



Faculty of: **Arts & Humanities**

Course: **Bachelor of Arts (Gujarati)**

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 | Marks | Duration | | |
| 6 | SEC | SEC202-1C | SOCIAL MEDIA MARKETING | 2 | -- | -- | 2 | 2 | 15 05 05 | Test Assignment 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 | |
| Total | 30 | 00 | 2 | 0 | 30 | 2 |

Evaluation:

| Theory Marks | Practical Marks | Total Marks |
|--------------|-----------------|-------------|
| 50 | 00 | 50 |

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