



**Gyanmanjari**  
Innovative University

Course Syllabus  
Gyanmanjari Institute of Management Studies  
Semester-3 (MBA)

**Subject:** Social Media Marketing- MBADM13510

**Type of course:** Major (Core)

**Prerequisite:**

Basic understanding of marketing principles and digital technologies.

**Rationale:**

The subject is essential for the students as it equips them with the skills needed to navigate and leverage the digital landscape, ensuring relevance and competitiveness in contemporary business environments.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P		Theory Marks		Practical Marks		CA	
			ESE	MSE	V	P	ALA		
03	00	02	04	60	30	10	20	30	150

*Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; ESE – End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA-Active Learning Activities.*

**Course Content:**

Sr. No	Course content	Hrs.	% Weightage
1	<p><b>Introduction to Social Media Marketing</b></p> <ul style="list-style-type: none"> <li>● Overview of Social Media Marketing</li> <li>● Evolution and Importance of Social Media Platforms</li> <li>● Understanding Social Media Landscape</li> <li>● Consumer Behavior in Social Media</li> <li>● Ethics and Legal Issues in Social Media Marketing</li> </ul>	15	25



2	<b>Social Media Strategy Development</b> <ul style="list-style-type: none"> <li>● Setting Objectives and Goals for Social Media Marketing</li> <li>● Target Audience Identification and Segmentation</li> <li>● Content Strategy for Social Media Platforms</li> <li>● Social Media Analytics and Measurement</li> <li>● Budgeting and Resource Allocation for Social Media Campaigns</li> </ul>	15	25
3	<b>Social Media Advertising and Promotion</b> <ul style="list-style-type: none"> <li>● Paid Advertising on Social Media Platforms</li> <li>● Influencer Marketing and Collaborations</li> <li>● Native Advertising and Sponsored Content</li> <li>● Viral Marketing Techniques</li> <li>● Social Media Contests and Giveaways</li> </ul>	15	25
4	<b>Social Media Crisis Management and Brand Reputation</b> <ul style="list-style-type: none"> <li>● Understanding Social Media Crisis</li> <li>● Developing Crisis Response Strategies</li> <li>● Monitoring and Managing Brand Reputation</li> <li>● Case Studies on Social Media Crisis</li> <li>● Building Brand Resilience on Social Media</li> </ul>	15	25

Sr. No	Practical's	Unit no	App hours
1	Various Social Media landscape analysis	1	3
2	Use of latest tools for Digital Advertisement tool	1	3
3	Creating Poster and Banner for Social Media	1	3
4	Designing of Logo for Hypothetical Firm.	2	2
5	Designing of Infographics for model development	2	2
6	Using Key word finding software such as Moz Keyword Explorer, Google keyword planner, Semrush	2	3
7	Analysis of data driven decision for future campaign reach	2	4
8	Designing Budget format for Social media Planning	3	2
9	Preparation of Template for Competitors analysis	3	2
10	Functions for establishing buyer's persona	3	2
11	Development of E-mail marketing Campaign	3	4
	Total		30



**Continuous Assessment:**

Sr. No	Active Learning Activities	Marks
1	<p><b>Social Media Audit:</b> Students will conduct a social media audit for a selected brand or organization of their choice and evaluate the brand's social media presence, content strategy, engagement tactics, and effectiveness, and propose recommendations for improvement and upload the PDF on GMIU Web Portal.</p>	10
2	<p><b>Social Media Strategy Creation:</b> Students will be assigned a hypothetical business or organization they have to develop a comprehensive social media strategy, including objectives, target audience analysis, content plan, and metrics for measurement and upload the PDF on GMIU Web Portal.</p>	10
3	<p><b>Ad Campaign Analysis:</b> Students will select a social media ad campaign and analyze the effectiveness of the campaign in reaching its target audience, generating engagement, and driving conversions and upload the PDF on GMIU Web Portal.</p>	10
Total		30

**Suggested Specification table with Marks (Theory):60**

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	15%	5%	10%	10%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



**Course Outcome:**

After learning the course, the students should be able to:	
CO1	Understand the fundamental concepts, evolution, and significance of social media marketing, along with ethical considerations.
CO2	Develop effective social media strategies aligned with organizational objectives, identify target audiences, create engaging content, and utilize analytics for performance evaluation.
CO3	Analyze various techniques and methods for promoting brands, products, and services through social media advertising and engagement strategies.
CO4	Prepare basic template for comparative analysis of social media content.

**Instructional Method:**

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

**Reference Books:**

[1]Smith, R. (2020). Social Media Marketing: An Introduction (3rd ed.). Routledge.

[2] Ryan, D., & Jones, C. (2021). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (5th ed.). Kogan Page.

[3] Qualman, E. (2019). Socialnomics: How Social Media Transforms the Way We Live and Do Business (6th ed.). Wiley.

[4] Chaffey, D., & Ellis-Chadwick, F. (2020). Digital Marketing: Strategy, Implementation and Practice (7th ed.). Pearson.

