SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

RAMAPURAM, CHENNAI – 89

COLLEGE OF MANAGEMENT

MASTERS IN BUSINESS ADMINISTRATION

Vision
To be a Globally Renowned B-School that imparts enterprising knowledge & skills that best serves the stakeholders and mankind.

Mission

Mission statement - 1	Promote Excellence in Business Education and Skill Development
Mission statement - 2	Nurture Entrepreneurship, Human Values, Social Responsibilities and Global Citizenship
Mission statement - 3	Enrich the Creativity, Research and Innovation in all Activities
Mission statement - 4	Collaborate to foster Personal and Institutional Leadership Effectiveness

Programme Educational Objectives (PEO)

PEO - 1	Graduates will be business leaders and managers with leadership and problem-solving skills for global business.
PEO - 2	Graduates will drive entrepreneurship initiatives either on their own or within other organizations where they are employed.
PEO - 3	Graduates will have innovation skills and drive the businesses through multifaceted skills.
PEO - 4	Graduates will provide advancement of conceptual and practical knowledge in the field of business management to contribute to nation building while upholding ethical practices.

Mapping Mission of the department to the Programme Educational Objectives

	Mission Statement - 1	Mission Statement - 2	Mission Statement - 3	Mission Statement - 4
PEO - 1	H	M	H	H
PEO - 2	M	H	H	L
PEO - 3	H	M	M	M
PEO - 4	H	L	M	M

H – High Correlation, M – Medium Correlation, L – Low Correlation

Programme Learning Outcomes (PLO)

PLO - 1	Apply knowledge of management theories and practices to solve business problems.
PLO - 2	Foster Analytical and critical thinking abilities for data-based decision making.
PLO - 3	Ability to develop Value based Leadership ability.
PLO - 4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PLO - 5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Mapping of Programme Educational Objectives to Programme Learning outcomes & PSO

	PLO -1	PLO - 2	PLO - 3	PLO- 4	PLO - 5
	Graduate Attributes				
PEO - 1	H	H	H	M	H
PEO - 2	L	L	L	L	M
PEO - 3	H	H	H	M	L
PEO - 4	H	M	L	H	H

H – High Correlation, M – Medium Correlation, L – Low Correlation

Course code	MB20MM08	Course Name	Social Media and Digital Marketing	Course category E	L	T	P	C
					3	0	2	4

Pre-requisites courses	MB20103 - **MARKETING MANAGEMENT**	Co - Requisites courses	NIL	Progressive courses	NIL
Course offering department		MBA	**Data book / Codes / Standards**		NIL

Course learning Rational (CLR) :	The purpose of learning this course to

		Learning			Program learning outcome PLO

		1	2	3

CLR -1:	Describe the concepts of digitalisation in business and implications of digital change through different online marketing domains.
CLR -2:	Classify marketing optimisation of site traffic through content, and need of digital and customer engagement in building traffic using internet marketing metrics by defining target audience and formation of campaigns.
CLR -3:	Know social media models that help in marketing with networks among social world using social web and social media tools through viral marketing of brands creation and effectiveness of campaigns for point of sales.
CLR -4:	Assess the emergence of smart phones and mobile marketing need, forms, strategy through optimization and marketing, types of mobile application and app stores for M commerce.
CLR	Evaluate the performance of marketing campaigns via digital

PLO - 1 — Apply knowledge of management theories and practices to solve business problems.

PLO - 2 — Foster Analytical and critical thinking abilities for data-based decision making.

PLO - 3 — Ability to develop Value based Leadership ability.

PLO - 4 — Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

PLO - 5 — Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Bloom's level (1- 6) | Expected Proficiency (%) | Expected attainment (%)

PSO -1 | PSO -2

-5:	analytics using online tools through Consumer segmentation, Targeting and Positioning, also digital revolution & future of marketing in Gamification and apps with case studies.									
Course outcomes (CO) :		**At the end of the course, learners will be able**								
CLO -1:	Study the concepts of digitalisation in business and implications of digital change through different online marketing domains.	3	75	80	H	H	L	L	H	
CLO -2:	Identify marketing optimisation of site traffic through content, and need of digital and customer engagement in building traffic using internet marketing metrics by defining target audience and formation of campaigns.	3	70	80	H	H	L	H	M	
CLO -3:	Analyse social media models that helps in marketing with networks among social world using social web and social media tools through viral marketing of brands creation and effectiveness of campaigns for point of sales.	4	75	80	H	H	L	H	M	
CLO -4:	Evaluate the emergence of smart phones and mobile marketing need, forms, strategy through optimization and marketing, types of mobile application and app stores for M commerce.	5	75	80	H	H	L	H	H	
CLO -5:	Relate the performance of marketing campaigns via digital analytics using online tools through Consumer segmentation, Targeting and Positioning, also digital revolution & future of marketing in Gamification and apps with case studies.	5	70	80	H	H	L	H	H	

Duration (Hour)		Learning Module / Unit 1	Learning Module / Unit 2	Learning Module / Unit 3	Learning Module / Unit 4	Learning Module / Unit 5
		8	**8**	**8**	**8**	**8**
S -1	SLO - 1	The virtual world	Need for digital engagement	Social Media-Social media model by Mc Kinsey	Mobile Internet in India	Consumer segmentation, Targeting and Positioning
	SLO- 2	Changing Marketing Landscape	Search Engine Optimization -Key Words	Marketing with Networks	Emergence of Smart App phones – Need for Mobile Marketing	Using Online tools
S -2	SLO - 1	The internet and business - online Marketing Domains	Optimization of site – Increasing the site traffic through Content and Engagement	Social world - Social Media Analytics	Mobile Marketing Strategy	Market influence Analytics in a Digital ecosystem - Google Analytics
	SLO- 2	The behavioral Internet	Search Engine Marketing	Social Media Tools	Mobile Advertising – M-Commerce	Activity: Experiential learning Activity on How Google analytics works and how to setup an analytics account.
S -3	SLO - 1	E-Marketing and Traditional Marketing	Key word value - Key word portfolio evaluation	The social web - Viral Marketing	Mobile Application	Setup goals -Understanding diferent types of goals -
	SLO- 2	Online advertising	Internet Marketing Metrics	Social Curation and Brands	Mobile application Vs Mobile Site – Activity : debate on mobile application vs site	bounce & bounce rate

	SLO - 1	Internet and Integrated Marketing communication	Google AdWords	Inbound Marketing	Types of Mobile application –App stores	Benefits of integrating adwords & analytics
S -4	SLO- 2	sales Promotion	Cost per click - Cost per impression – Activity: Experiential learning activity on understanding keywords, Google adwords and cost per impression	Co-Creation	Mobile Application as Marketing Channel	Activity: Socratic method activity on adwords, google analytics, bounce rate, online tools to identify consumers.
	SLO - 1	Trade Promotion	Setting budgets - Defining target audience	Social Media	Sales Tracking solutions	Measuring performance of marketing campaigns via Google analytics
S -5	SLO- 2	Generation Y - Expectations and Influence	formation of campaigns	Engagement marketing through Content Management	Fleet tracking	Activity: Discussion on how to measure marketing campaigns through google analytics implying existing websites.
	SLO - 1	Implications of Digital Change	Customer engagement	Online campaign management	Edutech - Hospital management	What is link tagging
S -6	SLO- 2	Activity: Quiz activity on digital environment	Brand customer Centricity	using Facebook, Twitter, Corporate Blogs, Pinterest, Instagram – Activity: Group Discussion Activity on how online campaign management is done using these platforms.	Entertainments	How to set up link tagging
	SLO - 1	Online Marketing Mix	Traffic Building	Sentiment Mining	Aggregator models like Flipkart, Uber, Lynk	The contemporary digital Revolution
S -7	SLO- 2	Online consumer	Internet traffic plan	Measuring Campaign effectiveness	Activity: Discussion activity on application of smart phones and sales tracking solutions in various sectors	The future of Marketing
	SLO - 1	Virtual world Influence and expectation	Search Marketing methods for Traffic building	Social media emerging as point of sales	Mobile application	Gamification and Apps
S -8	SLO- 2	Activity: Group Discussion Activity on virtual world influence and expectations of users and creators in 2022	Traffic volume and quality – Activity: Socratic method Activity on how traffic volume and quality can be increased or balanced for a site.	Activity: Socratic Method Activity on Content Management, Social Curation and Brands, Marketing with Networks using social media tools and models.	Optimization and marketing.	Activity : Case studies on gamification App generation, digital ecosystem, google analytics and marketing campaigns.

Learning Resources	1. P.N.Singh, Neeraj kumar, Employee Relations Management, Pearson Education India, 2011
	2. Michael Salamon, Industrial Relations, Prentice Hall, 2000

Learning Assessment

Blooms level		Continuous learning Assessment (50% weightage)										Final Examination (Marks 100 which will be weight 50%)	
		CLA - 1 (5 %)		CLA - 2 (10 %)		CLA - 3 (15 %)		CLA - 4 (15 %)		CLA - 5 (5 %)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
1	Remember												
2	Understand	15%	15%										
3	Apply	20%	20%	10%		10%	10%	10%	10%	25%	25%	10%	10%
4	Analyse	15%	15%		10%	10%	10%	10%	10%	25%	25%	10%	10%
5	Evaluate			20%	20%	10%	10%	10%	10%			10%	10%
6	Create			20%	20%	15%	15%	20%	20%			20%	20%
Total		100%		100%		100%		100%		100%		100%	

#CLA – 3 : Mini project / Seminar (5), Assignments (5) , MCQ assessment (5) / MOOC certification or NPTEL   # CLA – 4: Active participation in class / seminar presentation

Course Coordinator	HOD - MBA
Dr. Lekha Padmanabhan	Dr.R.Arulmoli