

Department of Management Studies

Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA(DM) 6th Semester : 2025-256

Course Name (Code) :

Social Media Marketing (BBA-DIMK-604)

Faculty : Dr. Munish

Topics / lectures are arranged in sequence - same - as to be taught in the class. Maintain data related to "Date" in its hard copy.

S. No.	Lecture No	CO (No)	Topic Description	Teaching Pedagogy	Reference Material	Date		Remarks, if any
						Planned	Actual Delivery	
1	1	1	Introduction to Social Media Marketing	Projector/PPT	Internet & Text Book			
2	2	1	Significance of Social Media Marketing	Projector/PPT	Internet & Text Book			
3	3	1	Various Social Media Platforms and their Usage for Marketing Communications	Projector/PPT	Internet & Text Book			
4	4	1	Various Social Media Platforms and their Usage for Marketing Communications	Projector/PPT	Internet & Text Book			
5	5	1	Impact of using Social Media – Benefits and Pitfalls	Projector/PPT	Internet & Text Book			
6	6	1	Social Media Optimization	Projector/PPT	Internet & Text Book			
7	7	1	Creating Social Media Strategy for a product, service or brand	Projector/PPT	Internet & Text Book			
8	8	1	Opportunities and Challenges in SMO in 21st Century.	Projector/PPT	Internet & Text Book			
9	9	1	Facebook Technicalities and Facebook Ad Tools	Projector/PPT	Internet & Text Book			
10	10	1	Types of Various Ad Formats	Projector/PPT	Internet & Text Book			
11	11	2	Facebook Marketing.	Projector/PPT	Internet & Text Book			
12	12	2	Instagram –basics and modus operandi	Projector/PPT	Internet & Text Book			
13	13	2	Marketing tools on Instagram	Projector/PPT	Internet & Text Book			
14	14	2	Analysis of an Ad- Campaign on Facebook	Projector/PPT	Internet & Text Book			
15	15	2	Analysis of an Ad- Campaign on Instagram	Projector/PPT	Internet & Text Book			
16	16	2	Facebook&Instagram Optimization.	Projector/PPT	Internet & Text Book			
17	17	2	Introduction to LinkedIn Marketing	Projector/PPT	Internet & Text Book			
18	18	2	Significance of LinkedIn Marketing	Projector/PPT	Internet & Text Book			
19	19	2	Targeting and Campaigning Strategies on LinkedIn.	Projector/PPT	Internet & Text Book			
20	20	3	Twitter Marketing Basics – Significance	Projector/PPT	Internet & Text Book			
21	21	3	Building Twitter Content	Projector/PPT	Internet & Text Book			
22	22	3	Insight Reporting; Design of a Twitter Advertising Campaign	Projector/PPT	Internet & Text Book			
23	23	3	Insight Reporting; Design of a Twitter Advertising Campaign	Projector/PPT	Internet & Text Book			
24	24	3	LinkedIn & Twitter Marketing Optimization.	Projector/PPT	Internet & Text Book			
25	25	3	Introduction to YouTube Marketing	Projector/PPT	Internet & Text Book			
26	26	3	YouTube Channels	Projector/PPT	Internet & Text Book			
27	27	3	Uploading Videos; Preparation of ads for YouTube.	Projector/PPT	Internet & Text Book			
28	28	3	Preparation of ads for YouTube.	Projector/PPT	Internet & Text Book			
29	29	4	Introduction to Mobile Marketing	Projector/PPT	Internet & Text Book			
30	30	4	Marketers' Use of the Mobile Space - IVR, SMS, Location Data, QR Code & Missed Call.	Projector/PPT	Internet & Text Book			
31	31	4	Marketers' Use of the Mobile Space - IVR, SMS, Location Data, QR Code & Missed Call.	Projector/PPT	Internet & Text Book			
32	32	4	Managing Mobile Sites.	Projector/PPT	Internet & Text Book			
33	33	4	Role of Mobile Apps.	Projector/PPT	Internet & Text Book			
34	34	4	YouTube & Mobile Marketing Optimization.	Projector/PPT	Internet & Text Book			
35	35	4	YouTube & Mobile Marketing Optimization.	Projector/PPT	Internet & Text Book			

Course Outcomes (COs)

COx	Statement
1	.Understand how to spread the brand, service and product awareness among the intended audience through use of social media tools.
2	Apply various social media tools as part of the Digital Marketing plan.
3	Demonstrate the skills required to integrate various social media tools for marketing success.
4	Critically examine and evaluate alternative Social Media marketing plans.
5	

Study Material / Books / Web-resources / Online Courses Links etc.

S. No.	Description
1	Ryan, D. and Jones, C., Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Publishers