

**Model Syllabus for Digital Marketing (Minor) 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	IV	2	Social Media Marketing	4	4

SEMESTER-IV
COURSE 2 SOCIAL MEDIA MARKETING

Theory	Credits-4	4hrs/Week
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Course Objectives

This course is designed to:

- Introduce current and core practices of Digital and Social Media Marketing that allow learners to analyze, plan, execute, and evaluate a digital marketing strategy.
- Help students understand various digital platforms and tools relevant to contemporary marketing.
- Develop competencies in managing and customizing content across social media platforms.
- Familiarize learners with optimization and performance measurement techniques in social media.
- Equip students to integrate social media into broader digital and business strategies.

Course Outcomes(COs)

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

CO1: Understand the social media space, including types of websites, blogs, and apps used in digital marketing.

CO2: Analyze the effectiveness of social media programs of businesses and competitors.

CO3: Design and customize social media strategies aligned with specific business goals. CO4: Implement and manage marketing campaigns using platforms like Face book, LinkedIn, Twitter, and YouTube.

CO5: Evaluate the performance of social media marketing through social analytics, automation, and integrated tools.

UNIT I:

Introduction to digital and social media marketing- meaning-definition-types of social media websites-mobile apps-email- social media-various social media websites; Blogging-types, platforms.

UNIT II:

Social Media Management-Social Media and Target Audience-Sharing content on Social Media- Book marking websites; DO's and Don'ts of Social media.

UNIT III:

Social Media Strategy-Goals ,Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing-Customization; Social Media Optimization; Social Media Promotion-paid advertising – other methods-Social Media ROI.

UNIT IV:

Social Media for Marketing –Face book, LinkedIn, Twitter, YouTube. Establishing Relationship with customers Social Media.

UNIT V:

Social Analytics- Automation and Social Media- Social Media and other types of Marketing, Managing Tools of Social Media.

- Blogging Exercise: Students will create and maintain a blog using any popular platform(e.g., Word Press/Blogger).
- Social Media Audit :Teams will analyze the digital presence of selected brands and present strategic improvement suggestions.
- Workshop: Conduct hands-on sessions on social media tools like Buffer, Hoot suite, or Canva for marketing campaigns.
- Group Discussion: Discuss the impact of paid vs organic promotion on social media platforms.
- Quiz and Case Analysis: Regular quizzes and mini-case analysis based on trending digital campaigns or influencer strategies.

TEXTBOOKS:

1. Digital Marketing: Seema Gupta-Mc graw hill
2. Social Media Marketing: TracyL.Tuten(2021).
3. Social Media Marketing: A Strategic Approach. Debra Zahay, Mary Lou Roberts
4. Chat GPT &Social Media Marketing .Ryan Turner.

Model Question Paper

SEMESTER – IV

COURSE 2 SOCIAL MEDIA MARKETING

(w.e.f. 2026-27)

Time: 3 hrs

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 One question from each Unit. 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

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