# BOS MEETINGS FOR 2024-25 PROFORMA FOR CURRICULUM

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| G:\PRGC Logo Latest.png | **Pithapur Rajah’s Government College**  **(Autonomous) Kakinada** | **Program & Semester**  II BBA  III SEMESTER | | | |
| Course Code | **TITLE OF THE COURSE**  **SOCIAL MEDIA MARKETING** |
| Teaching | Hours Allocated: 60  (**Theory**) | L | T | P | C |
| Pre-requisites: |  | 3 | 1 | - | 3 |

**CourseObjectives:**

* 1. 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.

# CourseOutcomes:

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| On Completion of the course, the students will be able to- | |
| CO1 | Understand the Social Media space and tools |
| CO2 | Analyze the effectiveness of your company’s and competitors’ social media programs |
| CO3 | Design social media programs that directly support business and marketing goals |
| CO4 | Identify the major social media marketing portals that can be used to promote a company, brand, product services. |
| CO5 | Implement a process for planning social media marketing activities. |

**Course with focus on employability / entrepreneurship / Skill Development modules**

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| Skill Development |  |  | Employability |  |  | Entrepreneurship |  |

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| --- | --- |
| 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. |
| 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. |
| 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. |
| UNIT - IV | Social Media for Marketing-Face book, LinkedIn, Twitter, YouTube. Establishing Relationship with customers social media. |
| UNIT - V | Social Analytics-Automation and social media-social media and other types of Marketing, Managing Tools of social media**.** |

**Textbooks:**

1. Digital Marketing: Seems Gupta -Mcgraw hill
2. Social Media Marketing: Tracy L. Tuten (2021).
3. Chat GPT & social Media Marketing .Ryan Turner.

**Referencebooks:**

1. Anderson, C. 2006. *The Long Tail*. Hyperion Books.

Arndt, J. 1967. *Word of Mouth Advertising: A Review of the Literature*. New York: Advertising Research Foundation.

2.Bagozzi, R.P., and U.M. Dholakia. 2006. “Antecedents and Purchase Consequences of Customer Participation in Small Group Brand Communities.” *International Journal of Research in Marketing* 23, no. 1, pp. 45–61.

3.Barnes, N.G., and C. Daubitz. 2017. *Time for Re-evaluation? Social Media and the 2016 Inc. 500.* Center for Marketing Research, University of Massachusetts, available online at <http://www.umassd.edu/cmr/socialmedia-research/2017inc500/>

4.Battelle, J. 2005. *Search*. Nicholas Brealey Publishing.

Blau, P.M. 1964. *Exchange and Power in Social Life*. New York: Wiley.

**WebLinks:**

1.https://www.slideshare.net/niraj7005/social-media-marketing-78991689

2.<https://www.coursera.org/google-digital/marketing-ecomm>

3. <https://www.slideshare.net/ExcellenceFoundation/social-media-managementpptx-258078497>

4. https://www.slideshare.net/MuhammadRifqi4/social-media-analytics-236929378

**( Table)**

**Activities & Benchmarks Proposed**

**Proposed activities:**

* Quiz Programs
* Assignments
* Problem Solving exercises
* Co-operative learning
* Seminar
* Visit a single-entry firm, collect data and Creation of Trial Balance of the firm
* Visit Non-profit organization and collect financial statements
* Critical analysis of rate of interest on hire purchase schemes
* Visit a partnership firm and collect partnership deed
* Debate on Garner v/s Murray rule in India and outside India
* Group Discussions on problems relating to topics covered by syllabus
* Examinations (Scheduled and surprise tests) on all units

**Skill development**:

This Social Media Marketing Course is designed to enable those new to

as well as experienced professionals to gain valuable knowledge and develop

new skills. Today, Social Media Marketing of all sizes look for professionals with the

perfect balance of technical skills and interpersonal, professional skills

to meet their needs. There is no denying the importance of having [skilled](https://www.business.com/articles/meredith-wood-accountant-vs-bookkeeper/)

working in or for your business. Whether you’re an entrepreneur managing

your books on your own or an established professional seeking employment,

quality accounting skills are crucial to maintain the financial health of your

business or advance your career.

**Employability:**

Importantly, the most sought-after skills included the ability to

collaborate with colleagues, present, discuss and defend views, and having

a positive attitude. Overall, a team player with a positive attitude and

good communication skills appeared to be the most valued behavioral skill

as perceived by employers.

**Entrepreneurship:**

* Managing Social Media Marketing. The time-tested saying, “Social Media ” really is true.
* Maintaining a Social Media Marketing Identifying a Path to Profitability.
* Communicating About Money.
* Forecasting the Future of Your Business.

**CO-PO Mapping:**

**(1:Slight[Low]; 2:Moderate[Medium]; 3:Substantial[High], '-':No Correlation)**

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|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CO5 |  |  |  |  |  |  |  |  |  |  |  |  |  |

BLUE PRINT FOR THE QUESTION PAPER SETTING

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| S.No | Type Of  Question | To be given in the Question Paper | | | To be answered | | |
| No. of  .Questions | Marks allotted to each Question | Total marks | No. of. Question | Marks allotted to each Question | Total marks |
| 1 | Section – A  Short Questions | 6 | 5 | 30 | 4 | 5 | 20 |
| 2 | Section – B  Essay Questions | 6 | 10 | 60 | 3 | 10 | 30 |
| Total Marks | | | | 90 | Total Marks | | 50 |

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

|  |  |  |  |
| --- | --- | --- | --- |
| Chapter Name | Short Questions 5 Marks | Essay Questions 10 Marks | Marks allotted to the Unit |
| Unit – I | 2 | 1 | 20 |
| Unit – II | 1 | 1 | 15 |
| Unit – III | 1 | 1 | 15 |
| Unit – IV | 2 | 1 | 20 |
| Unit – V | 1 | 2 | 25 |
| Total No.of.Questions | 06 | 06 | 95 |

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| P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA | | |
| II BBBA w.e.f.2020-21 | | |
| Subject | SOCIAL MEDIA MARKETING | |
| III – SEM | TIME: 2 Hours | Max marks : 50 |

Section-I

Answer any Four Questions from the following 4x5 =20 M

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)
4. Question (Unit – III)
5. Question (Unit – IV)
6. Question (Unit – V)
7. Question (Unit – V)

Section-II

Answer any three questions by attempting at least one question form each section 3x10 =30 M

PART – A

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)

PART - B

1. Question (Unit – III)
2. Question (Unit – IV)
3. Question (Unit – V)

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| P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA | | |
| II BBA DIGITAL MARKETING | | |
| Subject | SOCIAL MEDIA MARKETING | |
| III– SEM | TIME: 2 Hours | Max Marks: 50 |
| QUESTION BANK | | |

Unit 1:

Long Questions

1. Identify the Various type of Social Media Websites? BT3
2. Distinguish between Digital and Social Media marketing. BT4
3. Explain Blogging and types of platforms. BT2

Short Questions

1. Illustrate the social media marketing.BT2
2. Write short notes on digital media marketing. BT 1
3. Explain mobile apps BT2
4. How would you define E-mails BT1

UNIT-2

Long Questions

1. Discuss the social media Management. BT 6
2. Describe the stages in sharing content on social media.
3. Illustrate the do's and don'ts of social media. BT 3

Short Questions

1. Define book marking websites BT 5
2. State the Social media and Target audience. BT1
3. Explain about the Social media tools? BT2

UNIT-3

Long Questions

1. Explain the social media strategy. BT2
2. Define the Monitoring Analysis. BT 5
3. Discuss the Social Media Optimization. BT6
4. Illustrate the Social Media ROI. BT 3

Short Questions

1. State the paid Advertising. BT1
2. Identify the tips of Social Media Marketing. BT3
3. Elaborate the tips of Social Media Marketing. BT6
4. Select the goals of social media strategy. BT1

UNIT-4

Long Questions

1. Elaborate the social media marketing. BT 6
2. Explain social media plat forms helps in business. BT2
3. Define Establishing relationship with customer social media BT1

Short Questions

1. Write short note on YouTube. BT1
2. Explain the concept of costumer relationship. BT2
3. Write short note on LinkedIn. BT1

UNIT-5

Long Questions

1. What are the Managing Tools of social media? BT1
2. Elaborate about the Automation and social media. BT 6
3. Difference between social media and other types of marketing. BT4

Short Questions

1. Illustrate the social Analytics BT2
2. Explain social media and other types of marketing. BT2