



GUJARAT TECHNOLOGICAL UNIVERSITY

Programme: Post Graduation Diploma in Digital Marketing

Semester: 1

Subject Name: Social media Marketing

Subject Code: 2517605

Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks	
L	T	P		C	Theory		Practical		
					ESE (E)	PA(M)	ESE (V)		PA (I)
3	0	0	3	50	0	0	50	100	

Course Content:

Unit No.	Content	No. of Hours	Weightage (%)
1	Introduction <ul style="list-style-type: none"> Introduction of social media and social media marketing History of social media marketing What is Social Media? Relationship building Through Social Media Importance of Content in Social media marketing 	08	14
2	Community Building Social Platforms <ul style="list-style-type: none"> Facebook Twitter LinkedIn Pinterest Video Marketing 	08	14
3	Social Media Marketing <ul style="list-style-type: none"> Advertising on social media Lead generation Branding on various social media platforms A Recent trends about Social Media (Global & Indian) 	10	16
4	Case Study / Assignment / Presentation /Quiz / Group Discussion / Viva	04	06
	Total Hours/Marks:	30	50

Suggested Student Activities:

Presentation techniques: <ul style="list-style-type: none"> Case Study Assignment Presentation Quiz Group Discussion Viva
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Learning Resources:

Sr. No.	Title of Book	Author	Publication with place, year and ISBN
1	Digital Marketing	Seema Gupta	Mc-Graw Hill
2	The Art of Digital Marketing	Ian Dodson	Wiley

