



Subject: Social Media and Digital Marketing- BCOMM13310

Type of course: Major (Core)

Prerequisite:

Prerequisite to study Social Media and Digital Marketing in B.Com's realm, A keen eye for digital trends and their helm, Familiarity with platforms, algorithms at the core, Analytical skills to decipher metrics galore, Creativity to craft content that does soar, Understanding consumer behavior, a lore, And an eagerness to explore, innovate, and more.

Rationale:

Rationale to study Social Media and Digital Marketing in B.Com's ambit, As commerce evolves, digital prowess is a beneficial fit, In the digital age, consumer engagement is key, Understanding trends and metrics unlocks strategies to decree, Proficiency in digital marketing opens doors widely, Harnessing social media fosters brand identity sprightly, In a competitive market, these skills propel success brightly.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P	C	SEE	CCE		
					MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr. No	Course content	Hrs	% Weightage
1	Introduction to Digital Marketing, <ul style="list-style-type: none"> • Digital Marketing • Introduction to Digital Marketing, • Traditional Vs Digital Marketing, Technology behind Digital • Marketing, Characteristics of Digital Marketing, • Digital Marketing Strategy, • Understanding Digital Consumer. 	15	25
2	Online Advertising <ul style="list-style-type: none"> • Introduction, • Objective, where to Advertise, • Online Ad Format, Search Engine Ad, Network • Advertising, • Affiliate Programs, Landing Pages. 	15	25
3	Mobile Marketing <ul style="list-style-type: none"> • Growth in Mobile Marketing, • Benefits of Mobile Marketing, • Mobile Marketing Goals, Creating a • mobile Website, • App Creation Strategy, Mobile Search Ads. 	15	25
4	Social Media Marketing <ul style="list-style-type: none"> • Social Media Marketing, • Seven Myths of SMM, • Characteristics of Successful Social • Media Marketer, • Social Media Marketing Plan, • Social Media marketing Tools, • Publishing Blogs, • Podcast and Webinars, • Social Media Monitoring, • Social Media: Facebook, Twitter. 	15	25

5	Search Engine Optimization (SEO) <ul style="list-style-type: none"> • Understanding SEO, • Search Engine Optimization Process - Goals, • On-Page Optimization, • Off Page Optimization and Analyze, • Search Engine Result Process (SERP), SEO Tools. 	15	25
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Continuous Assessment:

Sr. No	Active Learning Activities	Marks
01	Case Study Analysis: Students analyze real-world digital marketing campaigns, identify key strategies, and present their findings and recommendations in a detailed report. Upload findings on GMIU Web Portal,	10
02	Social Media Post Making Students have to created one post using any tools to promote any product or services. This post must be submitted on GMIU Web Portal.	10
03	Campaign Budget Management: Students develop and manage a budget for an online advertising campaign, adjusting spend based on performance data and demonstrating ROI calculations. Upload data on web Portal.	10
04	Social Media Campaign Launch: Students plan and execute a social media marketing campaign for a specific brand or cause, including setting objectives, targeting audiences, and scheduling posts. Strategic plan must be uploaded on GMIU Web Portal.	10
05	Keyword Research Project: Students conduct comprehensive keyword research for a chosen topic, identify high-potential keywords, and create a keyword strategy document outlining their findings. Student will create Project and Upload on a web portal.	10

06	SEO Performance Analysis: Students use SEO tools to analyze the performance of a website, identify areas for improvement, implement changes, and present a report on the SEO improvements and traffic growth on a GMIU Web Portal.	10
07	Students attendance	10
Total		70

Suggested Specification table with Marks (Theory):100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	40%	30%	-	-	-

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	Develop and implement effective digital marketing strategies to achieve business goals.
CO2	Design, execute, and optimize online advertising campaigns across various digital platforms.
CO3	Create and implement successful mobile marketing strategies to engage and retain customers.
CO4	Develop and execute effective social media marketing campaigns to enhance brand visibility and engagement.
CO5	Optimize websites to improve search engine rankings and drive organic traffic.

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. "Social Media Marketing All-in-One For Dummies" by Jan Zimmerman and Deborah Ng
2. "Digital Marketing For Dummies" by Ryan Deiss and Russ Henneberry
3. "The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki and Peg Fitzpatrick
4. "Influence: The Psychology of Persuasion" by Robert B. Cialdini
5. "Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World" by Gary Vaynerchuk
6. "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger
7. "Crushing It!: How Great Entrepreneurs Build Their Business and Influence—and How You Can, Too" by Gary Vaynerchuk
8. "Youtility: Why Smart Marketing Is about Help Not Hype" by Jay Baer
9. "Social Media Marketing Workbook: How to Use Social Media for Business" by Jason McDonald
10. "SEO 2022: Learn Search Engine Optimization with Smart Internet Marketing Strategies" by Adam Clarke

