Digital and Social Media Marketing (DSMM) (MK-265)

Instructor: Dr. Prashant Mishra & VF
E-mail: prashant@iimcal.ac.in

Course Outline

In this course you will explore how to develop social media marketing initiatives that are designed to meet business objectives. With a heavy emphasis on real-life case studies, best practices, and data-driven techniques, you will learn how to create a strategically-focused social media marketing plan that integrates with other marketing activities and helps you establish and maintain an effective online presence (that goes beyond Facebook and Twitter).

Learning Outcomes

Upon successful completion of this course, the student will be able to:

- Understand the Social Media space and tools
- Analyze the effectiveness of your company's and competitors' social media programs.
- Design social media programs that directly support business and marketing goals.
- Develop social marketing tactics that integrate with other online and offline marketing channels and programs.
- Implement a process for planning social media marketing activities.
- Identify how to effectively utilize common social marketing techniques, such as crowdsourcing and viral marketing.
- Measure the effectiveness of social marketing activities.
- Use tools to manage social media marketing programs.

Course Reading Material

- Specific readings and case studies to be distributed by program office

Texts Books

Michael R Solomon, & Tracy Tuten (2015), ***Social Media Marketing***, Indian Edition, 1st edition, Pearson Education, ISBN: 978-93-325-3656-2

Prerequisites: The participants are expected to be well versed with the Course *Marketing Management I & II*.

Evaluation: The evaluation of the course has following elements

Elements	Weightage
End term (Case Based Exam)	40
Class Participation/ Case Analysis (Group)	25
Project Assignment (Group)	35

DETAILED SESSIONWISE COURSE OUTLINE

Session	Topics	**Readings and Cases**
1-2	Understanding Social Media and its Role in Contemporary Marketing Planning	R: Note on Social Media (9-510-095) R: Chapter 1 Text Book **Case: BJP Case (IMB629)**
3-4	Crafting a firms Social Media Strategy	R: A Practical Approach to Developing Your Company's Social Media Strategy (8341BC) R: Chapter 2 Text Book **Case: Porsche: Harnessing Social Media (W14565)** **Case: Nokia N8 Push (INS945)**
5-7	*Social Media Usage*	**Case: Maersk Line: B2B social media ---"its communication not marketing (B5779)** **Case: Marketing the Nissan Micra and Tata Nano using Social Media (KEL774)**
8-10	*Social Media and Consumers*	R: Using Social Technology to Turn Your Most Enthusiastic Customers into Evangelists (8348BC) R: Applying Social Media Demographics to your business strategy (8340BC) R: Chapter 3, 4, 5 Text Book **Case: HubSpot: Inbound Marketing and Web 2.0 (5-510-043)** **Case: Commonwealth Edison (KEL735)**
11-12	Social Media and Brand Building	R: Branding in the age of Social Media (R16038) R: Marketing Today: Branding for Digital Marketing and Social Media (BEP228) **Case: The Hunger Games: Catching Fire (KEL964)** **Case: Banking on Social Media (W14686)**
13	Social Media and Viral Marketing	**Case: Ford Fiesta Movement: … . (INS232)**
14-16	**Measuring Effectiveness**	R: Chapter 9 & 10 Text Book **Case: Hootsuite: Monetizing the social media dashboard (W12333)** **Case: UnMe Jeans (9-509-035)**

17-20	Project Presentations and feedback	**Discussion, evaluation and feedback on projects**