Tata Institute of Social Sciences- School of Vocational Education

Certificate – Digital Marketing

Content

1. Introduction

In December 2011, Tata Institute of Social Sciences set up the **School of Vocational Education (SVE)** to provide immediate and definite interventions to improve the lives of the disadvantaged and marginalized youth, especially who are excluded by the formal school education system, through appropriate vocational training programmes. It has been set up with a vision of creating an ecosystem that would bring back the dignity of labour for blue collar streams of work and create sustainable sources of income. This project has been initiated under the aegis of **All India Council for Technical Education** (**AICTE**) proposed by the **Ministry of HRD**, **Government of India**.

In addition to the B.Voc programs TISS:SVE will be conducting short term programs to cater to the skill enhancement requirements. These programs will focus on imparting and upgrading the skill and knowledge of individuals who are already part of the workforce. Thereby providing opportunities to individuals of enhance their employability and growth prospectus.

1.1 Key Features:

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.

1.2. 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

1.3. Employability

This program will provide for employment opportunities to candidates in all big, medium and small firms .

2. Course Structure

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

3. Examination and Assessment

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

<u>**Syllabus for Certificate in Digital Marketing**</u>

Introduction:

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:

Using Social Media for marketing.

Learning Objectives:

- Define social media; identify its key characteristics and different types.
- Assess the behavior 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.

Course Content:

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

Method of Teaching:
Lecture, Classroom interactive session, Practical sessions, Projects, Videos

Method of Assessment & Weightage:
Assessment Tasks: Written Exam, Projects
Weightage: 100%

Reading Lists & References
Essential Reading
Increase Online Sales Through Viral Social Networking: How to Build Your Web Site Traffic and Online Sales Using Facebook, Twitter, and LinkedIn -Stephen Woessner
Suggested Reading
Social media marketing for Dummies - Singh
Sociable!: How Social Media Is Turning Sales and Marketing Upside Down – Shane Gibson