

**Correlation Levels:**

Level	Correlation
-	Nil
	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

**Mapping of COs to Assessment Rubrics:**

	Internal Exam	Assignment	Lab Assessment	End Semester Examinations
CO 1	✓	✓	✓	✓
CO 2	✓		✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓		✓	✓

**13. SOCIAL MEDIA MANAGEMENT**

Discipline	<b>COMPUTER SCIENCE</b>
Course Code	UK2MDCCSC102

Course Title	SOCIAL MEDIA MANAGEMENT				
Type of Course	MDC				
Semester	II				
Academic Level	1				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	2 hours	-	2 hours	4 hours
Pre-requisites	Basic knowledge about Social Media is desirable				
Course Summary	The course will deliver the basic ideas various social media channels available to users, learning how to build social media strategies, and practising how to track their effectiveness.				

#### Detailed Syllabus:

Module	Unit	Content	Hrs (L+P)
<b>I</b>	<b>Introduction and Social media content publishing</b>		<b>12</b>
	1	Introduction to social media, Finding a way through social media, Social Media Marketing, SMM & Public Relations, Logic of social media, Social Media Strategy and Planning, Content Strategy.	
	2	Overview of popular social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn, TikTok).	
	3	Publishing Blogs; Publishing Podcasts and Webinars; Publishing articles, white papers and E-books.	
	4	Sharing Videos; Sharing Photos and images; Webinar.	
<b>II</b>	<b>Social Network, Microblogging and Discussion Boards</b>		<b>12</b>
	5	<b>Social Network:</b> A Brief History of Social Networks; Benefits of Marketing with Social Networks; White label social Networks; Pros and cons of creating a white label social network; Future of Social Network.	

	6	<b>Microblogging:</b> Microblogging; A Brief History of Microblogging; Different Uses for Microblogging; Tips for Brand Building with Twitter.	
	7	<b>Discussion Boards:</b> Discussion Board; Discussion Forum Structure; A Brief History of Discussion Boards; Discussion Board Netiquette; Marketing with Discussion Forums; Guidelines for Moderators of Online Discussion Groups; Get Product Creation Ideas from Discussion Forums.	
<b>III</b>	<b>Social News Site, Mobile computing and Location marketing</b>		<b>12</b>
	8	<b>Social News Site:</b> Social News Site; A Brief History of Social News Sites; Marketing with Social News Sites	
	9	<b>Q &amp; A sites:</b> Q&A Site; A Brief History of Q&A Sites; Marketing with Q&A Sites	
	10	<b>Mobile computing and Location marketing:</b> Mobile computing, Marketing with mobile computing, Location Based Social Network, Location-based Social Networks and Gaming , The Growth of Location-based Social Networks, Marketing with Location-based Social Networks, The Future of Mobile Computing and Location Marketing	
<b>IV</b>	<b>Social Media Monitoring and Social Media Marketing Plan</b>		<b>12</b>
	11	<b>Social Media Monitoring:</b> A Brief History of Social Media Monitoring; Tracking; Measuring; Qualitative Key Performance Indicators (KPIs); The Net Promoter Score; Return on Investment; Evaluation; Selecting Social Media Monitoring Tools (Radian 6) The Future of Social Media Monitoring.	
	12	<b>Social Media Marketing Plan:</b> Creating an Informative and Eye-Catching Title Page, Automatically Generating a Table of Contents, Writing a Compelling Executive Summary, Composing a Brief Overview, Observing Social Media Presence, Conducting a Competitive Analysis, Setting Goals, Determining Strategies, Identifying the Target Market, Selecting Tools, Implementing, Monitoring, Getting C-Suite Buy-In	
<b>V</b>	<b>Flexi Module (Not included for end semester exam)</b>		<b>12</b>

	13	Community Management, Social Networking Sites (SNS): LinkedIn & Twitter, Facebook in Business, YouTube and Live streaming, Trends.	
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### Core References

1. Stephen, A. & Bart, Y. (2017).“Social Media Marketing: Principles and Strategies”.

### Additional References

2. Buyer, L. (2016). Social PR Secrets: How to Optimize, Socialize, and Publicize Your Brand. 3rd edition.

### LAB EXERCISES

1. Identify the features of various popular social media sites.
2. Analyse the features of various popular blogging sites.
3. Analyse the future of social networks.
4. Prepare features of various microblogging sites.
5. Prepare product creation ideas from discussion forums.
6. Prepare a report of social media monitoring using Radian6.
7. Prepare a Social Media Marketing Plan of a company.

### Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO1	Restate the concepts in social media and relevance of popular social media platforms	U	PSO - 1, 3
CO2	Illustrate the role of social networks, microblogging and discussion boards	Ap	PSO - 1, 3
CO3	Summarise about Social news, Q&A sites, Mobile computing and Location marketing	Ap	PSO - 1, 3
CO4	Experiment with social media tools used	Ap	PSO - 1, 3

**R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create**

*Note: 1 or 2 COs/module*

**Name of the Course: SOCIAL MEDIA MANAGEMENT**

**Credits: 2:0:1 (Lecture:Tutorial:Practical)**

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/ Tutorial (T)	Practical (P)
CO1	Restate the concepts in social media and relevance of popular social media platforms	PO - 5, 6, 7 PSO - 1, 3	U	F, C, P	L	P
CO2	Illustrate the role of social networks, microblogging and discussion boards	PO-5, 6, 7 PSO-1, 3	Ap	F, C, P	L	P
CO3	Summarise about Social news and Q&A sites	PO-5, 6, 7 PSO-1, 3	Ap	F, C,P	L	P
CO4	Experiment with social media tools used	PO-5, 6, 7 PSO-1, 3	Ap	F, C, P	L	P

**F-Factual, C- Conceptual, P-Procedural, M-Metacognitive**

**Mapping of COs with PSOs and POs :**

	PO1	PO2	PO3	PO4	PO 5	PO 6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	-	-	-	-	1	2	2	-	2	-	2	-
CO 2	-	-	-	-	1	2	2	-	2	-	2	-
CO 3	-	-	-	-	1	2	2	-	2	-	2	-

<b>CO 4</b>	-	-	-	-	1	2	3	-	2	-	2	-
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CO 4	✓	✓	✓	✓

**14. DIGITAL LOGIC SYSTEMS**

Discipline	COMPUTER SCIENCE
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