



MTM College of Arts, Science and Commerce, Veliyancode

Department of Commerce and Management Studies

Certificate Course

Social Media Marketing

Total hours: 30 hours

Course Code : MTMCM08

Course evaluation: Written Exam- 50 marks

Internal evaluation : 30 Marks

Course Description

This course provides an introduction to social media marketing (SMM). It is built around a proven eight step social media planning model that provides you with a cumulative learning experience, showing you how to construct social media strategies that achieve desired marketing goals. These marketing goals shape the development of tailored social media strategies. Special attention is given to the most effective techniques for identifying targeted marketing on the social web, with emphasis on the creation of personas that represent the critical online market segments for a company.

Course Learning Outcomes

1. Define social media marketing goal setting necessary to achieve successful online campaigns.
2. Describe the history of social media marketing; it's rapidly evolving role in public relations, advertising and marketing, as well as the merging of social media marketing with all facets of business
- 3 Explain how to develop effective social media marketing strategies for various types of industries and businesses.
- 4 Define target markets for specific social media platforms
5. Use social media platforms (eg, blogs, micro blogs, social networks, bookmarking, social news, Q&A sites, photo & video sharing, and podcasting) to influence consumers and promote a company, brand, product, service or person.

6. Track progress in achieving social media goals with a variety of powerful measurement tools, services, and metrics

Syllabus

Module 1: The Role of Social Media Marketing. Identifying Target Audiences, Rules of Engagement for SMM, Social Media Platforms and Social Network Sites
(10 Hours)

Module 2: Micro blogging, Content Creation and Sharing Blogging, Streaming Video, Podcasts, and Webinars, Video Marketing, Marketing with Photos Sharing Sites, Discussion, News, Social Bookmarking, and Q&A Sites
(10 Hours)

Module 3: Content Marketing Publishing Articles, White Papers, and E-Books, Mobile Marketing on Social Networks, Social Media Monitoring
(5 Hours)

Module 4: Tools for Managing the Social Media Marketing Effort, Social Media Marketing Plan
(5 Hours)

Reference:

Social Media Marketing A Strategic Approach, 2nd edition, by Barker & Barker
ISBN 9781305502758.