



A) Course: Social Media Marketing & Entrepreneurship

- **Duration:** 6 months.
- **Level:** Advanced Certificate
- **Credits:** To be determined based on the content of each module.

B) Module Details

Module Code	Module Name	Study Hours	Credits
SMM-101	Introduction to Social Media Marketing	40	4
SMM-102	Social Media Platforms and Strategies	50	5
SMM-103	Content Creation and Management	60	6
SMM-104	Social Media Advertising and Analytics	45	4.5
SMM-105	Influencer Marketing and Partnerships	55	5.5
SMM-106	Branding and Positioning on Social Media	50	5
SMM-107	Social Media Ethics and Legal Considerations	40	4
SMM-108	Social Media Campaign Planning	55	5.5
SMM-109	Entrepreneurship in the Digital Space	30	3
SMM-110	Practicum and Internship	-	12

C) Main Aims and Objectives

1. To provide a comprehensive understanding of social media marketing.
2. To equip students with the skills to navigate and leverage various social media platforms.
3. To foster proficiency in content creation and management for effective online presence.
4. To teach the principles of social media advertising and analytics.
5. To explore influencer marketing strategies and partnerships.
6. To guide students in building and positioning brands on social media.
7. To emphasize the ethical and legal considerations in social media practices.
8. To develop the ability to plan and execute social media campaigns.
9. To instill entrepreneurial skills for success in the digital space.
10. To provide hands-on experience through a practicum and internship.

D) Detailed Outline of The Syllabus Per Module

1. **SMM-101: Introduction to Social Media Marketing**
 - Evolution of Social Media
 - Role of Social Media in Marketing
 - Key Concepts and Terminology
 - Case Studies and Success Stories

2. **SMM-102: Social Media Platforms and Strategies**
 - Overview of Major Social Media Platforms
 - Developing a Social Media Strategy
 - Target Audience Analysis
 - Competitor Analysis

3. **SMM-103: Content Creation and Management**
 - Creating Engaging and Shareable Content
 - Visual and Multimedia Content
 - Content Scheduling and Calendar Planning
 - User-Generated Content Strategies

4. **SMM-104: Social Media Advertising and Analytics**
 - Paid Advertising on Social Media
 - Ad Campaign Management
 - Analytics and Performance Metrics
 - A/B Testing and Optimization

5. **SMM-105: Influencer Marketing and Partnerships**
 - Understanding Influencer Marketing
 - Identifying and Collaborating with Influencers
 - Creating Effective Partnerships
 - Measuring Influencer Campaign Impact

6. **SMM-106: Branding and Positioning on Social Media**
 - Brand Identity on Social Media
 - Positioning Strategies
 - Building Brand Loyalty
 - Crisis Management on Social Media

7. **SMM-107: Social Media Ethics and Legal Considerations**
 - Ethical Practices in Social Media Marketing
 - Privacy and Data Protection
 - Intellectual Property Rights
 - Compliance with Regulations

8. **SMM-108: Social Media Campaign Planning**

- Developing Campaign Objectives
- Crafting Compelling Campaign Messages
- Budgeting and Resource Allocation
- Monitoring and Evaluation of Campaigns

9. **SMM-109: Entrepreneurship in the Digital Space**

- Digital Entrepreneurship Landscape
- Monetization Strategies
- Building and Scaling Digital Ventures
- Risk Management in Digital Entrepreneurship

10. **SMM-110: Practicum and Internship**

- Implementation of Social Media Marketing Strategies
- Collaboration with Industry Professionals
- Monitoring and Reporting on Social Media Campaigns
- Reflection and Evaluation of Practicum Experience

E) Practicals

Practical activities will be incorporated into modules where applicable, focusing on hands-on experiences such as:

- Creating and managing social media content.
- Running social media advertising campaigns.
- Engaging with influencers and building partnerships.
- Developing and executing a comprehensive social media campaign.

F) Duties During Internship

During the 8-week industrial internship, students will:

- Work with a company or agency involved in social media marketing.
- Contribute to ongoing social media campaigns.
- Gain practical experience in content creation and advertising.
- Collaborate with professionals on social media strategies.

G) Country Benefits

1. Enhanced digital presence and visibility for businesses.
2. Increased competitiveness in the global digital market.
3. Job creation in social media marketing and related sectors.
4. Strengthened digital marketing capabilities for local businesses.
5. Improved digital literacy and skills in the workforce.
6. Contribution to economic growth through digital entrepreneurship.
7. Attraction of foreign investment in digital ventures.

8. Positive impact on tourism promotion through effective digital marketing.
9. Increased global recognition and positive image.
10. Development of a skilled workforce for the digital era.

H) Students' Entrepreneurship Benefits

1. Ability to start and manage a social media marketing agency.
2. Proficiency in creating and implementing effective social media strategies.
3. Skills in influencer marketing and building strategic partnerships.
4. Understanding of legal and ethical considerations in digital marketing.
5. Capability to plan and execute successful social media campaigns.
6. Entrepreneurial skills for digital ventures and online monetization.
7. Networking opportunities with professionals in the digital marketing industry.
8. Increased employability in various sectors with digital marketing needs.
9. Potential for innovative and successful entrepreneurship in the digital space.
10. Recognition as a certified social media marketing entrepreneur.

I) Internationally Recommended Books and Materials

- "Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World" by Gary Vaynerchuk
- "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger
- "Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less" by Joe Pulizzi
- "Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content" by Ann Handley
- "Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World" by Chuck Hemann and Ken Burbary

J) Eligibility

This course is open to anyone with an interest in social media marketing and entrepreneurship. No specific prior experience is required, making it accessible to individuals seeking to enhance their digital marketing skills or pursue entrepreneurship in the digital space.