

## A. Course Handout

Institute/School Name	Chitkara University Institute of Engineering and Technology		
Department Name	Department of Computer Science & Engineering		
Programme Name	Bachelor of Engineering (B.E.), Computer Science & Engineering		
Course Name	Open Elective 1- Marketing - I	Session	2024-2025
Course Code	23OE002	Semester/Batch	3 <sup>rd</sup> /2023
L-T-P (Per Week)	2-0-0	Course Credits	2
Course Coordinator	Ms. Bhavna Sareen		

### 1. Objectives of the Course

The objectives of this course on 'Social Media Marketing in Practice' are:

- To provide a comprehensive understanding of the evolving digital landscape, focusing on the new digital context, consumer behavior, and the journey of a digital customer.
- To impart foundational knowledge of key digital marketing concepts, integrating both traditional and digital marketing strategies.
- To equip students with essential tools and techniques for effective digital marketing, including content creation, social listening, and various content formats.
- To delve deep into the world of social media, exploring its key concepts, benefits to businesses, and its integral role in a broader digital strategy.
- To ensure students gain hands-on experience with setting up and optimizing social media platforms, emphasizing community building and audience engagement.
- To introduce advanced content strategies, including content seeding, promotion types, and optimization techniques.
- To provide insights into the power of influencer marketing, word of mouth strategies, and the importance of setting clear objectives and measuring outcomes.
- To offer a deep dive into platform-specific features and advertising strategies, covering platforms like Facebook, Instagram, Snapchat, and Twitter.
- To emphasize the importance of personal branding and social selling, especially on platforms like LinkedIn, and to introduce students to the world of social video, focusing on YouTube's platform and creative strategies.

### 2. Course Learning Outcomes

Student should be able to:

	Course Outcome	POs	CL	KC
<b>CLO01</b>	Understanding the concept of Digital Landscape Mastery	PO1,PO3,PO10	K1	Factual Conceptual
<b>CLO02</b>	Proficiency in Content and Social Media Strategies	PO1,PO2,PO3,PO4,	K2	Conceptual Conceptual
<b>CLO03</b>	Implementation of Advanced Platform-Specific Expertise	PO3,PO5,PO12	K1	Conceptual Procedural
<b>CLO04</b>	Strategic Personal Branding and Social Selling	PO2,PO3,PO5,PO9,PO11,PO12	K2	Factual Procedural

Revised Bloom's Taxonomy Terminology

\*Cognitive Level =CL

\*Knowledge Categories = KC

Course Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CLO1	M				M			M				H
CLO2	M		H		L	H		M				M
CLO3	M				M	M		L				H
CLO4	M				H	M		M				L

H=High, M=Medium, L=Low

### 3. ERISE Grid Mapping

Feature Enablement	Level(1-5, 5 being highest)
Entrepreneurship	1
Research	2
Innovation	1
Skills	1
Employability	3

### 4. Recommended Books:

B01: "Digital Marketing For Dummies" by Ryan Deiss and Russ Henneberry

B02: Content Inc." by Joe Pulizzi

B03: "The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki and Peg Fitzpatrick

B04: "Influence: The Psychology of Persuasion" by Robert B. Cialdini

B05: "Ultimate Guide to Social Media Marketing" by Mike Allton, Jenn Herman, Stephanie Liu, Amanda Robinson, and Eric Butow.

B06: "Crushing It!: How Great Entrepreneurs Build Their Business and Influence—and How You Can, Too" by Gary Vaynerchuk.

### 5. Other readings and relevant websites:

S.N.	Link of Journals, Magazines, Websites, and Research Papers
1.	<a href="https://www.emerald.com/insight/content/doi/10.1108/JSM-01-2019-0034/full/html">https://www.emerald.com/insight/content/doi/10.1108/JSM-01-2019-0034/full/html</a>
2.	<a href="https://www.emerald.com/insight/content/doi/10.1108/JOSM-04-2018-0113/full/html">https://www.emerald.com/insight/content/doi/10.1108/JOSM-04-2018-0113/full/html</a>
3.	<a href="https://core.ac.uk/download/pdf/288288304.pdf">https://core.ac.uk/download/pdf/288288304.pdf</a>
4.	<a href="https://www.sciencedirect.com/science/article/pii/S1877042812045818">https://www.sciencedirect.com/science/article/pii/S1877042812045818</a>
5.	<a href="https://www.sciencedirect.com/science/article/abs/pii/S0148296316302843">https://www.sciencedirect.com/science/article/abs/pii/S0148296316302843</a>
6.	<a href="https://www.sciencedirect.com/science/article/abs/pii/S0148296316304325">https://www.sciencedirect.com/science/article/abs/pii/S0148296316304325</a>
7.	Journal of Business Research

8.	Procedia-social and behavioral sciences
9.	Journal of business research
10.	Industrial marketing management

## 6. Course Plan:

Lecture Number	Topics	Recommended Books
1-2	New Digital Context, Digital Consumer Behavior, Customer Expectations, What is Digital, Digital Disruption, The Digital Customer Journey, The Digital Opportunity, Digital and Your Organization, Digital for You	B01
3-4	Key Digital Marketing Concepts, Traditional and Digital Marketing, 3i Principles, The Buyer's Journey Introduction, Integrating Traditional and Digital Marketing, Aligning the Buyer's Journey with Channels	B01,B02
5-6	Tools for Digital Marketing, Content Marketing, Content Types, Social Listening, Blogging, Influencer Marketing, Video, eBook and Whitepapers, Images, Podcasts, Content Creation Tools, Content Calendars, Paid and Fixed Social Buying,	B01,B02
7-8	Social Media Platforms, Key Concepts of Social Media, Types and Primary Uses of Social Media Platforms	B03,B04
9-10	Benefits of Social Media to Business, The Benefits of Social Media to Business, Social Media Advertising, The Role of Social Media within the Wider Business, Social Media is a Key Part of Digital Strategy	B03, B04
11-12	Social Media Tools to Support your Objectives, Social Media Marketing Concepts, Key Social Media Platforms, Brian Lavery on How AccuWeather Uses Social Media, Setting up a Social Media Experience for a Business	B03, B04
13-14	Setting up Social on Key Platforms, The Value of Building a Social Media Community, Engaging with an Audience Using Social Media, Using Twitter to Engage an Audience, Using LinkedIn to Engage an Audience	B03, B04
15-16	Content Seeding, Social Media Formats, Content Promotion, Paid Promotion, Owned Promotion, Earned Promotion, Content Optimization	B03, B04
17-18	Influencer Marketing, Word of Mouth Marketing, Blogging and Social Bookmarking, Setting Objectives, Measurement and Tracking, Content Promotion Strategy, Audience Segmentation	B03, B04
19-20	Introduction to Facebook, The Value to Marketers, Setup and Customization, News Feed, Page Posts, Page Management, Business Manager, Publisher Features Overview	B05, B06
21-22	360 Video, Facebook Live, Events, Milestones, Messenger, Facebook Ads, Brand Awareness, Targeting, Audience Insights	B05, B06
23-24	Ads Manager, Campaign Planner, Strategy Process, Buying Channels and Ad Auctions, Campaign Display,	B05, B06

	Reports, Introduction to Social Apps, Differentiating Social Apps	
25-26	Basic Features, Instagram Video, Instagram Stories, Instagram Live, Snaps, Snapchat Story, Lens Studio, Instagram Account Overview	B05, B06
27-28	Account Setup, Audience Development, Account Creation, Growing your Audience, Advertising Overview, 3V Advertising, Ads Manager, SnapAds	B05, B06
29-30	Snapchat Geofilters, Campaign Setup, Instagram Analysis, Snapchat Analysis, Twitter Concepts, Platform Features, Setup and Customization	B05, B06
31-32	Profile Promotion, Profile Management, Hashtags, Periscope, Ads Manager, Campaign Objectives, Ad Auctions, Campaign Setup, Analysis and Reporting	B05, B06
33-34	Social Selling and Personal Branding, Social Selling, The Benefits of Personal Branding, LinkedIn Concepts, Features and Functions, Company Page	B05, B06
35-36	LinkedIn Posts, LinkedIn Social Plugins, LinkedIn Influencers, Campaign Manager, Sponsored Content Ads, Display Ads, Sponsored Message Ads/InMails	B05, B06
37-38	Dynamic Ads, Lead Generation Forms, Advertising Strategy, LinkedIn Analytics, Campaign Performance, Misconceptions and Benefits, Important Distinctions, Social Video Types	B05, B06
39-40	YouTube Concepts, Platform Features, Channel Setup, Channel Promotion, Channel Management, Ten Creative Fundamentals, Creative Lifecycle, YouTube Native Formats	B05, B06

## 7. Action plan for different types of learners

Slow Learners	Average Learners	Fast Learners
(Not required)	(Not required)	(Not required)

## 8. Evaluation Scheme & Components:

Evaluation Component	Type of Component	No. of Assessments	Weightage of Component	Mode of Assessment
Component 1	Self Learn Mode And Certificate Submission	1	100%	Online

## 9. Syllabus of the Course:

<b>Subject: Social Media Marketing in Practice</b>	
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S.No.	Topic (s)	Weightage %
1	New Digital Context, Digital Consumer Behavior, Customer Expectations, What is Digital, Digital Disruption, The Digital Customer Journey, The Digital Opportunity, Digital and Your Organization, Digital for You, Key Digital Marketing Concepts, Traditional and Digital Marketing, 3i Principles, The Buyer's Journey Introduction,	40%

	Integrating Traditional and Digital Marketing, Aligning the Buyer's Journey with Channels, Tools for Digital Marketing, Content Marketing, Content Types, Social Listening, Blogging, Influencer Marketing, Video, eBook and Whitepapers, Images, Podcasts, Content Creation Tools, Content Calendars, Paid and Fixed Social Buying, Social Media Platforms, Key Concepts of Social Media, Types and Primary Uses of Social Media Platforms, Benefits of Social Media to Business, The Benefits of Social Media to Business, Social Media Advertising, The Role of Social Media within the Wider Business, Social Media is a Key Part of Digital Strategy, Social Media Tools to Support your Objectives, Social Media Marketing Concepts, Key Social Media Platforms, Brian Lavery on How AccuWeather Uses Social Media, Setting up a Social Media Experience for a Business, Setting up Social on Key Platforms, The Value of Building a Social Media Community, Engaging with an Audience Using Social Media, Using Twitter to Engage an Audience, Using LinkedIn to Engage an Audience.	
2	Content Seeding, Social Media Formats, Content Promotion, Paid Promotion, Owned Promotion, Earned Promotion, Content Optimization, Influencer Marketing, Word of Mouth Marketing, Blogging and Social Bookmarking, Setting Objectives, Measurement and Tracking, Content Promotion Strategy, Audience Segmentation, Introduction to Facebook, The Value to Marketers, Setup and Customization, News Feed, Page Posts, Page Management, Business Manager, Publisher Features Overview, 360 Video, Facebook Live, Events, Milestones, Messenger, Facebook Ads, Brand Awareness, Targeting, Audience Insights, Ads Manager, Campaign Planner, Strategy Process, Buying Channels and Ad Auctions, Campaign Display, Reports, Introduction to Social Apps, Differentiating Social Apps, Basic Features, Instagram Video, Instagram Stories, Instagram Live, Snaps, Snapchat Story, Lens Studio, Instagram Account Overview, Account Setup, Audience Development, Account Creation, Growing your Audience, Advertising Overview, 3V Advertising, Ads Manager, SnapAds	45%
3	Snapchat Geofilters, Campaign Setup, Instagram Analysis, Snapchat Analysis, Twitter Concepts, Platform Features, Setup and Customization, Profile Promotion, Profile Management, Hashtags, Periscope, Ads Manager, Campaign Objectives, Ad Auctions, Campaign Setup, Analysis and Reporting, Social Selling and Personal Branding, Social Selling, The Benefits of Personal Branding, LinkedIn Concepts, Features and Functions, Company Page, LinkedIn Posts, LinkedIn Social Plugins, LinkedIn Influencers, Campaign Manager, Sponsored Content Ads, Display Ads, Sponsored Message Ads/InMails, Dynamic Ads, Lead Generation Forms, Advertising Strategy, LinkedIn Analytics, Campaign Performance, Misconceptions and Benefits, Important Distinctions, Social Video Types, YouTube Concepts, Platform Features, Channel Setup, Channel Promotion, Channel Management, Ten Creative Fundamentals, Creative Lifecycle, YouTube Native Formats	15%

This Document is approved by:

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Course Coordinator	Ms. Bhavna Sareen	
Head-Academic Delivery	Dr. Mrinal Paliwal	
Dean	Dr. Rishu Chhabra	
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Date (DD/MM/YYYY)	26.06.2024	