

SES's L. S. RAHEJA COLLEGE OF ARTS AND COMMERCE

AUTONOMOUS



Syllabus of Social Media Management under NEP 2020 vertical (OE) with effect from 2024-25

**DEPARTMENT OF / BOARD OF STUDIES: MEDIA AND MASS
COMMUNICATION**

HoD / Sr. Person of the Department: Ms. KAVITA MAKHIJA

Date of approval by the BoS: 26th APRIL 2024

APPROVED by the Academic Council: 29th APRIL 2024

Ratified by the Governing Body: 6th May 2024



Programme: Bachelor of Commerce (Banking and Insurance)				Semester : I	
Course : Social Media Management				Code: UGBBHOE324	
Academic Year: 2024-2025				Batch: 2024-2027	
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	20 marks/40% of the total marks	30 marks/60% of the total marks
Learning Objectives :			<ul style="list-style-type: none"> To outline the social media landscape and its importance in growth of business To define the objectives for social media campaign and target audience To investigate the types of social media content and its planning strategies To illustrate the role of content creation and content management in social media campaigns 		
Learning Outcomes :			<ul style="list-style-type: none"> Learners will get an insight on key social media platforms and their unique features. Learners will be able to define their target audience and the objectives Learners will realize the techniques of content creation and content optimization 		
Pedagogy:			<ul style="list-style-type: none"> Lecture Presentation Class discussion 		

Each lecture session would be of one hour duration (30 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
I	Overview of Social Media management: <ul style="list-style-type: none"> Introduction to social media landscape and platforms Importance of social media management for businesses and brands. Setting SMART goals Target audience identification 	Lecture / Presentations	15
II	Content Creation and Management <ul style="list-style-type: none"> Types of Social media content and creation tools Content Planning and editorial calendar Content optimization and monitoring Social Media Campaigns Social Media Insights 	Lecture / Presentations	15

REFERENCE BOOKS

1. Kawasaki, G., & Fitzpatrick, P. (2014). *The art of social media: Power tips for power users*. Penguin.
2. McDonald, J. (2020). *Social Media Marketing Workbook: How to Use Social Media for Business (2020 Updated Edition)*. CreateSpace Independent Publishing Platform.
3. Kerpen, D. (2011). *Likeable social media: How to delight your customers, create an irresistible brand, and be generally amazing on Facebook (and other social networks)*. (No Title).
4. Vaynerchuk, G. (2018). *Crushing It! How Great Entrepreneurs Build Their Business and Influence—and How You Can, Too*. Harper Business.
5. Bhardwaj, D. (2017). *The new rules of marketing and PR: How to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly* by David Merman Scott: Wiley, Hoboken, NJ, 2015, 458 pp., \$18.98 (paperback), ISBN: 978-81-265-6004-2.
6. Schaefer, M. W. (2014). *Social media explained: Untangling the world's most misunderstood business trend*. Schaefer Marketing Solutions.

Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Project / Assignment	10
2	Viva / Presentation	5
3	Class Participation	5
TOTAL		20

Term End Examinations (TEE)

Question Paper Pattern

Question No.	Description	Total Marks
1	Concept Based / Case Study	6
2	A. Full Length Theory Question OR B. Full Length Theory Question	12
3	Short Notes (3 out of 4)	12
TOTAL		30