

SKILL DEVELOPMENT PROGRAM

Title of Skill Course: Social Media Marketer

- 1. Department:** Department of Computer Science Optional
- 2. Title:** Social Media Marketer
- 3. Sector:** Information Technology
- 4. Eligibility:** M.Sc.I
- 5. Year of implementation:** 2022

Course Structure

Skill Level	Theory Hours	Practical Hours	Total Hours	Credits	No. of students in batch
7	15	30	45	02	30

Syllabus

Course Objectives:

1. To capture the right attention based on target audience and having a presence on multiple social media platforms.
2. To increase brand awareness and to focus on being as relevant as possible target audience.
3. Social advertising provides a budget-friendly approach while also providing efficient and specific user data.

UNIT NO.	SEMESTER-I SECCST 101	No. of hours per unit/credits
UNIT - I	Designing and Monitoring Campaigns	(07)
	Designing and Monitoring search campaigns, Designing and Monitoring Display campaigns, Designing and Monitoring Video campaigns, Designing and Monitoring Universal App Campaigns, Google Analytics: Introduction and Significance, Google Analytics Interface and Setup, Understanding Goals and Conversions, Monitoring Traffic Behavior and preparing Reports	
UNIT - II	Social Media Marketing Campaigns	(08)
	Social Media Marketing: Introduction and Significance, Facebook Marketing: Introduction Types of Various Ad Formats, setting up Facebook Advertising Account, Understanding Facebook Audience and its Types, Designing Facebook Advertising Campaigns, working with Facebook Pixel, Twitter Marketing: Basics, Designing Twitter Advertising Campaigns, Introduction to LinkedIn Marketing, Developing digital marketing strategy in Integration form.	

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Course Outcomes: Students will be able to,

1. Find marketing tools can help you in both identifying the right customer and also in engaging with that customer leading it to the conversion phase.
2. Increase brand loyalty and driving online sales.
3. Social advertising can help people work on their startups and new businesses within a set budget.

Reference Books:

1. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson, Wiley; 1st edition (2016)
2. Digital Marketing for Dummies by Ryan Deiss and Russ Henneberry, For Dummies.

Practical		No. of hours (30)
1	A group of two students (Maximum) has to work on creating an advertising campaign through any form of digital marketing viz:	
2	Organize your account with ad groups	
3	Create the ideal display ad	
4	Design ad group contains video ads with common targeting criteria and bids.	
5	Create Google Analytics account structure, add users and assign the appropriate permissions.	
6	Monitoring Traffic Behavior and preparing Reports	
7	Setting up Facebook Advertising Account-Introducing Canvas, A Full-Screen Ad Experience Built for Bringing Brands and Products to Life on Mobile	
8	Case study/ Industrial Visit	

BOS Sub Committee:

Sr. No.	Name of Member	Designation	Address
1.	Ms. R. U. Atar	Chairman	YCIS, Satara
2.	Ms. P. H. Gharge	Member	YCIS Satara
3.	Dr. Poonam Ponde	Academic Expert	Nowrosji Wadia College, Pune
4.	Ms. Shraddha Sonawane	Industrial Expert	Cognizant Solution, Pune