

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly known as West Bengal University of Technology)
Syllabus of BBA Digital Marketing

Semester 5

Course Name: Social Media Marketing

Mode: Offline

Credits: 5L

Code: DMC501

Aim of the Course:

To equip students with the knowledge and skills to effectively utilize social media platforms for organizational objectives.

Course Objectives		
Serial No.	Graduate Attributes	Mapped Modules
1.	To provide students with a comprehensive understanding of the basics of social media marketing, its strategies and advertising.	M1
2	To familiarize students with understanding of Search Engine Optimization and content management.	M2
3	To equip students with the practical skills needed to create, manage, and optimize social media marketing campaigns across Facebook and LinkedIn.	M3
4	To equip students with the practical skills needed to create, manage, and optimize social media marketing campaigns across Influencer Marketing and X Marketing (formerly Twitter Marketing).	M4
5	To provide student with conceptual knowledge working with Youtube and Email Marketing for expansion of business markets.	M5
6	To encourage critical thinking and creativity in developing innovative social media marketing solutions to meet business objectives.	M6

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Learning Outcome/Skills

Course Outcomes	
CO 1	Demonstrate a solid understanding of social media marketing concepts, including audience targeting, content creation, engagement strategies, and campaign measurement.
CO 2	Understand how SEO is important for social media marketing and SEO techniques can improve website visibility. Apply concepts of content management in real life scenarios in companies.
CO 3	Develop proficiency in using social media management tools like Facebook and LinkedIn to create and manage effective marketing campaigns.
CO 4	Develop proficiency in using social media management tools like and X Marketing (formerly Twitter Marketing) and implement influencer marketing in developing the branding of the company.
CO 5	Demonstrate creativity and problem-solving skills by developing original social media marketing concepts and campaigns that resonate with target audiences using Youtube and Email Marketing.
CO 6	Effectively understand new trends in social media marketing and communicate their ideas, insights, and recommendations through written reports, oral presentations, and collaborative group discussions focused on social media marketing topics.

Module Number	Content	Total Hours	% of Questions	Bloom Level (Applicable)	Remarks
THEORY					
M1	Introduction	10	25	1	NA
M2	SEO & Content Management	8	10	1, 2	NA
M3	Facebook & LinkedIn	8	20	1, 2	NA
M4	Influencer Marketing & X Marketing	10	20	1, 2, 3	NA
M5	Youtube& Email Marketing	8	20	1, 2, 3	NA
M6	Emerging Trends & Web Analytics	6	5	1, 2, 3	NA
Total Theory		50	100		

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Detailed syllabus:

Module No.	Name of the Topic	Hours
M1	Introduction - Introduction to social media, what is social media? Nature, Role & Importance, Challenges in SMM. Traditional Media v/s Social Media. How social media developed, Managing Information – Aggregators, Google Alerts, Blogs. How to build a successful Social Media Strategy, Goal setting, Overview of Global E-Marketing Issues, Country and Market Opportunity Analysis, User engagement on social networks; Social advertising; Social, media analytics; Impact of online reputation; Social Technology and its marketing influence in India.	10
M2	Introduction to Search Engine Optimization (SEO), User Insights, Benefits and Challenges, SEO in Social Media Context. Overview of SEO techniques for improving website visibility and Google rankings. Getting your company ready for Social Media Content Management, Touch point analysis, Scheduling, Creating content, Managing content programs, Planning Worksheets.	8
M3	Face book Marketing – Creating and managing a Facebook business page, Strategies for engaging with the audience on Facebook, Utilizing Facebook advertising tools and creating effective ad campaigns. LinkedIn Marketing – Leveraging LinkedIn for business marketing and networking Crafting a LinkedIn marketing strategy to reach the target audience Lead generation techniques and content strategy on LinkedIn.	8
M4	Influencer Marketing – Understanding the role of influencers in social media marketing, Identifying and collaborating with influencers to amplify brand reach and engagement. X Marketing (formerly Twitter Marketing) – Developing content strategies for X, Utilizing X advertising tools for promoting businesses, engaging with the audience and building brand presence on X.	10
M5	YouTube Marketing – Optimizing video content for YouTube, promoting businesses through YouTube ads and sponsored content, Monetization strategies and leveraging YouTube analytics for insights. Email Marketing –	8

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	Understanding different types of emails and email marketing tools, Building and managing mailing lists for effective email campaigns, implementing email marketing automation and analyzing email deliverability.	
M6	Emerging Trends and Web Analytics – Exploring new and emerging trends in social media marketing Understanding how to leverage trends like live streaming, augmented reality, Introduction to web analytics and tools like Google Analytics. Collaborative Marketing & Crowd sourcing - Consumer-generated content (Encouraged Organic), New Technologies – Chat Bots/Messenger Bots and Artificial Intelligence.	6
	TOTAL	50

Suggested Readings:

1. Ahuja V (2015). DigitalMarketing. Oxford University Press.
2. Blanchard, O. (2011). Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization. United Kingdom: Pearson Education.
3. Charlesworth, A. (2014). An Introduction to Social Media Marketing. United Kingdom: Taylor & Francis.
4. Gupta, S. (2020). Digital Marketing. India: McGraw Hill Education (India) Private Limited.
5. Johnson, S. (2020). Social Media Marketing: Secret Strategies for Advertising Your Business and Personal Brand on Instagram, YouTube, Twitter, And Facebook. A Guide to being an Influencer of Millions. Italy: AndreaAstemio.
6. McDonald, J. (2016). Social Media Marketing Workbook: How to Use Social Media for Business. United States: CreateSpace Independent Publishing Platform.
7. Parker, J., Roberts, M. L., Zahay, D., Barker, D. I., Barker, M. (2022). Social Media Marketing: A Strategic Approach. United States: Cengage Learning.
8. Quesenberry, K. A. (2015). Social Media Strategy: Marketing and Advertising in the Consumer Revolution. United States: Rowman & Littlefield Publishers.
9. Rishi, B., Tuten, T.L., (2020) Social Media Marketing, 3ed., Sage Textbook Setiawan, I., Kartajaya, H., Kotler, P. (2016). Marketing 4.0: Moving from Traditional to Digital. Germany: Wiley.

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Syllabus of BBA Digital Marketing
Course Name: Integrated Marketing Communication

Mode: Offline

Credit: 5

Contacts Hours / Week: 5L

Code: DMC502

Aim of the course: The objective of this course is to explore the strategic role of integrated marketing communications from multiple aspects. Students will learn how to plan, develop, execute, and evaluate cohesive communication strategies using advertising, public relations, digital media, sales promotions, direct marketing, and personal selling.

Course Objectives

By the end of the course, students will be able to:

1. Understand the components and role of IMC in marketing strategy.
2. Analyze target audiences and develop positioning strategies.
3. Design and implement an IMC campaign across multiple platforms.
4. Evaluate the effectiveness of communication tools and media.

COURSE OUTCOMES		
CO1	Understand the basic concept and features of Integrated Marketing Communication	M1
CO2	Comprehend different Advertising agencies and develop a campaign	M2
CO3	Explain different kinds of promotional campaigns.	M3
CO4	Understand different kinds of direct marketing tools and techniques.	M4
CO5	Describe different aspects of media planning and its implementation.	M5
CO6	Comprehend Personal selling and different aspects of social media marketing.	M6

Learning Outcome

By the end of the course Integrated Marketing Communication, students will be able to understand and apply the principles of cohesive brand messaging across multiple communication channels. They will develop skills in planning, executing, and evaluating integrated campaigns that include advertising, public relations, digital media, sales promotion, and direct marketing. This course prepares students to create impactful, audience-focused marketing communications in a dynamic media environment.

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Module Number	Content	Total Hours	% of questions	Bloom level (applicable)	Remarks, if any
1	Introduction to Integrated Marketing Communication	5	10	1,2	NA
2	Advertising	15	30	1,2,3	NA
3	Promotional Campaigns	5	10	1,2	NA
4	Direct Marketing	5	10	1,2,3	NA
5	Media Planning	10	20	1,2,3	NA
6	Personal Selling	10	20	1,2	NA
		50	100		

Detailed Syllabus:

Module Number	Name of the Topics	Hours
M1	Definitions, evolution, importance, Key Features, Types of IMC. Difference between Traditional Marketing and IMC. Significance of Digital Marketing in IMC.	5
M 2	Advertising- Creating a comprehensive IMC campaign plan, effect of Celebrity endorsements. Advertising Agency- Functions, Types, Structure.	15
M3	Promotional campaigns: Sales Promotion- Consumer Promotions, Trade Promotions. Promotion planning and evaluation.	5
M4	Direct Marketing-Methods – Tools and Techniques, Advantages, Limitations	5
M 5	Media Planning- Media and Message, Media Planning Process, Media Objectives, Media Scheduling, Media Planning Implementation	10
M6	Personal Selling- Principles, Negotiation Skills. Public relations – Role of PR in IMC. Internet Marketing-Email Advertising, Mobile Marketing, Search Engine Advertising, Social Media Marketing	10

Recommended Books:

- Advertising and Promotion by George Belch, Michael Belch, Keyoor Purani, 9th Edition, McGraw Hill
- Integrated Marketing Communication in Advertising and Promotion by Terence Shimp, 8th Edition, Cengage Learning
- Advertising, Promotion, and Other Aspects of Integrated Marketing Communications – Shimp, Terence A., 9th Edition, Cengage Learning
- Advertising and Promotion by Jaishree Jethwaney & Shruti Jain, 2nd Edition, Oxford