PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA					
DM 101	DIGITAL AND SOCIAL MEDIA MARKETING	I BBA (DM) - I Sem 2022-23			
Hours	75 (60 + 15)	L	T	P	C
Focus	**Employability**	4	1	-	4

Course Objective
Introduce current and core practices of Digital and Social Media Marketing that will allow learners to analyses, plan, execute and evaluate a digital marketing strategy.

Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Understand the Social Media space and tools	1 and 2
CO2	Analyze the effectiveness of your company's and competitors' social media programs	1, 2 and 3
CO3	Design social media programs that directly support business and marketing goals	1 and 2
CO4	Identify the major social media marketing portals that can be used to promote a company, brand, product services.	1, 2 and 3
CO5	Implement a process for planning social media marketing activities.	1 and 2

Syllabus		
Unit	Content	Hours
Unit I	Introduction to digital and social media marketing-meaning-definition-types of social media websites-mobile apps-email-social media-various social media websites; Blogging-types, platforms.	20%
Unit II	Social Media Management-social media and Target Audience-Sharing content on social media-Book marking web sites; DO's and Don'ts of social media.	20%
Unit III	Social Media Strategy-Goals, Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing - Customization; Social Media Optimization; Social Media Promotion-paid advertising–other methods-Social media ROI.	25%
Unit IV	Social Media for Marketing-Face book, LinkedIn, Twitter, YouTube. Establishing Relationship with customers social media.	20%
Unit V	Social Analytics-Automation and social media-social media and other types of Marketing, Managing Tools of social media	15%

References	
Books and Resources	Digital Marketing: Seema Gupta- Mcgrawhill.
Online Courses	https://www.coursera.org/google-digital/marketing-ecomm

Additional Inputs	
Topics to be explored	• KPIs of a real business • Organization structures of MNCs • Study of leadership traits of famous business leaders • Budgeting process in Government

Activities	
Measurable	• Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations
Group	• Discussions and Debates • Role plays • Field visits to industry • Guest lectures • Interaction with industry professionals