



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Post Graduation Diploma in Digital Marketing

Level: PG Diploma

Course / Subject Code: DM01076051

Course / Subject Name : Social Media Marketing

w. e. f. Academic Year:	2024-25
Semester:	1
Category of the Course:	Core Course (CC)

<b>Prerequisite:</b>	NA
<b>Rationale:</b>	The rationale for Social Media Marketing (SMM) is rooted in its pivotal role as a dynamic and influential channel for businesses to engage with their target audience, build brand awareness, and drive conversions. Social media platforms have transformed into virtual marketplaces where consumers actively seek product recommendations, interact with brands, and share experiences. Through Social Media Marketing, students gain insights into leveraging various platforms, content strategies, audience targeting, and analytics to create meaningful connections with customers, foster brand loyalty, and ultimately achieve business objectives. By understanding the nuances of SMM, individuals can harness the power of social media to amplify brand messaging, generate leads, and cultivate a vibrant online community in an ever-evolving digital landscape.

## Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
CO1	Understand key marketing concepts, including customer needs, marketing orientations, and the elements of the marketing mix.	
CO2	Apply marketing knowledge to analyze consumer behavior, business buying behavior, and develop targeted marketing strategies.	
CO3	Evaluate the impact of marketing environment factors, demonstrate proficiency in marketing information management, and outline the steps of the marketing research process.	

\*Revised Bloom's Taxonomy (RBT)

## Teaching and Examination Scheme:

Teaching Scheme (in Hours)	Total Credits L+T+ (PR/2)	Assessment Pattern and Marks	Total Marks
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L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
4	0	0	4	50	0	50	0	100

## Course Content:

Unit No.	Content	No. of Hours	Weightage (%)
1	<b>Introduction</b> <ul style="list-style-type: none"><li>• Introduction of social media and social media marketing</li><li>• History of social media marketing</li><li>• What is Social Media?</li><li>• Relationship building Through Social Media</li><li>• Importance of Content in Social media marketing</li></ul>	18	20
2	<b>Community Building Social Platforms</b> <ul style="list-style-type: none"><li>• Facebook</li><li>• Twitter</li><li>• LinkedIn</li><li>• Pinterest</li><li>• Video Marketing</li></ul>	10	18
3	<b>Social Media Marketing</b> <ul style="list-style-type: none"><li>• Advertising on social media</li><li>• Lead generation</li><li>• Branding on various social media platforms</li><li>• A Recent trends about Social Media (Global &amp; Indian)</li></ul>	12	12
4	Application: Case Study / Assignment / Presentation /Quiz / Group Discussion / Viva/ Social Media Marketing Live project	20	-
	<b>Total Hours/Marks:</b>	<b>60</b>	<b>50</b>

## Suggested Student Activities:

### Presentation techniques:

- Case Study
- Assignment
- Presentation
- Quiz



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- Group Discussion
- Viva

## Suggested Specification Table For Question Paper Design:

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						
			RM	UN	AP	AN	EL	CR	Total Marks
I	Module-1	18	00	06	06	08	00	00	20
II	Module-2	10	00	02	06	06	00	00	14
III	Module-3	12	00	00	04	06	06	00	16
	Total	40	00	08	16	20	06	00	50

**\*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create**

**Note:** This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

## 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

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