

SEMESTER 4 - SEC - JOURNALISM

SOCIAL MEDIA CONTENT CREATION & DIGITAL MEDIA MARKETING

(KU4SECJMC219)

Module I: Foundations of Social Media Marketing

Unit	Description
1	Introduction to social media marketing: Organic social media, Paid social media, Influencer marketing, Social media advertising
2	Social media platforms overview: Facebook, Instagram (X), LinkedIn, YouTube, WhatsApp, Snapchat & Pinterest
3	Social media marketing strategies and objectives

Module II: Content Creation and Promotion

4	Content types: text, image, video, live streaming
5	Content creation strategies: storytelling, branding, call-to-action
6	Content promotion tactics: hashtags, tagging, sharing, collaborations
7	Influencer marketing and user-generated content (UGC)

8	Content calendar planning and scheduling
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Module III: Social Media Platforms and Advertising

9	In-depth analysis of: Facebook, Instagram (X), LinkedIn, YouTube, WhatsApp, Snapchat & Pinterest
10	Advertising options: sponsored posts, display Ads & video Ads. Targeting and segmentation: demographics, interests, behaviors
11	Budgeting and bidding strategies: CPC, CPM, CPV, Target CPA, value-based bidding
12	Social media analytics and metrics: Google Analytics; Engagement metrics, Reach metrics, Conversion metrics, Audience metrics, Sentiment metrics

Module IV: Social Media Campaigns and Measurement

13	Campaign planning and execution
14	Setting goals and objectives, choosing social media platforms & advertising options
15	Measuring campaign success: engagement, conversions, ROI
16	Optimizing campaigns: A/B testing, ad rotation, budget adjustment