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**PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR  
UNIVERSITY, SOLAPUR  
SKILL DEVELOPMENT CENTRE**



**Department of Mass Communication  
COURSE NAME: CERTIFICATE COURSE IN DIGITAL  
MARKETING AND SOCIAL MEDIA MANAGEMENT  
Year- 2022-2023**

**Punyashlok Ahilyadevi Holkar Solapur University, Solapur**  
**School of Social Sciences**  
**Department of Mass Communication**

**Certificate Course in Digital Marketing & Social Media Management**  
**( To be Implemented from November 2022 )**

This course is an overview Digital Marketing and Social Media Management. Social media management is a practice that supports digital marketing and social media strategies. Social media strategy is concerned with the use of social media platforms to build awareness, generate leads and sales. Social media management is a practice that supports your digital marketing and social media strategies. It's an important part of running an effective social media strategy because it explains how any brand will on social media platforms to generate results.

**Objective:**

- 1) To explain the basic concepts of Digital marketing to the students.
- 2) To teach Social Media Management techniques to students.

**Students learning Outcomes:**

- 1) Students will learn about the process of creating, posting, and analysing niche-specific content.
- 2) Students will learn facts about some of the famous social media platforms.
- 3) Students can get job as Social Media Manager.
- 4) Students can get job in field of Digital Marketing.

**Teacher's Eligibility :** M.A. Mass Communication/ M.A Mass Communication and Journalism/ M.A Journalism

**SYLLABUS:**

**Unit 1- Introduction to social media**

- What is social media?
- Emergence & history
- General characteristics of different social media platforms (Facebook, You Tube, Instagram, Twitter, LinkedIn etc)
- Why does a company need social Media?
- Value and uses of social media
- Building and engaging a community
- Moving from like to love to defend

## **Unit II - Social Media for Marketing**

- What is Social Media Management?
- Creating Profiles and Marketing on Social Media
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Pay Per Click (PPC)
- Search Engines – Business Model (Google)
- Keyword Research & Keyword Oriented Content Writing
- Google Trend

## **Unit III- Advertising Tools & Its Optimization**

- Google AdSense
- Earning via Google
- Earning via You Tube
- Earning via Twitter
- Earning via Instagram etc
- Code Installation
- Affiliate Marketing
- Advance SEO with HTML
- Unit IV- Social Media for Reputation Management
- Understanding Digital advertising
- Basics of Digital Media Planning
- Defining Campaign Goals and KPIs
- Mobile Marketing
- Content Marketing
- Online Reputation Management

## **EXAMINATION & EVALUATION**

After completion of training period skill development centre will conduct examination. This exam will be in the form of theory and practical. Students who will get minimum passing marks as shown in the below table will be declare as pass in this certificate course. After completion of the certificate course students will be given mark list and certificate by the Punyashlok Ahilyadevi Holkar Solapur University, Solapur.

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#### **\*\*Examination Marks Distribution:**

Sr. No.	Contents	UA	CA	Total Marks	Minimum Passing Marks
1	Theory Examination	80	20	100	40 %
2	Internal Assessment	80	20	100	50%
3	External Assessment Practical-I	80	20	100	50%
4	External Assessment Practical-II	80	20	100	50%
	<b>Total</b>	<b>320</b>	<b>80</b>	<b>400</b>	<b>190</b>

**THEORY EXAMINATION:**

- Based on syllabus ( 25 marks for each Unit )

Total Marks -100

**PRACTICAL EXAMINATION:****\*\*Internal Assessment:**

Sr. No	Details	Marks
1	Test based on syllabus	20
2	Creating and publishing social media posts (submit in file)	20
3	Building and testing social media ads (submit in file)	20
4	Write a report on how to get more followers (submit in file)	20
5	Plan Social Media strategy for your business (submit in file)	20

**\*\*Internal Assessment Practical-I:**

Sr. No	Details	Marks
1	Test Based on Syllabus	20
2	Write two case studies to prove how SEO is useful for a corporate. (Submit softcopy and file)	20
3	Create a simple website for your business (Submit softcopy and file)	20
4	Using your AdSense account interface place ads on your blog (Submit softcopy and file)	20
5	Prepare a plan for social media management for a corporate. (Submit softcopy and file)	20

**\*\*External Assessment Practical-II (Direct Practical )**

<b>Sr. No</b>	<b>Details</b>	<b>Marks</b>
<b>1</b>	Prepare and present social media campaign for a corporate. ( As assigned by faculty)	<b>20</b>
<b>2</b>	Conduct a social media audit for a corporate/ Institution, as assigned by examiners. ( As assigned by faculty)	<b>20</b>
<b>3</b>	Describe the various types of keyword and prove how these keywords work on social media . ( As assigned by faculty)	<b>20</b>
<b>4</b>	Studying website of a corporate explain five important SEO friendly factors. ( As assigned by faculty)	<b>20</b>
<b>5</b>	Find a company page on social media and explain marketing strategies of that company. ( As assigned by faculty)	<b>20</b>

**\*\*Nature of Question Paper For Theory Examination:**

Unit Test - 20 Marks

- Q1: Multiple Choice (15 Marks)
- Q2. Short Answers (5 out of 8) (15 Marks)
- Q3. Short Notes (2 out of 4) (10 Marks)
- Q4. Long Questions (1 Out of 2) (20 Marks)
- Q5. Descriptive Question. (20 Marks)

**REFERENCE BOOKS :**

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition