

## MKT512: DIGITAL AND SOCIAL MEDIA MARKETING

**Course Outcomes:** Through this course students should be able to

CO1 :: analyze consumer activities and competitors social media campaigns.

CO2 :: prepare a social media plan and use different social media tools in real time marketing contexts.

CO3 :: apply social media strategies to design campaigns and advertisements for various organizations.

### Unit I

**Introduction to Social media Marketing** : Comparing social media with other marketing tools, Understanding SMM (Social Media Marketing), Comparing Social Media with other Marketing Tools, Top Tools for Social Media Marketing, Understanding Social Media Marketing (SMM)

**Social Media in Marketing Frame** : SMM Funnel, SMM relationship, Real Time Marketing

### Unit II

**Social Media Marketing Strategies** : Facebook, Youtube, Linkedin, Google, Foursquare, Others, and others

### Unit III

**Analyzing Customers, Competitors and Influencers** : Customers: Consumer's online activities, Consumer persona, Competitors: Analysing competitor Campaign, major trends in SMM competition, Influencers: types, roles, Expert, Referent and Positional influencers, Influencers: Types, Role, Expert, Referent and Positional influencers, Customers: consumer's online activities, consumer persona, competitors: analysing competitor campaign, major trends in SMM competition, influencers: types, role, expert, referent and positional influencers

### Unit IV

**Social Media Marketing Campaign** : types, Process, Rules of the market, Developing SMM Voice: Need, Defining SMM voice Characteristics, Choosing owner of SMM Voice and crowdsourcing, Developing SMM Voice: Need, Defining SMM voice Characteristics, Choosing owner of SMM Voice and crowdsourcing, Types, Process and Rules of the market

### Unit V

**Social Advertising** : Advertisement appeals on Social Networks, Gaining Attention to social media

**Social Media Governance** : Impact of SMM on Other functions of company, Social Media Governance models, Dealing with social media crisis, Impact of SMM on other functions of the company

### Unit VI

**New Marketing practices with SMM** : SMM on website, SMM mobile campaign

### Text Books:

1. SOCIAL MEDIA MARKETING FOR DUMMIES by SHIV SINGH AND STEPHANIE DIAMOND, WILEY

### References:

1. SOCIALNOMICS: HOW SOCIAL MEDIA TRANSFORMS THE WAY WE LIVE AND DO BUSINESS. by QUALMAN, ERIK., WILEY

2. SOCIAL MEDIA MARKETING ALL-IN-ONE FOR DUMMIES by JAN ZIMMERMAN, DOUG SAHLIN, WILEY

3. SOCIAL MEDIA MARKETING: THE NEXT GENERATION OF BUSINESS ENGAGEMENT by DAVE EVANS, JAKE MCKEE, WILEY