



Faculty of: **Arts & Humanities**

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

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