Semester Lecture Plan

Name of the college: Government College of Arts, Science and Commerce, Sanquelim - Goa

Name of Faculty: Shubham Naik/Ruchi Fullari | **Subject: Computer Science   Division:**

Paper code: CSC 114 Social media marketing | **Program/Course: F.Y.Bsc   Total Lectures: 60**

Academic year: 2024- 2025 | **Semester: II**

Course Objectives:

This course is intended to:

1. To understand the concept of Social Media Marketing platform.To understand video and mobile platform advertising.

2. To understand and apply the concept of web and google analytics.To acquire understanding of LinkedIn, Twitter, Pinterest Marketing

3. To Measure, Analyze and Optimize Social Media Marketing CampaignsTo create an effective Digital Marketing Plan.

Course Outcomes

Students will,

1. Remember the basics of Social Media Marketing.Understand the use of mobile and video media for online advertising,& AdWords campaign management.

2. Apply Twitter, LinkedIn, Instagram & similar media for promotion.Tools and concepts to execute measure and monitor an annual online marketing plan and use analytics to drive action able improvements

3. Design digital marketing techniques into strategic marketing plan

Student learning outcomes

To understand the basics of Social media marketing

To understand the basics of Youtube and Mobile advertising

To understand the basics of Media marketing using social media platforms

To understant the basics of Web analytics,Google Analytics							
Month	Lectures		No. of lectures allotted	Topic, Subtopic to be covered	Experiment/Assignment	ICT Tools	Reference books
	From:	To:					
Dec	09-12-2024	14-12-2024	4	**1. Introduction to Social Media Marketing** Evolution and importance of Social Media ; What social media can do for you?; Different social media platforms; Unwritten rules of Social Media ;	Assignment	Powerpoint presentation	1. Dave Chaffey & Fiona Ellis-Chadwick(2015) , "Digital Marketing: Strategy, Implementation and Practice", 6th Edition, Pearson Education
	16-12-2024	21-12-2024	4	Facebook for business; Using of Facebook groups, pages and events; Using of Facebook tabs and apps; Running Facebook ads;	Assignment		
JAN	02-01-2025	04-01-2025	4	AdManager and Power Editor in Facebook; Targeting –the structured approach; Facebook page Insights	Assignment		
	06-01-2025	11-01-2025	4	**2. YouTubeVideoandMobileAdvertising** YouTube - why do you need to be there?; YouTube format, tools & targeting; Video Campaign Creation; Video Campaign track and optimization;	Assignment		

	13-01-2025	18-01-2025	4	Video Ad performance & best practices; YouTube Analytics.Importance of Mobile and Opportunities to Leverage; Key Objectives for Mobile Marketing; AdFormats and Networks for Mobile;	Assignment		
	20-01-2025	25-01-2025	4	Mobile Site: Key Considerations; Mobile App :KeyConsiderations; Mobile specific bidding and targeting; Apps Marketing,Mobile Analytics,Reporting and Optimization	Assignment		
	27-01-2025	01-02-2025	4	**3. Media Marketing with Twitter, LinkedIn, Instagram & Snapchat** Introduction to Twitter and its terminologies; Creating a good Twitter profile; Building followers on Twitter; Using Twitter Chats;	Assignment		
FEB	03-02-2025	08-02-2025	4	Twitter as an influencer marketing tool; Twitter ads; Twitter Analytics; LinkedIn for Business;	Assignment		
	10-02-2025	15-02-2025	4	Profile, pages and Pulse in LinkedIn; LinkedIn Ad; LinkedIn Analytics; B2B marketing using LinkedIn;	Assignment		
	17-02-2025	22-02-2025	4	Introduction to Pinterest for Business; Pinterest strategies; Instagram for business; Instagram strategies;	Assignment		

	24-02-2025	01-03-2025	4	New kid on the block–Snapchat; Online Reputation Management ; Social media tool sand how to use them; Creating social media calendar and workflow	Assignment	
MAR	03-03-2025	08-03-2025	4	**4. WebAnalytics** Introduction to web analytics; How web analytics works, Analytics Framework; Goals, Objectives and KPIs;Contextualizing of Data; Segmentation of Data; Making analytics actionable; Attribution Modeling;	Assignment	
	10-03-2025	15-03-2025	4	URL tracking and UTM builder; Clickstream, HeatMap and other forms of WebAnalytics; A/B testing	Assignment	
	17-03-2025	22-03-2025	4	Acquisition, Behaviour and Conversion; Visitors Analysis; Source and Medium analytics; Conversion tracking; Content Performance Analytics;	Assignment	
	24-03-2025	29-03-2025	4	Userflow; Leveraging real time analytics; Content Experiment;	Assignment	
APR	31-03-2025	05-04-2025	4	Linking Search Console and AdWords with Google Analytics;	Assignment	
	07-04-2025	11-04-2025	4	Intro to Google Data Studio	Assignment	

Assessment Rubrics	Component	Max Marks
	ISA 1	10
	ISA 2	10
	ISA 3	10
	Practical	NA
	Project	NA
	SEE	80