



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-4 (MBA)

Subject: Influencer Marketing - MBADM14516

Type of course: Major (Core)

Prerequisite:

Students should have a solid foundation in marketing principles, digital channels, social media, data analytics, content creation, legal ethics, current trends, and strategic planning.

Rationale:

Studying Influencer marketing is crucial for grasping consumer behavior, building brand trust, utilizing various influencer types, enhancing engagement, making data-driven decisions, adhering to legal standards, staying current with trends, and applying practical insights.

Teaching and Examination Scheme:

Teaching Scheme			Credits C	Examination Marks					Total Marks
CI	T	P		Theory Marks		Practical Marks		CA	
			ESE	MSE	V	P	ALA		
04	00	00	04	60	30	10	0	50	150

Legends: CI-Classroom 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.



Course Content:

Sr.No	Course content	Hrs.	%Weightage
1	<p>Introduction to Influencer Marketing</p> <ul style="list-style-type: none"> • Influencer Marketing Concepts • Types of Activation <p>Understanding Influencer Marketing</p> <ul style="list-style-type: none"> • Definition and evolution of influencer marketing • Comparison with traditional marketing and other digital marketing strategies <p>Types of Influencers</p> <ul style="list-style-type: none"> • Mega, macro, micro, and nano influencers • Niche influencers vs. general influencers <p>Role of Influencers in Branding</p> <ul style="list-style-type: none"> • Building brand awareness and trust • The psychology behind influencer credibility • B2B Marketing with Influencers 	15	25
2	<ul style="list-style-type: none"> • Strategy Development for Influencer Marketing • Client Proposals • Campaign Management • Metrics & Reporting <p>Identifying Goals and Objectives</p> <ul style="list-style-type: none"> • Setting SMART goals for influencer campaigns • Measuring success and ROI in influencer marketing <p>Target Audience Analysis</p> <ul style="list-style-type: none"> • Defining target demographics and psychographics • Utilizing social listening tools to understand audience preferences <p>Selecting the Right Influencers</p> <ul style="list-style-type: none"> • Criteria for choosing influencers (reach, engagement, relevance) • Platforms for finding and vetting influencers 	15	25

3	<ul style="list-style-type: none"> • Campaign Planning and Execution Crafting the Influencer Campaign <ul style="list-style-type: none"> • Developing a campaign brief: objectives, messages, and creative direction • Types of collaborations (sponsored posts, takeovers, affiliate marketing) Legal and Ethical Considerations <ul style="list-style-type: none"> • Understanding FTC guidelines and disclosure requirements • Ethical implications of influencer partnerships Engagement Tactics <ul style="list-style-type: none"> • Strategies for maximizing influencer reach and engagement • Content co-creation with influencers 	15	25
4	<ul style="list-style-type: none"> • Measuring Impact and Future Trends Metrics and Analytics for Influencer Campaigns <ul style="list-style-type: none"> • Key performance indicators (KPIs) for influencer marketing • Tools for measuring campaign effectiveness (Google Analytics, social media insights) Case Studies and Best Practices <ul style="list-style-type: none"> • Analysing successful influencer campaigns across various industries • Learning from failed campaigns and common pitfalls Emerging Trends in Influencer Marketing <ul style="list-style-type: none"> • The rise of video content and live streaming • Influencer marketing in niche markets (B2B, sustainability, etc.) • The impact of AI and technology on influencer marketing strategies • Current Market and Trends • Influencer Marketing and social media 	15	25

Continuous Assessment:

Sr.No	Active Learning Activities	Marks
1	<p>Content Creation for Influencer: Students will draft a creative brief for influencer collaboration, detailing campaign objectives; target audience, key messages, and content types also upload the PPT on GMIU Web Portal.</p>	10



2	Influencer Marketing Audit: Students will conduct an audit of a real brand's current influencer marketing efforts. They should assess effectiveness, provide recommendations, and suggest improvements also upload the PDF on GMIU Web Portal.	10
3	Influencer Pitch Presentation: Students will create a pitch to convince a chosen influencer to collaborate with their brand. Include elements like campaign objectives, target audience, and compensation and upload the PPT on GMIU Web Portal.	10
4	Field Visit - Interacting with Small Business Owners: Students will visit a small business in their area and interview the owner/manager to understand how they use influencer marketing (if at all). They will ask about the business's experience, challenges, and benefits of working with influencers and prepare a 1-2 page report. The report must be uploaded on the GMIU Web Portal.	10
5	Analyzing Influencer Content: Students will select 3 social media posts by influencers from different niches (e.g., lifestyle, food, and gaming). They will analyze the content for engagement (likes, comments, shares) and provide insights on why the posts were successful or not. A summary with screenshots of the posts must be uploaded as a PDF on the GMIU Web Portal.	10
Total		50

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%	10%	10%	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 influencer marketing to leverage influencers for brand building, engagement, and sales.
CO2	Create impactful influencer marketing strategies to boost brand awareness, engagement, and meet marketing goals.
CO3	Develop skills to plan, execute, and measure influencer marketing campaigns that boost brand awareness, engagement, and meet marketing goals.
CO4	Build skills to measure, analyze, and optimize influencer marketing for maximum ROI.



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. 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] "Influencer Marketing for Dummies" by Kristy Sammis et al.
- [2]"The Age of Influence: The Power of Influencers to Elevate Your Brand" by Neal Schaffer
- [3] "The New Rules of Marketing and PR" by David Meerman Scott
- [4] "Micro-Influencer Marketing: How to Reach Niche Audiences" by Shane Barker

