

Course: VSC
Introduction to Social Media and Digital Marketing

Semester: I	Credits: 2	Subject Code: ACBBVSCENG12302	Lectures: 30
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Course Outcomes:

At the end of the course, the learner will be able to:

- CO1- Understand different forms of content on the internet
- CO2- Create content for different digital platforms
- CO3- Build an online presence and create a brand image
- CO4- Market products / services using social media

Unit 1: Online Content Creation and Social Media

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- Video Blogs - types, structure, scripting, shooting and editing, branding, sponsorships, 'The Science of Gut and Health' by Ali Abdaal, 'The Routine, That Makes Me Happy and Effective' by Pickup Limes, 'The Beauty of an Ordinary Life' by The Cottage Fairy, 'Books You Should Read if You Hate Reading' by Mostly Sane
- Activity: Script and film a video blog.
- Blogs - types, uses, starting a blog, advertising using a blog, '8 Time Management Tips for Students' by Lian Parsons, 'Bollywood and the Portrayal of Women Characters over the Years' by Radhika Gupta, 'What I Do When I Feel Like Giving Up' by James Clear
- Assignment: Choose any company / brand that you like and create a blog post that can act as an informational as well as marketing tool. -Fan fiction - 'Khal Drogo Flash Fiction' by robin writes all the things, Newsletters - types, purpose, creating a newsletter, The Atlantic Newsletter, The New York Times Newsletter, Entrepreneurial Activity: Become a content writer- Create a conceptual newsletter to establish a brand's online presence.
Skills: content creation, copywriting, scripting.

Unit 2: Social Media and Digital Marketing

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- Introduction to digital marketing - Need, Uses
- Activity: Choose any brand's social media handle and analyse what, how, when they are posting on it to create their online profile.
- Digital Marketing using Social-Media - Creating Content for Instagram, Copies for Social Media Marketing, Digital Marketing Tools and Strategies
- Assignment: Create a post for the college Instagram page to create a brand image. Create the graphic, the caption, as well as choose the appropriate hashtags, etc.



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Chairperson (HoD)	English	Dr.Snober Sataravala	<i>J.J. Sataravala</i>

Recommended Texts:

- Lian Parsons, *8 Time Management Tips for Students*, Harvard Edu Blog, 2022 <https://summer.harvard.edu/blog/8-time-management-tips-for-students/>
- Radhika Gupta, *Bollywood and the Portrayal of Women Characters over the Years*, FII, 2023 <https://feminisminindia.com/2023/05/11/bollywood-and-the-portrayal-of-women-characters-over-the-years/>
- James Clear, *What I Do When I Feel Like Giving Up*, James Clear.com, 2015 <https://jamesclear.com/giving-up>
- Ali Abdaal, *The Science of Gut Health (& Why it Matters)*, Youtube, 2023 https://youtu.be/E3QpXj_QOqQ
- Pickup Limes, *The Routine that Makes Me Happy & Effective*, Youtube, 2023 <https://youtu.be/h-1icJainvo>
- TheCottageFairy, *The Beauty of an Ordinary Life*, Youtube, 2022 https://youtu.be/7H3D-6nj_dY
- MostlySane, *Books You Should Read if You Hate Reading*, Youtube, 2018 <https://youtu.be/KXgBQS9Lb18>
- robinwritesallthethings, *Khal Drogo Flash Fiction*, Archive of our Own, 2020 <https://archiveofourown.org/works/24939337/chapters/60361822>
- Various Authors, *The Atlantic Newsletter*, The Atlantic <https://www.theatlantic.com/newsletters/>
- Various Authors, *The New York Times Newsletter*, NY Times <https://www.nytimes.com/newsletters>

Reference Books:

- Berger, J. (2013). *Contagious: Why Things Catch*. Simon and Schuster.
- Kahneman, D. (2011). *Thinking, Fast and Slow*. Penguin UK.
- de Bono, E. (1967). *Lateral Thinking*. Harper Collins.
- Kleon, A. (2104). *Show Your Work*. Hachette UK.
- Kleon, A. (2012). *Steal Like an Artist*. Hachette UK.

Websites:

- <https://mailchimp.com/marketing-glossary/digital-marketing/>
- <https://www.investopedia.com/terms/s/social-media-marketing-smm.asp>
- <https://blog.hootsuite.com/social-media-tips-for-small-business-owners/>
- <https://buffer.com/library/social-media-marketing-strategy/>
- <https://influencermarketinghub.com/social-media-marketing-strategy/>
- <https://yoast.com/10-copywriting-tips-for-social-media/>



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VC Nominee (SPPU)	Dr. Smital Pawar	<i>S. Pawar</i> 15/05/2023
Industry Expert	Alpana Nair Sen	<i>A. Nair Sen</i> 15/05/2023
Alumni	Maryam Shaikh	<i>M. Shaikh</i> 15/05/2023



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