaining customer relationships through social media.

Unit V: Social Analytics and Tools

Overview of social analytics – Importance of automation in social media – Integrating social media with traditional and digital marketing – Managing and selecting appropriate social media tools – Performance measurement and continuous improvement.

Student-centric activities

- Social Media Campaign Simulation: Students design and simulate a campaign for a product/service across platforms like Instagram, Facebook, and X (Twitter), including visuals, hashtags, and KPIs.
- Content Calendar Creation: Each student prepares a weekly/monthly content calendar for a brand with planned posts, formats, and objectives aligned to marketing goals.
- Influencer Strategy Project: Groups research and present how influencer marketing works, including identifying suitable influencers and estimating ROI.
- Social Media Analytics Report: Analyze real or sample data using tools like Meta Insights or Twitter Analytics and prepare a performance report for engagement, reach, and conversion.
- Platform Comparison Debate: Organize a classroom debate on which platform (e.g., LinkedIn vs Instagram) is best suited for specific industries or campaigns.

TEXT BOOKS / REFERENCES

1. Gupta, S. (2023). *Digital marketing*. McGraw Hill.
2. Tuten, T. L. (2021). *Social media marketing*. Sage Publications.
3. Zahay, D., & Roberts, M. L. (2021). *Social media marketing: A strategic approach*. Cengage Learning.
4. Turner, R. (2023). *ChatGPT & social media marketing*. Independently Published.

MODEL QUESTION PAPER
SEMESTER-III
COURSE 6: SOCIAL MEDIA MARKETING
(w.e.f. 2026-27)

Time :3Hrs

Max Marks 75

SECTION - A

Answer any Five of the following

5 X 3= 15 Marks

1. Short answer question from Unit-1
2. Short answer question from Unit-1
3. Short answer question from Unit-2
4. Short answer question from Unit-2
5. Short answer question from Unit-3
6. Short answer question from Unit-3
7. Short answer question from Unit-4
8. Short answer question from Unit-4
9. Short answer question from Unit-5
10. Short answer question from Unit-5

SECTION - B

Answer Five of the following

5 X 12= 60 Marks

11. Long answer question from Unit-1
- OR**
12. Long answer question from Unit-1
13. Long answer question from Unit-2
- OR**
14. Long answer question from Unit-2
15. Long answer question from Unit-3
- OR**
16. Long answer question from Unit-3
- OR**
17. Long answer question from Unit-4
- OR**
18. Long answer question from Unit-4
19. Long answer question from Unit-5
- OR**
20. Long answer question from Unit-5