



Faculty of: **Computer Science**

Course: **Bachelor of Science Information Technology**

Semester: **II**

Subject Code: **SEC202-1C**

Subject Name: **SOCIAL MEDIA MARKETING**

Sr. No	Category	Subject Code	Subject Name	Teaching hours/ Week			Credit hours	Credit Points	Evaluation Scheme/ Semester								Total				
				Th	Tu	Pr			Theory				Practical								
									Continuous and Comprehensive Evaluation		End Semester Exams		Internal Assessment		End Semester Exams						
									Marks	Marks	Marks	Duration	Marks	Duration	Marks	Duration					
6	SEC	SEC202-1C	SOCIAL MEDIA MARKETING	2	--	--	2	2	10	10	05	Assignment	MCQ	Attendance	25	1	--	--	--	--	50

**AIM:** To familiar about social media marketing, post, blogging and related websites

### Course Contents

- Unit 1: Introduction** **(3 Lectures)**  
About marketing and social media, social media marketing **(6 Lectures)**
- Unit 2: Social media websites**  
Facebook, Twitter, Google+, LinkedIn and others
- Unit 3: Blogging & Social media engagement** **(6 Lectures)**  
About blog, Types, blogging recommendations, Social media engagement
- Unit 4: Sharing contents on social media & approach to social media** **(3 Lectures)**  
High quality contents, photos, Graphics, videos
- Unit 5: Approach to social media & Dos and Don'ts of Social Media** **(6 Lectures)**  
Social media approach and Dos and Don'ts
- Unit 6: Social media strategy** **(6 Lectures)**  
Goals, Planning, strategy, monitoring, analysis

**Arrangement of lectures duration and practical session as per defined credit numbers:**

Units	Lecture Duration (In Hrs.)		Calculation of Credits (In Numbers)		Total Lecture Duration	Credit Calculation
	Theory	Practical	Theory	Practical	Theory+ Practical	Theory+ Practical
Unit – 1	3	00	2	0	3	2
Unit – 2	6	00			6	
Unit – 3	6	00			6	
Unit – 4	3	00			3	
Unit – 5	6	00			6	
Unit – 6	6	00			6	
<b>Total</b>	<b>30</b>	<b>00</b>	<b>2</b>	<b>0</b>	<b>30</b>	<b>2</b>

**Evaluation:**

Theory Marks	Practical Marks	Total Marks
<b>50</b>	<b>00</b>	<b>50</b>

**REFERENCE BOOKS:**

1. Social media marketing fundamentals, e-marketing institute
2. Social media marketing Emerging Concepts and Applications, Githa Heggde and G. Shainesh, palgarv mecmillan
3. Social media marketing for Dummies, ShivSingh, John Wiley & Sons Canada, Ltd