

The background is a vibrant collage of various icons related to social media, e-commerce, and technology. It includes a large Facebook 'f' logo, a Twitter bird, a shopping cart, a smartphone, a laptop, a magnifying glass, a dollar sign, a bar chart, and a hand holding a device. The icons are in various colors like blue, green, pink, and orange, and are connected by dotted lines, suggesting a network or digital ecosystem.

**DEPARTMENT OF COMMERCE (E-COMMERCE)
OFFERS
VALUE ADDED COURSE**

**SOCIAL
MEDIA
MARKETING**

Hours: 30

Credits: 2

COURSE OBJECTIVE

THE COURSE FAMILIARIZES STUDENTS WITH AN UNDERSTANDING OF HOW THE DIGITAL MEDIA WORKS AND DEVELOP THE CRITICAL INSIGHTS NECESSARY TO SUCCEED IN E-COMMERCE AND SOCIAL MEDIA MARKETING

COURSE DESCRIPTION

SOCIAL MEDIA HAS BECOME A BUZZ WORD, AND IT IS A VITAL PART OF BUSINESS AROUND THE WORLD. THERE ARE OVER 3.8 BILLION PEOPLE ON SOCIAL MEDIA NETWORKS THAT CONSTITUTE MORE THAN HALF OF THE PEOPLE ON EARTH. SUCH A BOOM IN SOCIAL MEDIA OFFERS AN OPPORTUNITY FOR INDIVIDUALS, BUSINESSES, GOVERNMENTS, SOCIAL ORGANISATIONS AND COMMUNITIES TO SHARE, CONNECT AND COMMUNICATE WITHOUT ANY GEOGRAPHICAL BOUNDARIES. MANY ORGANISATIONS HAVE ALREADY STARTED LEVERAGING THE POWER OF SOCIAL MEDIA IN BUSINESS COMMUNICATION AND MARKETING. THIS COURSE HAS BEEN DESIGNED TO PROVIDE YOU WITH A FULL UNDERSTANDING OF HOW TO PLAN, MANAGE AND EXECUTE A SUCCESSFUL SOCIAL MEDIA STRATEGY USING VARIOUS ONLINE PLATFORMS. PARTICIPANTS WILL GAIN FUNDAMENTAL KNOWLEDGE OF SOCIAL MEDIA MARKETING AS WELL A SPECIFIC SKILL SETS TO CREATE, MANAGE, TRACK AND MONITOR SOCIAL MEDIA MARKETING CAMPAIGNS USING SOCIAL MEDIA PLATFORMS LIKE FACEBOOK, TWITTER, LINKEDIN AND YOUTUBE.

CAREER OPPORTUNITY

- **SOCIAL MEDIA MARKETING MANAGER**
- **SOCIAL MEDIA MARKETING EXECUTIVE**
- **FREE DIGITAL MARKETING WEBINAR**
- **SOCIAL MEDIA MARKETING ANALYST**
- **SOCIAL MEDIA MARKETING SPECIALIST**
- **SOCIAL MEDIA MARKETING COORDINATOR**
- **FREE DIGITAL MARKETING WEBINAR**
- **SOCIAL MEDIA MARKETING COPYWRITER**
- **SOCIAL MEDIA MARKETING ASSOCIATE**

COURSE CO-ORDINATORS

**DR.B.INDIRA PRIYADHARSHINI
DR.T.KIRUTHIKA**

Programme Code:	B.com E-commerce	Programme Title :	Bachelor of Commerce with E-commerce	
Course Code:		Title	Batch :	
		Social Media Marketing	Semester	
Hrs/Week:	30		Credits:	02

Course Objective

The course familiarizes students with an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and social media marketing.

Course Outcomes (CO)

K1	CO1	To remember the important concepts of social media marketing
K2	CO2	To understand the various theoretical aspects in Facebook marketing
K3	CO3	To apply different ways of marketing using YouTube and Instagram business profile and promote business
K4	CO4	To analyze various social media marketing platforms
K5	CO5	To create awareness of social media marketing and usage

Unit I

Why is social media marketing important- Introduction to social media advertising
Developing Social Media strategy- Social Media Management Tools: How to Cut Posting Time in Half-Different types of Social Media Platforms.

Unit II

Facebook Marketing-Introduction to Facebook Marketing- Create Facebook Page and Cover Pages-Page Settings, Description and About Page- Post Formulas Guaranteed to Drive Engagement-Facebook Ads and Campaign- Types of Facebook Ads - In Depth Analysis- Facebook Engagement, Reporting, and Insights, Facebook Analytics- How to Start a Facebook Ads Business/Agency.



PRINCIPAL
WGM COLLEGE, POLLACHI

Dr. M.V. SATHIYABAMA,

M.Com., M.Phil., MBA, PGDCA, Ph.D.,
 Head, Department of Commerce (E-Commerce)

Unit III

YouTube Marketing - Introduction to YouTube Marketing- YouTube Marketing Strategy- The Subscriber Advantage- Account Set Up, Optimization, Keyword Research and Video Structure- YouTube SEO, Thumbnails, Annotations and Cards- YouTube Promotion and Analytics- YouTube Monetization. **Instagram Marketing** - How to Create an Instagram Business Profile- Optimize your Instagram Bio & Profile Image- Instagram Captions & Hashtags -Reposting Instagram Content- How to Increase your Instagram Followers & Exposure- Ways to Convert Instagram Followers to Sales & Leads.

Seminar & Assignment

Books for Study:

1. Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (Eds.). (2020). Digital and social media marketing: a results-driven approach. Routledge.
2. Shen, C. W., Luong, T. H., Ho, J. T., & Djailani, I. (2019). Social media marketing of IT service companies: Analysis using a concept-linking mining approach. Industrial Marketing Management.

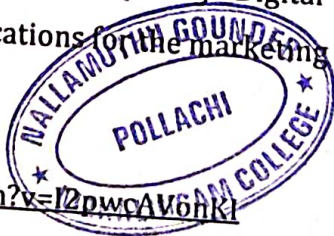
Books for Reference:

1. Tuten, T. L., & Solomon, M. R. (2017). Social media marketing. Sage.
2. Crittenden, V., & Crittenden, W. (2015). Digital and social media marketing in business education: Implications for the marketing curriculum.

Weblinks

- <https://www.youtube.com/watch?v=I2pwcAV6hKI>
- <https://www.youtube.com/watch?v=-tdFvJLw2UQ>
- <https://www.youtube.com/watch?v=gcbZRUiG7Ts>
- https://www.youtube.com/watch?v=q5ASe_sxRYI

Dr. M.V. SATHYABAMA,
M.Com., M.Phil., MBA, PGDCA, Ph.D.
Head, Department of Commerce
N.G.M. College, POLLACHI - 642 001.



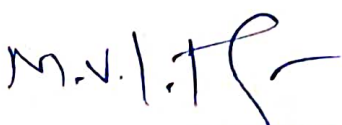
PRINCIPAL
N G M COLLEGE, POLLACHI

Mapping

PSO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	M	H	M	H	H
C02	H	M	H	H	H
C03	M	H	H	M	M
C04	M	H	H	M	H

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Dr.B.Indira Priyadharshini 	Dr.M.V.Sathiyabama 	Thiru.K.Srinivasan 	Dr.R.Muthukumaran 
Signature	Signature	Signature	Signature


Dr. M.V. SATHIYABAMA,
 M.Com., M.Phil., MBA., PGDCA., Ph.D.,
 Head, Department of Commerce (E-Commerce)
 N.G.M. College, POLLACHI - 642 001.




PRINCIPAL
N G M COLLEGE, POLLACHI



NM100

**CERTIFICATE
OF COMPLETION**



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001:2015 Certified Institution

Ranked 72nd among Colleges in India by MHRD - NIRF

Affiliated to Bharathiar University, Coimbatore



EXPANSION WITH
EXCELLENCE

Value Added Course

This is to certify that Mr/Ms. Harivanshini M

of B.Com., E-commerce department

has successfully completed a Value Added Course

entitled Social Media Marketing and

secured a mark of 62 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL