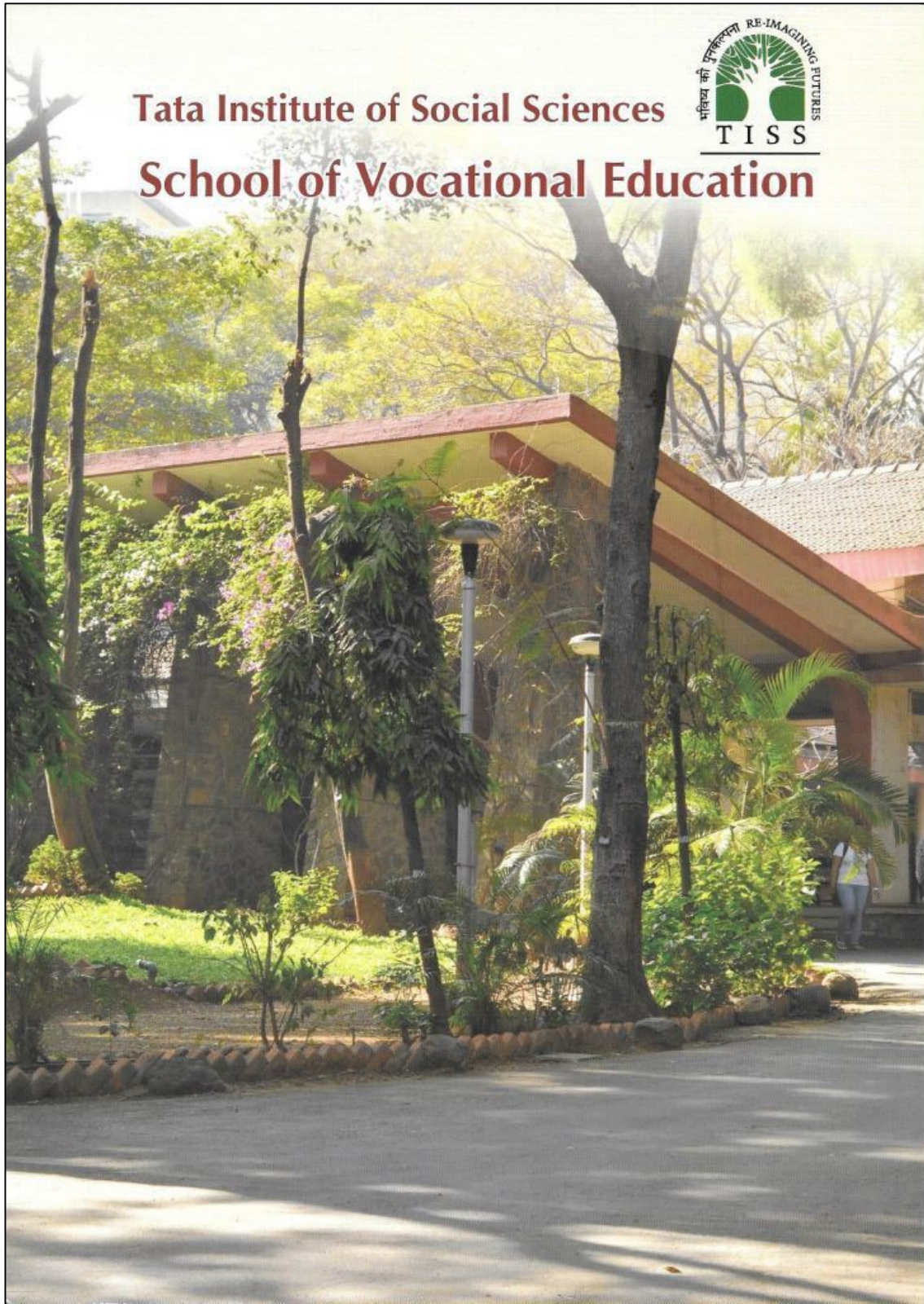


Tata Institute of Social Sciences



School of Vocational Education



About TISS-SVE

The Tata Institute of Social Sciences (TISS) is a premier Institute of Social Work in India. It was established in 1936 and was recognised as a Deemed University by the University Grants Commission (UGC) of India in the year 1964. The vision of the institute is to be an institution of excellence in higher education that continually responds to the changing social realities through the development and application of knowledge, towards creating a people-centred and ecologically sustainable society that promotes and protects the dignity, equality, social justice and human rights for all, with special emphasis on marginalised and vulnerable groups.

In December 2011, Tata Institute of Social Sciences setup the School of Vocational Education (SVE) with the objective of incubating a 'National Vocational University' thus providing quality skill development opportunity across the length and breadth of the country. This project has been initiated under the aegis of the All India Council for Technical Education (AICTE) proposed by the Ministry of HRD, Government of India

Social Media Marketing

Introduction and Course Objectives

The advent of social media has changed the way in which sales and marketing is carried out in this world today. This course shall focus on the various social media tools available for enhancing sales effectiveness as well as gathering valuable feedback.

Eligibility for Admission

- College Graduate/ High School Diploma
- Basic understanding of computer and Internet
- Ability to effectively communicate information and ideas
- Analytical skills
- Enthusiastic in adapting to new technology
- Demonstrates creativity and has a flair for writing

Course Structure

The course would be for a total duration of approx 120 hours and can be conducted full time, in evening classes or weekend classes.

Examination and Assessment

Students will be assessed on project work and a written examination that will be conducted at the end of the course

Course Syllabus

This course will equip the participant with the tools to conduct an effective social media marketing campaign by using multiple social media platforms.

Main Concepts Covered

1. Introduction to Social Media
2. Fundamentals of Facebook, Twitter, LinkedIn
3. Developing Content for web
4. Reporting and analytics for social accounts
5. Online PR and Brand Reputation
6. Strategic Integration of Social Media into Marketing Plan
7. Future Digital Trends

Learning Objectives:

- Define social media; identify its key characteristics and different types.
- Assess the behaviour of customers by their online activity and their response over

organization's social media activity.

- Plan social media campaigns to supplement other marketing initiatives.
- Join and promote online communities that involve customers in idea generation, feedback and endorsement.
- Create engaging account profiles on Twitter, Facebook, LinkedIn, YouTube etc.
- Produce compelling content in the form of blogs/articles, comments, and competitions to increase brand's presence and engaging the fan/follower base.

Method of Teaching

Lecture, Classroom interactive session, Practical sessions, Projects, Videos

Method of Assessment & Weightage

Assessment Tasks: Written Exam, Projects