

GOVERNMENT OF THE PUNJAB  
**TECHNICAL EDUCATION & VOCATIONAL  
TRAINING AUTHORITY**



**CURRICULUM FOR  
Social Media Marketing Expert**

(6-Months Customized Course)  
(2-Months Curriculum Delivery + 4-Months OJT)  
With reference to MoU with M/s PMS (Pvt.) Ltd., Gujranwala  
Under World Bank's PSDP DLI-4  
Developed July, 2019

**CURRICULUM SECTION  
ACADEMICS DEPARTMENT**

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<b>APPROVED</b>	
Date:	16-7-19
Sign: <i>[Signature]</i>	

## **TRAINING OBJECTIVES**

The curriculum has been designed under MoU with PMS (Pvt.) Ltd., Gujranwala to train the individuals according to new era of Social Media Marketing and this will help creating entrepreneurs and self-reliance in our society.

It is need of the hour to use social media strategically to create value for a client or organization. An emphasis is placed on strategic collaboration, tactical execution, and measurement of social media efforts. Students will learn by doing assignments focusing on social media post writing and publishing, management and measurement tools, a social media audit, an editorial calendar, a social media strategy and tactical plan, and related basic crisis management. The course will cover blogs, Facebook, Twitter, Instagram, YouTube, and an array of niche social media platforms.

The internet and social media provide young people with a range of benefits, and opportunities to empower themselves in a variety of ways. Maintaining social connections and supporting networks that otherwise wouldn't be possible can now have access to more information than ever before.

## **CURRICULUM SALIENT**

Entry Level	:	<b><u>Matric Preferable Intermediate</u></b>	
Duration of course	:	6-Months (2-Months Curriculum Delivery + 4-Months on Job Training)	
Total training hours	:	600 Hours	
Training Methodology	:	Practical	80%
		Theory	20%
Medium of Instructions	:	Urdu / English	

- One hour per week for Work-Ethics
- Examination Body: PBTE / TTB Lahore



## **SKILL COMPETENCY DETAILS**

On successful completion of this course, the trainee should be able to:

1. Apply the principles of social media to engage your client and target.
2. Discover the benefits of internet and social media.
3. Work with social media marketing and graphic design, color layout, typography, and computer graphics.
4. Draw more traffic to their site and promote brands, visibility and awareness.
5. Implement social media strategies to create effective marketing campaigns.
6. Recognize effective tools of communication.
7. Drive the technology that facilitates the sharing of ideas & information and building of virtual networks & communities.
8. Create engaging content for Facebook, Twitter, Instagram, YouTube, and additional niche social media networks.
9. Evaluate most effective social media platforms for a selected brand.
10. Use the best tools to manage and measure the performance of social media content and campaigns.
11. Assess the critical issues social media managers face.
12. Handle crises faced in the use of social media.
13. Develop relationships with influencers to help attract a large audience to a brand.
14. Produce captivating content to increase your online sale.



## **KNOWLEDGE PROFICIENCY DETAILS**

On successful completion of this course, the trainee should be able to:

1. Know online tools and services which allow an exchange of ideas, information, videos, pictures, and graphics.
2. Understand easy sharing and distribution of existing content to others so that professional work can be shared through networks.
3. Describe how to make their career in Social Media.
4. Define Social Media research.
5. Recognize the reaction of changing trends quickly.
6. Identify the components of a strategic social media plan and effectively develop one that creates value for any organization.
7. State the detailed idea of terminology of computer graphics.
8. Know about online job sites.
9. List the benefits of internet and social media.
10. Explain social media marketing, graphic design, color layout, typography, and computer graphics.
11. Recall appropriate communication tools.



**SCHEME OF STUDIES**

**Social Media Marketing**

6-Months Course (2-Months Curriculum Delivery + 4-Months on Job Training)

S. No	Main Topics (Institutional Training)	Theory Hours	Practical Hours	Total Hours
1.	Basic IT Skills	08	18	26
2.	Social Media Marketing	04	12	16
3.	Business Management	02	12	14
4.	Branding & Brand Positioning	02	10	12
5.	Marketing & Advertisement	04	10	14
6.	Business Communication & Report Writing	02	10	12
7.	Telemarketing	02	10	12
8.	Basic Graphic Designing	04	20	24
9.	Video Creation / Editing	04	20	24
10.	Facebook	04	20	24
11.	Instagram	04	10	14
12.	Work Ethics	-	08	08
	<b>Total</b>	<b>40</b>	<b>160</b>	<b>200</b>

**APPROVED**

Date: 16-7-19

Sign: 

### **SCHEME OF STUDIES**

#### **Social Media Marketing**

6-Months Course (2-Months Curriculum Delivery + 4-Months on Job Training)

<b>S. No</b>	<b>Main Topics (On Job Training)</b>	<b>Theory Hours</b>	<b>Practical Hours</b>	<b>Total Hours</b>
1.	Animated Videos	02	40	42
2.	Twitter	03	30	33
3.	Pinterest	03	12	15
4.	WhatsApp Business	02	04	06
5.	LinkedIn	06	30	36
6.	Science of Keywords	06	28	34
7.	Search Engine Optimization	06	20	26
8.	Four Square	02	03	05
9.	Yelp	02	03	05
10.	Blogging	06	28	34
11.	Google Services	20	40	60
12.	YouTube	08	32	40
13.	Website Bookmarking	04	20	24
14.	Social Media Automation	06	20	26
15.	Social Media Marketing Return on Investment	04	10	14
<b>Total</b>		<b>80</b>	<b>320</b>	<b>400</b>
<b>Institutional Training + On Job Training (2+4 =6 months)</b>		<b>Grand Total = 600</b>		

**APPROVED**

Date: 16-7-19

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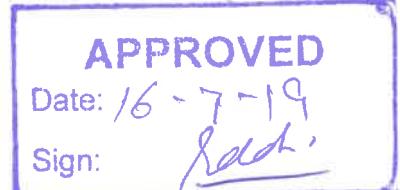


**Detail of Course Contents**

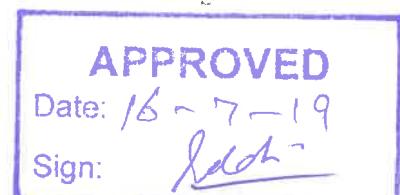
**Social Media Marketing Expert**

6-Months Course (2-Months Curriculum Delivery + 4-Months on Job Training)

<b>S. No.</b>	<b>Detail of Topics Institutional Training: 2-Months (i-e 200 Hrs.)</b>	<b>Theory Hours</b>	<b>Practical Hours</b>
1.	<b>Basic IT Skills</b> <ul style="list-style-type: none"> <li>1.1 IT Essentials</li> <li>1.2 Typing</li> <li>1.3 Installing MS Word 2013/2016/2019</li> <li>1.4 Understanding Ribbon</li> <li>1.5 Adding Removing Text</li> <li>1.6 Paragraph Alignment, Line spacing &amp; Styles</li> <li>1.7 Correcting Mistakes &amp; Formatting Text</li> <li>1.8 Page Setup</li> <li>1.9 Printing Tool</li> <li>1.10 Background Printing</li> <li>1.11 Inserting Page Breaks</li> <li>1.12 Insert a picture from the clip Gallery</li> <li>1.13 Inserting data from another .docx file</li> <li>1.14 Formatting Paragraphs</li> <li>1.15 Positioning text within a paragraph</li> <li>1.16 Create Newspaper Columns on the same page</li> <li>1.17 Starting Mail Marge</li> <li>1.18 Overview of tables and table of contents</li> <li>1.19 Working PowerPoint</li> <li>1.20 Understanding Ribbon</li> <li>1.21 Creating Presentation</li> <li>1.22 Applying Text formatting and Pictures</li> <li>1.23 Adding Audio and Video</li> <li>1.24 Applying Animation and Transition</li> <li>1.25 Basic Internet/Email</li> </ul>	08	18
2.	<b>Social Media Marketing Background</b> <ul style="list-style-type: none"> <li>2.1 Introduction of Social Media Marketing.</li> <li>2.2 Social Media Marketing VS Traditional Marketing</li> <li>2.3 Types of Social Media.</li> <li>2.4 Reasons of using Social Media to Market Business</li> <li>2.5 Checklist for Social Media ready Business</li> <li>2.6 Social Media Marketing Strategy</li> <li>2.7 Syndication of Website Contents</li> <li>2.8 Leveraging Social and Business Network Sites</li> <li>2.9 Social Media Bookmarking</li> <li>2.10 Case study</li> </ul>	04	12



3.	<b>Business Management</b> 3.1 Introduction to Business 3.2 Types of Business 3.3 Business Management 3.4 Management Strategies 3.5 Porter's five forces Business Model 3.6 Management Vs. Leadership 3.7 Functions of Management 3.8 Challenges of Business Management 3.9 Case study	02	12
4.	<b>Branding and Brand Positioning</b> 4.1 Introduction of Brand 4.2 Brand Management 4.3 Determine Brand Type 4.4 Brand Awareness/ Name Recognition/Value Proposition. 4.5 Identify Brand Theme 4.6 Brand Positioning 4.7 Rebranding and Evaluation 4.8 Case study	02	10
5.	<b>Marketing &amp; Advisement</b> 5.1 Introduction of Marketing 5.2 7 Ps of Marketing 5.3 SWOT Analysis 5.4 Direct & Indirect Marketing 5.5 Customer Value Satisfaction 5.6 Basic Concept of Advertisement 5.7 Integrated Advertisement 5.8 Ads and types of Effective Ads 5.9 Case Study	04	10
6.	<b>Business Communication &amp; Report Writing</b> 6.1 What is Business Communication? 6.2 Types of Communication 6.3 7Cs of Communication 6.4 Rules of formal Communication 6.5 Introduction to Report Writing 6.6 Characteristics of a Good Report 6.7 Presenting a Report/Analysis 6.8 Report Writing tools 6.9 Case Study	02	10
7.	<b>Telemarketing</b> 7.1 Introduction to Telemarketing 7.2 Types of Telemarketing 7.3 Structure of a Contact Centre 7.4 Responsibilities of Telemarketing Agent 7.5 Inbound/Outbound Calls 7.6 Upselling 7.7 Cold calls	02	10



	7.8 Case study		
8.	<b>Basic Graphics Designing</b> <ul style="list-style-type: none"> <li>8.1 Installing Adobe Photoshop</li> <li>8.2 Understanding different multimedia Extensions</li> <li>8.3 Using Tools</li> <li>8.4 Using Action panel</li> <li>8.5 Undoing actions in Photoshop</li> <li>8.6 Workspace Customization</li> <li>8.7 Applying Layers</li> <li>8.8 Copying Layers</li> <li>8.9 Saving Files</li> <li>8.10 Image Adjustment</li> <li>8.11 Text Adjustment</li> <li>8.12 Cropping image/Background</li> <li>8.13 Applying Correctness</li> <li>8.14 Selection Tools</li> <li>8.15 Manipulating basic tools</li> <li>8.16 Installing Corel Draw</li> <li>8.17 Basic Coral Draw Tools</li> <li>8.18 Details of Tool bars with Properties</li> <li>8.19 Details of Color palettes</li> <li>8.20 Basic Shapes</li> <li>8.21 Applying Colors/Background to Fonts and Shape</li> <li>8.22 Create a visiting card</li> <li>8.23 Create Handbill/Leaflets</li> </ul>	04	20
9.	<b>Video Creation / Editing</b> <ul style="list-style-type: none"> <li>9.1 Installation of Camtasia</li> <li>9.2 Parameters of Creating Videos</li> <li>9.3 Types of Videos with Extensions</li> <li>9.4 Collecting Pictures in Timeline</li> <li>9.5 Launch Camtasia</li> <li>9.6 Add/Selection of Media to indulge in Videos</li> <li>9.7 Customize length of Files/Clip</li> <li>9.8 Apply Transitions</li> <li>9.9 Add Sound</li> <li>9.10 Including Narrations</li> <li>9.11 Review/Edit your Video</li> <li>9.12 Upload Video on Target Social Media</li> </ul>	04	20
10.	<b>FACEBOOK</b> <ul style="list-style-type: none"> <li>10.1 Creating Facebook ID</li> <li>10.2 Create a Page/Group</li> <li>10.3 Add Picture</li> <li>10.4 Explore Your New Page</li> <li>10.5 Add a short description</li> <li>10.6 Create Your Username</li> <li>10.7 Facebook Grocery of Terms</li> <li>10.8 Complete Your About Section</li> <li>10.9 Create Your First Post</li> </ul>	04	20



	10.10 Start Engaging		
	10.11 Optimize Facebook Page		
	10.12 Add Call to Action		
	10.13 Add a pinned post		
	10.14 Make the most of tabs		
	10.15 Like other pages		
	10.16 Review your settings		
	10.17 Link to your Facebook page from other websites		
	10.18 Page views		
	10.19 Page previews		
	10.20 Page likes		
	10.21 Reach Recommendations		
	10.22 Post Engagement		
	10.23 Page responsiveness		
	10.24 Followers		
	10.25 Total page flowers as of today		
	10.26 Net followers		
	10.27 Where your page followers happened		
	10.28 Likes		
	10.29 Total page likes as of today		
	10.30 Net Likes		
	10.31 Where your page likes happened		
	10.32 Reach		
	10.33 Post Reach		
	10.34 Recommendations		
	10.35 Likes comments and shares		
	10.36 Hide, Report as Spam and Unlike		
	10.37 Total Reach		
	10.38 Page Views		
	10.39 Total Views		
	10.40 Total People who viewed		
	10.41 Top Sources		
	10.42 Actions on Page		
	10.43 Total actions on page		
	10.44 People who clicked action button		
	10.45 People who clicked get directions		
	10.46 People who clicked phone number		
	10.47 People who clicked website		
	10.48 Posts		
	10.49 Days		
	10.50 Times		
	10.51 All published posts statistics		
	10.52 Videos Insights		
	10.53 Minutes Watched		
	10.54 Top Videos		
	10.55 People Insights		

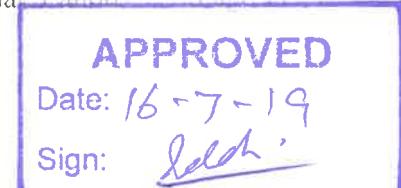


	10.56 Message Insights 10.57 Page Roles 10.58 Facebook Ad Campaign 10.59 Open Broadcaster Software (OBS Studio) 10.60 Facebook Ad Reporting		
11.	<b>INSTAGRAM</b> 11.1 Download and launch app 11.2 Signup personal profile 11.3 Understanding core purpose of Instagram 11.4 Structure of Instagram with common terms 11.5 Set up free business profile 11.6 Post content and follow people 11.7 Increase your followings 11.8 Use Facebook to run Instagram ads 11.9 Instagram Influencers 11.10 Benefits of using Instagram influencers 11.11 How to be a Instagram influencers 11.12 How business can use Instagram Influencer 11.13 Website to find related Instagram influencer	04	10
12.	<b>Work Ethics</b>	-	08
<b>Total</b>		<b>40</b>	<b>160</b>



**LIST OF PRACTICALS**  
**(Institutional Training)**

	<b>MS Word</b>
1.	Create and Design Admission/Enquiry Forms/ Questionnaire
2.	Create bill/leaflets/brochures/Ad
3.	Design E-book cover pages / Magazine front/ books front/back page using cover page option in Insert Menu.
4.	Use smart art and create Data Flow Diagram (DFD) / Entity Relational Diagram (ERD)
	<b>MS Power Point</b>
5.	Create Template
6.	Create simple presentation with proper animation and transition using Audio Visual.
	<b>E-Mail</b>
7.	Create Email ID
8.	Send and Receive email along with attachment
9.	Case Study + Practical on SMM vs. Traditional Marketing
10.	Case Study + Practical on five forces model while choosing a business
11.	Sign up for buffer and Case Study (Make one-page assignment about "how can we earn our customer loyalty") + Practical on "Make your Own Brand, Advertise and Position it"
12.	Formal Report writing to the Band Manager / Marketing Manager
13.	Role Plays and Cold calls
14.	Using Adobe Photoshop, Create Basic Shapes, 3D Style Retro, Text Effect and other basic tools
15.	Create Simple Character Design + Cereal Box



16.	Using Corel Draw <ul style="list-style-type: none"><li>➤ Create Logo Design</li><li>➤ Create Leaflet</li><li>➤ Create Poster</li></ul>
17.	Create and Edit videos Using Camtasia
18.	Create Facebook page <ul style="list-style-type: none"><li>➤ Page visibility</li><li>➤ Visitors post</li><li>➤ Allow post sharing on stories</li><li>➤ Messages</li><li>➤ Tagging ability</li><li>➤ Others tagging this page</li><li>➤ Page location for effects</li><li>➤ Country restrictions</li><li>➤ Age restrictions</li><li>➤ Page Moderation</li><li>➤ Similar page suggestions</li><li>➤ Page updates</li><li>➤ Post in multiple languages</li><li>➤ Translate automatically</li><li>➤ Comment ranking</li><li>➤ Content distribution</li></ul>
19.	Optimize Facebook page
20.	Make an assignment creating Facebook Group (Public/Close)
21.	Create detailed report on the results of Facebook ads
22.	Set Facebook page info Set Facebook Group info
23.	Understand Page roles and practically assign it to someone
24.	Run Facebook messages campaign
25.	Find best Instagram followers with lower budget for your business

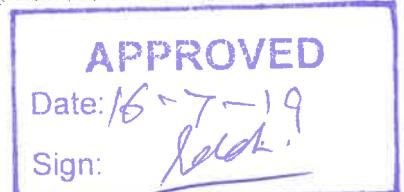


**Detail of Course Contents**

**Social Media Marketing**

6-Months Course (2-Months Curriculum Delivery + 4-Months on Job Training)

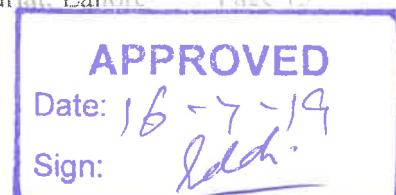
S. No.	Detail of Topics On-Job Training: 4-Months (i-e 400 Hrs.)	Theory Hours	Practical Hours
1.	<b>Animated Videos</b> 1.1. Whiteboard Animations 1.2. Character Animations 1.3. PowerPoint Videos	02	40
2.	<b>Twitter</b> 2.1. Understanding Twitter Basics 2.1.1. Twitter shares in social media 2.1.2. Tweet 2.1.3. Retweet 2.1.4. Reply 2.1.5. Like 2.1.6. Direct Message 2.1.7. Following 2.1.8. Followers 2.1.9. Hashtags 2.1.10. Importance of Hashtags 2.1.11. Twitter Trends 2.1.12. Twitter search 2.1.13. What to tweet 2.1.14. When to tweet 2.1.15. Personal Vs. Brand twitter handler 2.1.16. Twitter blue tick verification 2.1.17. Using twitter to connect with famous persons 2.1.18. Twitter post scheduling with buffer 2.1.19. How to attract twitter followers 2.2 Twitter Ads 2.2.1. Benefits of Twitter Ads 2.2.2. Getting started 2.2.3. App Installs 2.2.4. Followers 2.2.5. Tweet Engagement 2.2.6. Promoted video views 2.2.7. Website conversions 2.2.8. App re-engagement 2.2.9. In-stream video views 2.2.10. Awareness 2.3 Details 2.3.1. Campaign Name 2.3.2. Funding source 2.3.3. Daily budget	03	30



	<ul style="list-style-type: none"> <li>2.3.4. Total budget</li> <li>2.3.5. Pacing</li> <li>2.3.6. Ad group</li> <li>2.3.7. Find your audience</li> <li>2.3.8. Demographics</li> <li>2.3.9. Location and language</li> <li>2.3.10. Audience Features</li> <li>2.3.11. Reviewing details</li> <li>2.3.12. Twitter Ads Analytics</li> <li>2.3.13. Account home</li> <li>2.3.14. Tweet activity</li> <li>2.3.15. Audience insights</li> <li>2.3.16. Video activity</li> </ul> <p>2.4 Tweetdeck</p> <ul style="list-style-type: none"> <li>2.4.1. Twitter &amp; Micro blogging</li> <li>2.4.2. The Twitter API</li> <li>2.4.3. Third-Party Twitter Clients</li> <li>2.4.4. The Tweetdeck Client</li> <li>2.4.5. Using Multiple Twitter Accounts</li> <li>2.4.6. Team Access</li> <li>2.4.7. Advanced Functions</li> <li>2.4.8. Professional Tips</li> </ul> <p>2.5 Events</p>		
3.	<p><b>Pinterest</b></p> <ul style="list-style-type: none"> <li>3.1. Knowing the Platform</li> <li>3.2. Market to Who Matters</li> <li>3.3. Sign Up</li> <li>3.4. Creating Boards</li> <li>3.5. Creating Secret Boards</li> <li>3.6. Uploading Pins</li> <li>3.7. Re-Pin from Your Feed</li> <li>3.8. Like and Comment</li> <li>3.9. Getting the Best Creative Ideas from the Platform</li> <li>3.10. The Benefits to Your Business</li> </ul>	03	12
4.	<p><b>WhatsApp Business</b></p> <ul style="list-style-type: none"> <li>4.1 Installing WhatsApp</li> <li>4.2 Registration of Business Name &amp; Category</li> <li>4.3 Looking for Backups</li> <li>4.4 Chat, Status &amp; Calls</li> <li>4.5 Creating / Editing Group(s)</li> <li>4.6 Creating / Editing Broadcast List(s)</li> <li>4.7 Labels <ul style="list-style-type: none"> <li>4.7.1. New Customer</li> <li>4.7.2. New Order</li> <li>4.7.3. Pending Payment</li> </ul> </li> </ul>	02	04



	4.7.4. Paid 4.7.5. Order Complete  4.8 WhatsApp Web 4.9 Stared Messages 4.10 Setting Name, About, & Changing Number 4.10.1. Business Setting 4.10.2. Chat Setting 4.10.3. Account Setting 4.10.4. Notifications 4.10.5. Data and Storage Usage 4.10.6. Help 4.10.7. Inviting a Friend		
5.	<b>LinkedIn</b> 5.1 Why do businesses need LinkedIn? 5.2 Market to Who matters 5.3 Signing Up with LinkedIn 5.4 Creating your profile 5.5 Confirming your email 5.6 Finding LinkedIn Contacts 5.7 Sharing your profile on other social platforms 5.8 Basic Account Vs. Premium Account 5.9 Profile & Account Setting 5.10 Home 5.10.1. Start posting 5.10.2. Like, Comment, Share 5.11 My Network 5.12 Connections 5.12.1 Invitations 5.12.2 Groups 5.12.3 Companies 5.12.4 Hashtags 5.12.5 Importing Contacts 5.13 Jobs 5.13.1 Posting a Job 5.13.2 Searching a Job  5.14 LinkedIn Messages 5.15 Notifications 5.16 Creating an ad 5.17 LinkedIn Work 5.17.1 Learning 5.17.2 Insight 5.17.3 Groups 5.17.4 Pro Finder 5.17.5 Salary 5.17.6 Slide Share 5.17.7 Talent Solutions 5.17.8 Sales Solutions	06	30



	5.17.9 Marketing Solutions  5.18 LinkedIn Recommendations 5.19 LinkedIn News 5.20 LinkedIn Skills 5.21 LinkedIn for Business 5.22 Creating Business / Company Page 5.23 Finding or Posting Jobs 5.24 Advertising on LinkedIn		
6.	<b>Science of Keywords</b> 6.1. Keywords & their importance 6.2. Use of Keywords in Post and Tags 6.3. Tracking Popular & Trending Keywords 6.4. Determining Search/Query Frequency 6.5. Identifying demand of keywords 6.6. Ranking of Keywords 6.7. Rate of Keywords 6.8. Search of Keywords for different social platforms 6.9. How Users are searching 6.10. How to get your content found	06	28
7.	<b>Search Engine Optimization (SEO)</b> 7.1. Introduction to meta tags 7.2. Optimized keyword selection 7.3. Search Engine Ranking Techniques 7.4. Implementation of SEO	06	20
8.	<b>Four Square</b> 8.1. Signup 8.2. Products 8.3. Company 8.4. Resources 8.5. For Marketers, Developers, & Explorers	02	03
9.	<b>Yelp</b> 9.1. Signup 9.2. Write a review 9.3. Events 9.4. Talk 9.5. Finding Best Business Nearby	02	03
10.	<b>Blogging</b> 10.1. What is Blogging 10.2. Creating a Blog 10.3. Link blogger to Social Media Account 10.4. Creating Blog Post 10.5. Creating Pages 10.5.1 About me 10.5.2 Privacy policy	06	28



	10.5.3 Contact us 10.6. Taking Free Pictures for your post 10.7. Uploading your best theme for blogger 10.8. Backup your Blog		
11.	<b>Google Services</b> 11.1 Google Adward 11.2 Google Analytics 11.3 Google AdSense 11.4 Google My Business 11.5 Google Garage 11.6 Google Forms 11.7 Google Calendar 11.8 Google photos 11.9 Google Drive	20	40
12.	<b>YouTube</b> 12.1. Making YouTube Channel 12.1.1. Adding channel art 12.1.2. Featured channels 12.1.3. Understanding layout of channel 12.1.4. Home 12.1.5. Videos 12.1.6. Playlist 12.1.7. Discussion 12.1.8. About 12.2. Uploading Video 12.2.1. Keyword research with google ads 12.2.2. Title 12.2.3. Description 12.2.4. Tags 12.2.5. Translations 12.2.6. Advance settings 12.2.7. Thumbnail 12.2.8. Publishing video 12.3. Interacting with others 12.3.1. Comments 12.3.2. Likes 12.3.3. Subscriptions 12.3.4. Sharing 12.3.5. Messages 12.4. YouTube Tips 12.4.1. Verify your channel 12.4.2. YouTube live 12.4.3. Trending videos	08	32



	12.4.4. YouTube ads 12.4.5. How to improve video quality 12.4.6. How to increase subscribers 12.5. Advance YouTube Working 12.5.1. Get maximum benefit of YouTube channel 12.5.2. Customize YouTube Channel Setting 12.5.3. Monetize YouTube Videos 12.5.4. Get More Views on YouTube 12.5.5. Get More Subscribers on YouTube 12.5.6. Avoid Copyright Strikes on YouTube 12.5.7. Verify Address Google AdSense account 12.5.8. Withdraw Money from YouTube 12.5.9. Change YouTube Channel URL 12.5.10. Create a Playlist on YouTube Channel 12.5.11. Add Multiple Ads in YouTube Video 12.5.12. Make Multiple YouTube Channels with One Email 12.5.13. Add a Subscribe Button to your YouTube 12.5.14. Add YouTube Card to Your YouTube Videos		
13.	Website Bookmarking 13.1. Delicious 13.2. Tumbler 13.3. Redit 13.4. Stumble Upon	04	20
14.	Social Media Automation 14.1 Post Scheduling 14.2 Buffer 14.3 Hootsuite 14.4 Post planner	06	20
15.	Social Media Marketing Return On Investment 15.1 Setting Targets 15.2 Calculating Return On Investment 15.3 Case Study	04	10
		80	320

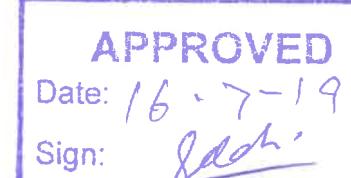


**LIST OF PRACTICALS**  
**(On Job Training)**

1.	Performing practical work on each topic listed in OJT part
2.	Real Time working on 2 or more Companies/Brands regarding Traditional Marketing and Social Media Marketing
3.	Make groups and perform activity as Social Media Marketing Service Provider and Social Media Marketing Client
4.	Select a Category of Business/Brand, set targets and design a complete marketing plan for next one year
5.	Create all basic elements of the selected brand
6.	Design a budget for social media marketing in accordance of marketing plan of the selected brand for next year
7.	Create accounts, pages and make profile of selected brand on social platforms
8.	Do social media automation of maximum possible platforms of selected brand
9.	Make a plan of 1 <sup>st</sup> quarter posts on selected social media platforms
10.	Design posts, videos, notes for social media platforms
11.	Create shop on Facebook page
12.	Create offers and discounts and update Facebook page shop
13.	Live your prerecorded video on Facebook Page
14.	Add buttons of other social platforms of your business on your Facebook page
15.	Analyze the insights of social media platforms
16.	Create account on AdSense and link with YouTube channel
17.	Create Videos and post on YouTube Channel
18.	Create Boards and Pins on Pinterest
19.	Make groups and broadcast lists of your clients on WhatsApp business
20.	Write blog and post on blogger
21.	Create forms/tickets on google forms and link with your posts
22.	Make your business popular on google my business
23.	Know your audience through google analytics
24.	Set your appointments on google calendar
25.	Save your data on google drive and google photos



26.	Make your social media strategy using google garage
27.	Create free website of your business
28.	Integration of social media platforms with your website
29.	Analysis of working on marketing plan of your Selected Business



**LIST OF LABS.**

1. Computer Graphics fully Multimedia Lab.



**LIST OF TOOLS AND EQUIPMENT**

**FOR CLASS OF 25**

Name of Trade	Duration of Course
Social Media Marketing	06 Months

**Computer Graphics Lab.**

Sr. No.	Tools / Equipment	Quantity
1.	Computer System (Complete with all accessories) As per specifications notified by MIS TEVTA	25
2.	5 KVA UPS with Batteries	4
3.	AC Split 02 Tons	As per Lab. size
4.	Multimedia Projector with screen, as per specifications notified by MIS TEVTA	1
5.	Digital Camera/DSLR	1
6.	White board	1
7.	Display Board	1
8.	LaserJet black printer A4/Legal as per specifications notified by MIS TEVTA	1
9.	Networking with Internet connection 08 Mbps with Router	1
10.	Scanner as per specifications notified by MIS TEVTA	1
11.	Computer Table	25
12.	Computer Chairs	25
13.	Teacher chair	1
14.	Teacher table	1
15.	Head Phones with Mic	25
16.	Software Adobe Photoshop CC latest	1
17.	Software Corel draw CC latest	1
18.	Software MS Office 2013	1



19.	Software Camtasia	1
20.	Set Square	25

**APPROVED**  
Date: 16-7-19  
Sign: 

## **CONSUMABLE ITEMS**

### **FOR CLASS OF 25**

**Social Media Marketing  
(06 Months)**

Name of Trade		Social Media Marketing
Duration of Course		06 Months
Sr. No.	List of Consumable Items	Quantity
1.	Pencil	30
2.	Rubber	30
3.	Pencil Sharpener (small and portable)	04
4.	Flip Charts	Different types and Colors Nos.50
5.	Paper Cutter	30
6.	Crepe Paper	10
7.	A4/Legal Rim 80gm	05
8.	File Folder	30
9.	Note pad	30
10.	Ball Point	30
11.	Board Marker	1 Pack
12.	Permanent Marker	12 (Different Colors)
13.	UHU Gum stick	12



**MINIMUM QUALIFICATION OF INSTRUCTOR**

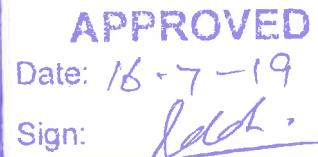
MBA (Marketing) with 1-Year of Social Media Marketing Experience

OR

BBA (Marketing) with 2-Years of Social Media Marketing Experience

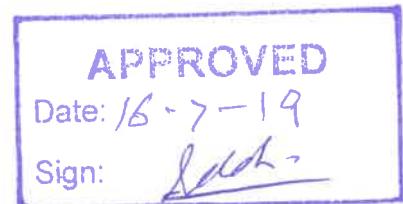
OR

BA/BCOM with 3-Years of Graphics and Social Media Marketing Experience



## **REFERENCES**

- 1- **Likeable Social Media** by Dave Kerpen
- 2- **The Power of Visual Storytelling** by Ekaterina Walter & Jessica Gioglio
- 3- **Social Media Explained** by Mark W. Schaefer
- 4- [https://www.tutorialspoint.com/social\\_media\\_marketing/social\\_media\\_marketing\\_tutorial.pdf](https://www.tutorialspoint.com/social_media_marketing/social_media_marketing_tutorial.pdf)
- 5- **Social Media Marketing for Dummies** by Shiv Singh
- 6- <https://web.facebook.com/business/help/447834205249495?rdc=1&rdr>
- 7- <https://blog.twitter.com/>
- 8- <https://youtube.googleblog.com/>
- 9- <https://www.steadysales.com/the-contents-of-a-marketing-plan/>



## **EMPLOYABILITY OF PASS-OUTS**

The pass-outs of this course may find job / employment opportunities in the following areas / sectors as:

- Digital Marketer
- Online Social Media Client
- Advertising Agent
- Social Media Evaluator
- Social Media Specialist - Marketing and Communications
- Social Media Communications Specialist
- Social Media & PR Specialist
- Marketing and Social Media Coordinator
- Social Media Strategist
- Brand Marketing Coordinator
- Social Media Posters Creator for Face Book /Instagram/Twitter
- Freelancer
  - Facebook Page Manager: Responsible for growing and engaging followers
  - Facebook Ads Manager
  - Twitter Account Manager
  - YouTube Channel Manager



### **Curriculum Development Committee**

**Amir Ishaq**

Principal

PMS Technical Training Center, GRW.

(PMS Private Limited, Gujranwala)

**Convener**

**M. Jawad Kashif**

Master Trainer IT

Govt. Technical Training Institute, Gujranwala.

**Member**

**Gulfam Khan**

Lead Web Developer

PMS Private Limited, Gujranwala.

**Member**

**APPROVED**

Date: 16-7-19

Sign: