

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme

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Course Code	MFT5GEXX29
Course Title	Social Media and Business

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Identify role and scope of social media in planning business strategies.
2. Develop social media strategy for business
3. Assess social media platforms to achieve business objectives effectively.

Syllabus

Teaching Hours

Unit I: Overview of Social Media and Business <ul style="list-style-type: none"> • Introduction to Social Media • Importance of Social Media for Business 	03
Unit II: Strategy for Social Media and Business <ul style="list-style-type: none"> • Technologies and platforms and its impact on business • Social Media innovation in influencing business • Role of Social Media on crisis communication 	06
Unit III: Measuring Social Media Strategy <ul style="list-style-type: none"> • Social Media Metrics for business • Ethics and Privacy issues in Social Media • Integrated approach to social media and business 	06

Suggested Readings:

1. Dodson, I., The art of Digital Marketing, Wiley.
2. Gupta, S., Digital Marketing, McGraw Hill Education.
3. Singh, P., Bhatia, Fundamentals of Digital Marketing. Pearson.
4. Ganis, M., and Kohirkar, A., Social Media Analytics, Pearson.
5. Powell, G., Groves, S., and Dimos, J., ROI on Social Media, Willey.

w.e.f. Academic Year 2019-20 and onwards.