

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
C.S.J.M. UNIVERSITY, KANPUR**

CSM (Certificate in Social Media)

Duration: 6 months

Course Name	Type	Credit	External	Internal	Total
Paper1	Core	4	75	25	100
Paper2	Core	4	75	25	100
Project		4	200		200
		12		Total	400

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SYLLABUS OF
Certificate in Social Media

Note---Each paper will be of 100 marks. 25 marks of each paper will be given through internal evaluation. The paper having only theoretical part will be of 75 marks.

Course Duration – 6 Months

Introduction to Social Media (CSM101)

THEORY

MM 100

Unit I

Introduction to Social Media, Characteristics of scope of Social Media, Social Media Statistics, Social Media Marketing Strategy, Impact of Social Media on SEO.

Unit II

LinkedIn Strategy, Creating an All star LinkedIn Profile, LinkedIn Company Page, Leveraging LinkedIn Search for Prospecting, LinkedIn Content Creation Best Practices, LinkedIn Advertising, LinkedIn Analytics

Unit III

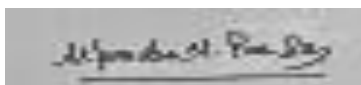
Introduction to Facebook, Understanding the Facebook Algorithm, Best Practices for Setting up a Facebook Business Pages, Strategies for Leveraging Facebook Groups for Growth, Facebook Ads Strategy, How to Setup the Facebook Pixel, Conversion Tracking, Audience Targeting,

Unit IV

Ad Creation Best Practices, Ad Optimization, Account Management, Reporting & Insights, Content management system, CMS websites and wordpress.



(Dr Subodh Agnihotri)



(Dr Upendra N Pandey)

(Dr Jitendra Dabral)

(Dr Om Shankar Gupta)

(Dr Yogendra Kumar Pandey)

Video Based Social Media (CSM 102)

THEORY

MM 100

Unit I

Introduction to video-based social media, Benefits of video-based social media, Video-based social media landscape, choosing the right platform, developing a strategy for business-based content,

Unit II

Define success metrics, Analyze the competition, Develop target audience
Research trends and topics, Determine your brand image, Trending video content, Storyboard development, Audience Engagement, YouTube Marketing, Introduction to vlogging

Unit III

Introduction to Instagram Algorithm, Instagram Ecosystem, Instagram Content Strategy, Hashtags Engagement on Instagram Instagram Posting Strategy Instagram Features Overview Instagram Stories Influencer Marketing Instagram.

Unit IV

Advertising, Twitter Marketing. Paid Advertising, Telegram. Content Writing, SEO for websites and social media and, Affiliated marketing , SMM

Project Related to Social Media (CSM 103)

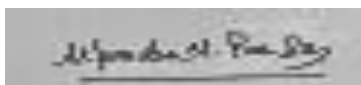
Project

Max Marks 200

- An analysis of a big brand; compare their social media practices with the four areas of a SWOT analysis, and prepare a report what you learned from this brand.
- Analyze and prepare a report of social media activities of a small business or a non-profit organization, and try to suggest improvements.
- Prepare SEO strategy for websites and social media
- Prepare Brand of any company.
- Prepare a promotional plan that takes advantage of social and digital technologies
- Content developing and writing for websites, SEO and social media.
- Prepare 5 CMS based website for company. (firm, political identity, news portal, NGO, Educational institution)
- Prepare social media account and social media marketing for individual and company profile (Facebook, Instagram etc.)
- Prepare audio visual advertisement for websites and social media sites.
- Prepare social media promotional material for admission opening.



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