



MTM College of Arts, Science and Commerce, Veliyancode
Department of Commerce and Management Studies

Certificate Course

Social Media Marketing

Total hours: 30 hours

Course evaluation: Written Exam- 80 marks & assignment- 20 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 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 (e.g., blogs, micro blogs, social networks, bookmarking, social news, Q&A sites, photo & video sharing, and podcasting) to influence consumer 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.
7. Put it all together in a social media marketing plan

Syllabus

Chapter 1: The Role of Social Media Marketing

Chapter 2: Goals and Strategies

Chapter 3: Identifying Target Audiences

Chapter 4: Rules of Engagement for SMM

Chapter 5: Social Media Platforms and Social Network Sites

Chapter 6: Micro blogging

Chapter 7: Content Creation and Sharing: Blogging, Streaming Video, Podcasts, and Webinars

Chapter 8: Video Marketing

Chapter 9: Marketing with Photos Sharing Sites

Chapter 10: Discussion, News, Social Bookmarking, and Q&A Sites

Chapter 11: Content Marketing: Publishing Articles, White Papers, and E-Books

Chapter 12 Mobile Marketing on Social Networks

Chapter 13 Social Media Monitoring

Chapter 14 Tools for Managing the Social Media Marketing Effort

Chapter 15 Social Media Marketing Plan

Reference:

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