

SRI VENKATESWARA UNIVERSITY : TIRUPATI

SEMESTER-III (MINOR)

DIGITAL MARKETING

PAPER: SOCIAL MEDIA MARKETING

Theory

Credits:4

4 hrs/week

COURSE OBJECTIVE:

Introduce current and core practices of Digital and Social Media Marketing that will allow learners to analyze, plan, execute and evaluate a digital marketing strategy.

LEARNING OUTCOMES:

Understand the Social Media space and tools • Analyze the effectiveness of your company's and competitors' social media programs. Design social media programs that directly support business and marketing goals. Channels and programs. Implement a process for planning social media marketing activities.

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 – Facebook, 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.

TEXT BOOKS:

1. DigitalMarketing:SeemaGupta-Mcgrawhill
2. SocialMediaMarketing:TracyL.Tuten(2021).
3. SocialMediaMarketing:AStrategicApproach.Debra Zahay,MaryLouRoberts
4. ChatGPT&SocialMediaMarketing.RyanTurner.