

# **SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE (AUTONOMOUS)**



**BOARD OF STUDIES: MEDIA AND MASS COMMUNICATION  
PROGRAMME: B.COM (DIGITAL BUSINESS)**

**SEMESTER: II**

**NOMENCLATURE OF THE COURSE: ORGANIC SOCIAL  
MEDIA MARKETING**

**NEP Vertical: MAJOR COURSE**

**Credit: 02**

(As Per Choice Based Credit System (under NEP 2020) with effect from the Academic Year 2025-26)



<b>Programme:</b>	<b>B.COM (DIGITAL BUSINESS)</b>
<b>Nomenclature of the Course</b>	<b>ORGANIC SOCIAL MEDIA MARKETING</b>
<b>Total Marks</b>	<b>50</b>
<b>Semester:</b>	<b>II</b>
<b>Academic year</b>	<b>2025 -2026</b>

**LEARNING OBJECTIVES:**

1. To introduce students to the fundamentals of organic social media marketing, including platform selection, content strategy, and engagement tactics.
2. To equip students with the skills to analyze key social media metrics, optimize content performance, and develop effective platform-wise strategies.

**COURSE OUTCOMES:**

1. Students will be able to differentiate between organic and paid social media strategies and map platforms to marketing funnels.
2. Students will be able to track, analyze, and optimize social media performance using KPIs, competitive benchmarking, and analytics dashboards.

<b>Module</b>	<b>Course Content</b>	<b>Andragogy</b>	<b>No of Lectures</b>
<b>1</b>	<b>Introduction to Organic Social Media Marketing</b>		<b>6</b>
	<ul style="list-style-type: none"> <li>● Social Media &amp; The Funnel</li> <li>● Urge to Buy</li> <li>● Organic vs. Paid</li> <li>● Popular Social Media Platforms</li> <li>● Identify the Right Platform</li> <li>● Mapping Platforms with Marketing Funnels</li> <li>● Components &amp; Elements of an SM Property</li> <li>● Understanding Algorithms</li> <li>● Platform Features &amp; Content Buckets</li> <li>● B2B vs. B2C</li> <li>● Meta Business Suite</li> <li>● Components &amp; Elements of an SM Property <ul style="list-style-type: none"> <li>○ Profile/Page</li> <li>○ Content/Post</li> <li>○ Followers</li> <li>○ Engagement</li> <li>○ Visuals</li> <li>○ CTAs</li> </ul> </li> <li>● Elements of Social Media Posts</li> <li>● Content Strategy Recap</li> </ul>	Classroom lecture, assignment and case study with current examples	

<b>2</b>	<b>Platform Out Strategy</b>		<b>6</b>
	<ul style="list-style-type: none"> <li>● The POST Method <ul style="list-style-type: none"> <li>○ People</li> <li>○ Objective</li> <li>○ Strategy</li> <li>○ Tactics</li> </ul> </li> <li>● Social Media Calendar</li> </ul> Content Calendar vs Social Media Calendar	Classroom lecture, assignment and case study with current examples	
<b>3</b>	<b>KPIs and Metrics</b>		<b>6</b>
	<ul style="list-style-type: none"> <li>● Social Media KPIs <ul style="list-style-type: none"> <li>○ Understand Your Objectives</li> <li>○ Set Goals</li> <li>○ Choose KPIs</li> </ul> </li> <li>● Competitive Benchmarking</li> <li>● Content Performance Metrics <ul style="list-style-type: none"> <li>○ Reach</li> <li>○ Impressions</li> <li>○ Engagement Rate</li> </ul> </li> <li>● Optimizing Reach &amp; Engagement <ul style="list-style-type: none"> <li>○ Content</li> <li>○ Timing &amp; Posting Strategy</li> <li>○ Engagement</li> </ul> </li> </ul> Technical Aspects	Classroom lecture, assignment and case study with current examples	
<b>4</b>	<b>Analytics &amp; Dashboard</b>		<b>6</b>
	<ul style="list-style-type: none"> <li>● Native Analytics Dashboard</li> <li>● Reporting &amp; Analyzing Data</li> <li>● Analysing Reports on Meta Business Suite</li> </ul> A/B Testing	Classroom lecture, with current examples	
<b>5</b>	<b>Strategizing</b>		<b>6</b>
	<ul style="list-style-type: none"> <li>● Platform-Wise Social Media Strategy</li> <li>● Full-funnel Social Media Strategy</li> </ul>	Classroom lecture, assignment and case study with current examples	
	<b>Total</b>		<b>30</b>

## SUGGESTED READINGS

- Gupta, Seema (2015). *Social Media Marketing: A practitioner's Guide*. McGraw Hill.
- Kotler, Philip, Hollenson, Svend & Opresnik, Marc (2024). *Social Media Marketing: A Practitioner Approach: The ultimate strategy guide for social media success to grow your business*. Opresnik Management Consulting.
- Kamath, Kavita (2024). *Social Media Marketing Essentials You Always Wanted to Know: A Beginner's Guide to Social Media Strategies, Content Creation, and Platform-Specific Marketing*. Vibrant Publishers.
- Wise, Luan (2024). *Smart Social Media: How to grow your business with social media marketing*. Blomsbury Business

## INTERNAL CONTINUOUS ASSESSMENT (ICA) PATTERN

Internal Assessment (40% of 20 marks) - 8 Marks

Sr No.	Examination Method	Marks
1	Project / Assignment/ Presentation/Case study	10
2	Project/Presentation/Assignment/Case study	10
	<b>TOTAL</b>	<b>20</b>

## TERM END EXAMINATION (TEE)

### QUESTION PAPER PATTERN

Question No.	Description	Total Marks
1	A. Full Length Theory Question <b>OR</b>	15
	B. Full Length Theory Question	15
2	A. Full Length Theory Question <b>OR</b>	15
	B. Full Length Theory Question	15
	<b>TOTAL</b>	<b>30</b>

### Notes:

- For Question 1, questions should be from Module I, II and III.
- For Question 2, questions should be from Module IV and V