

2022-23 - odd sm



**G.PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY:: KURNOOL
(AUTONOMOUS)**

**ACCREDITED BY NAAC 'A' GRADE OF UGC AND NBA OF AICTE
DEPARTMENT OF MANAGEMENT STUDIES**

Date: 27.08.2022

To,
The Principal,
G.Pullaiah College of Engineering and Technology,
Kurnool.

Sir,

Sub: Approval of ADD-ON course for II MBA Students - Regd

The department of Management studies requests you to accept the proposal for conducting ADD-ON Course on "SOCIAL MEDIA MARKETING" for the II year I Semester MBA students scheduled for the duration of 40 classes. Kindly accept the proposal.

Thanking you sir,

Yours Sincerely

HOD-MBA

C. Prasad
PRINCIPAL

**G.Pullaiah College of Engg & Tech.
Nandikotkur Road, VENKAYAPALLI
KURNOOL-518 452 (A.P)**



**G.PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY:: KURNOOL
(AUTONOMOUS)**

**ACCREDITED BY NAAC 'A' GRADE OF UGC AND NBA OF AICTE
DEPARTMENT OF MANAGEMENT STUDIES**

Department Circular –ADD-ON Course

Date: 27.08.2022

The II year- I Semester MBA Students are informed to enroll their names for the ADD-ON Course on "ERP MODULES" with their respective class-in-charges on or before 03-09-2022. The course commences from 29 AUGUST 2022 and the duration of the course is 40 classes. The course is conducted from 4 pm to 5 pm regularly. The bus facility is made available soon after the class work.

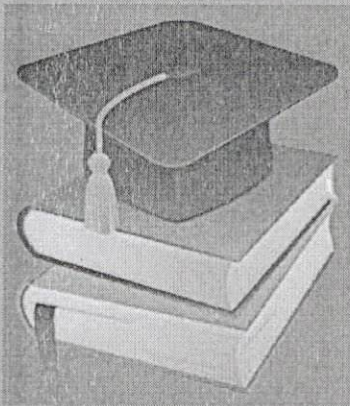
HOD-MBA



**G. PULLAIAH COLLEGE OF
ENGINEERING AND TECHNOLOGY
(AUTONOMOUS)**

Department Of Master Of Business Administration

ADD ON COURSE



Topic : Social Media Marketing
Target audience : II and III Year Students
Total Course Duration : 40 hrs
**Selection Procedure : Registration on First
come First serve basis**



Date of commencement of the course : 12 Oct,2022.

End of Course : 27 Jan, 2023.

Exam Date: 28 Jan,2023.



**G.PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY:: KURNOOL
(AUTONOMOUS)**

ACCREDITED BY NAAC 'A' GRADE OF UGC AND NBA OF AICTE

DEPARTMENT OF MANAGEMENT STUDIES

SOCIAL MEDIA MARKETING

Unit 1:

Overview of social media platforms, Importance of social media in marketing, Social media marketing fundamentals, Case studies.

Unit 2:

Strategy and planning, Identify KIP's, Audience segmentation and persona development, Content calendar planning.

Unit 3:

Crafting engaging content, Diverse content types, Storytelling techniques, User-generated content.

Unit 4:

Platform specific tactics, Exploration of major platforms, Algorithm understanding, Cross platform integration. Community building, Engagement strategies, User feedback and listening, Community guidelines and moderation. Paid advertising, Budgeting for paid campaigns, Targeting strategies, Ad performance analysis.

Unit 5:

Tracking performance metrics, Data analysis and interpretation, Reporting and communication, Privacy issues, Compliance with regulations, Transparency marketing practices, Intellectual property rights

Text Books

1. Lauren Darcey and Shane Conder, "Android Wireless Application Development", Pearson Education, 2nd ed. (2011)

HOD MBA



G.PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY:: KURNOOL
(AUTONOMOUS)

ACCREDITED BY NAAC 'A' GRADE OF UGC AND NBA OF AICTE

DEPARTMENT OF MANAGEMENT STUDIES

SOCIAL MEDIA MARKETING

S.No.	Topic	No. of Hours
1	Overview of social media platforms	1
2	Importance of social media in marketing	1
3	Social media marketing fundamentals	2
4	Case studies.	1
6	Strategy and planning	2
7	Identify KIP's	2
8	Audience segmentation	1
9	persona development	2
10	Content calendar planning.	2
11	Crafting engaging content	1
12	Diverse content types	2
13	Storytelling techniques	1
14	User-generated content.	2
15	Platform specific tactics, Exploration of major platforms	1
16	Algorithm understanding, Cross platform integration.Community building	2
17	Engagement strategies, User feedback and listening	2
18	Community guidelines and moderation.Paid advertising	2
19	Budgeting for paid campaigns, Targeting strategies, Ad performance analysis.	2
20	Tracking performance metrics, Data analysis and interpretation	2
21	Reporting and communication	2
22	Privacy issues	2
23	Compliance with regulations	3
24	Transparency marketing practices	2
TOTAL		40



G.PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY:: KURNOOL
(AUTONOMOUS)

ACCREDITED BY NAAC 'A' GRADE OF UGC AND NBA OF AICTE
DEPARTMENT OF MANAGEMENT STUDIES

SOCIAL MEDIA MARKETING
List of Students enrolled for the course

Program Name	Name of the Student	Student Roll Number	Academic Year of Enrolment
MBA	21AT1E0001	AAKEPOGU VIDYASAGAR	2022-2023
MBA	21AT1E0002	AMBARKAR LAKSHMI NARAYANA RAO	2022-2023
MBA	21AT1E0003	AREPALLI VAISHNAVI	2022-2023
MBA	21AT1E0004	AYESHA SIDDIQUA K	2022-2023
MBA	21AT1E0005	B VAMSHI KRISHNA SWAROOP	2022-2023
MBA	21AT1E0006	BANNELA KURUVA TULASI	2022-2023
MBA	21AT1E0007	C H MUKHAMBICA	2022-2023
MBA	21AT1E0008	PAGIDALA MASOOD AHMED	2022-2023
MBA	21AT1E0009	CHAKRAVARTHY SAI SHREYA	2022-2023
MBA	21AT1E0010	DADI REDDY VENKATA LOKESH	2022-2023
MBA	21AT1E0011	EDIGE SOWMYA	2022-2023
MBA	21AT1E0012	EEDIGA TEJASWINI	2022-2023
MBA	21AT1E0013	G ANNAPURNA	2022-2023
MBA	21AT1E0014	FARUQ ANWAR SHAIK	2022-2023
MBA	21AT1E0016	GUNDEPOGU PRAKASHAM	2022-2023
MBA	21AT1E0017	JAMMULA SOMANATH	2022-2023
MBA	21AT1E0021	K MOUNIKA	2022-2023
MBA	21AT1E0022	K MOUNIKA	2022-2023
MBA	21AT1E0023	K POOJITHA	2022-2023
MBA	21AT1E0024	K PRAVALLIKA	2022-2023
MBA	21AT1E0025	KATEPOGU KIRAN	2022-2023
MBA	21AT1E0026	KATEPOGU RAVI TEJA	2022-2023
MBA	21AT1E0027	KATIKA SHAJAHAN	2022-2023
MBA	21AT1E0028	N SASHI	2022-2023
MBA	21AT1E0029	KRISHNAJADA DEEPTHI	2022-2023
MBA	21AT1E0030	SHAIK SAHISTA MUSHAN	2022-2023
MBA	21AT1E0031	SHAIK NIYAMATHULLAH	2022-2023
MBA	21AT1E0032	L SWETHA REDDY	2022-2023

J. Srinivas

MBA	21AT1E0033	M KIRANMAI	2022-2023
MBA	21AT1E0034	MADIGA ANUSHA	2022-2023
MBA	21AT1E0035	MAHENDRAKAR RAHUL	2022-2023
MBA	21AT1E0036	MIDDE JAYALAKSHMI	2022-2023
MBA	21AT1E0038	OBUGARI PREM SAI	2022-2023
MBA	21AT1E0039	PASUPALA ANURADHA	2022-2023
MBA	21AT1E0040	R JAYA SIMHA	2022-2023
MBA	21AT1E0042	S MD PARVEZ	2022-2023
MBA	21AT1E0044	SALAKALAKONDA VAISHNAVI	2022-2023
MBA	21AT1E0045	SAYYED SHAMEEM	2022-2023
MBA	21AT1E0046	SAYYEDA AAYESHA MEHVEEN	2022-2023
MBA	21AT1E0047	SHAIK AFROSE BASHA	2022-2023
MBA	21AT1E0048	SYED SHOAIBJAN	2022-2023
MBA	21AT1E0049	T FIRDOUS AFREEN	2022-2023
MBA	21AT1E0050	TANGUTURI VAMSHI KRISHNA	2022-2023
MBA	21AT1E0051	TELUGU AJAY KUMAR	2022-2023

J. S. S.



**G.PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY:: KURNOOL
(AUTONOMOUS)**

ACCREDITED BY NAAC 'A' GRADE OF UGC AND NBA OF AICTE
DEPARTMENT OF MANAGEMENT STUDIES

SOCIAL MEDIA MARKETING

ASSESSMENT TEST

1. Social networks are organized primarily around _____.
 - A. brands
 - B. people
 - C. discussions
 - D. interests
2. Which social network is considered the most popular for social media marketing?
 - A. Twitter
 - B. Facebook
 - C. Linkdin
 - D. Whats App
3. What is the name for Facebook's ranking algorithm?
 - A. Like Rank
 - B. Face rank
 - C. Page rank
 - D. Edge rank
4. Which of the following is an important aspect of creating blogs and posting content?
 - A. Using a witty user name
 - B. Posting at least once a month to the blog
 - C. Social Media Optimization
 - D. All of the above
5. What is meant by "micro-blogging"?
 - A. Blogs which are posted by companies, not individuals
 - B. Blogs with limited individual posts, limited by character count typically
 - C. Blogging from mobile devices
 - D. All of the above

G. Prakash

6. What is "social media optimization"?
- A. Creating content which easily creates publicity via social networks
 - B. Writing clear content
 - C. Creating short content which is easily indexed
 - D. Hiring people to create content for social networks
7. What would the marketing budget section of a marketing plan detail?
- A. The cost to write the plan
 - B. The marketing personnel job descriptions
 - C. The expected costs for each ad campaign based on the delivery method
 - D. None of the above
8. What is the name of Facebook's analytic package?
- A. Princeps
 - B. Viewership
 - C. Discover
 - D. Insights
9. How does creating a social network marketing plan differ from a traditional marketing plan?
- A. The brand image should be completely different for social marketing
 - B. The staff requirements and skill sets for social marketing are different
 - C. Other than the method of delivery, a marketing plan either way will be similar
 - D. None of the above
10. Which of the following is functions of social media for business?
- A. Are you participating in the conversation and sharing?
 - B. Are you listening and monitoring what is being said about you?
 - C. Both A and B
 - D. None of the above
11. What feature does LinkedIn offer for pay accounts?
- A. Ability to post pictures
 - B. Increased abilities to connect directly and send messages to people
 - C. Ability to post in Groups and create a Group
 - D. Ability to block users
12. Why is it important to post to a blog regularly?
- A. It reduces the cost per blog post
 - B. It gives the social media marketing specialist something to do



- C. It allows more chances for the company to put down the competition
D. Keep readers engaged and also gives search engines content to index
13. How can a company use the same material for both traditional and social network marketing?
- A. Posting a luring comment on Twitter to the company site
B. Selling ad space on the company website
C. Utilizing a television ad campaign online as well on their site and sites such as YouTube
D. Creating a magazine print ad with the company website
14. How is site traffic useful in evaluating marketing?
- A. Overall site traffic can be followed and a general idea of marketing's impact on it can be determined
B. There is no correlation site traffic and marketing
C. Ads can send receivers to a specific landing page, which can be tracked
D. Product sales from the company website can be attributed directly to the marketing campaign
15. How does a blog directly impact sales of a company?
- A. It is typically used as the way to disperse company coupons
B. It can be used to talk negatively about the competition
C. It tells customers what products to buy
D. Typically a blog does not directly create sales
16. What traditional marketing technique is YouTube closest to?
- A. Print advertising
B. Radio advertising
C. Mail Advertising
D. Television advertising
17. What is another term for "social media"?
- A. Advertising Socialization
B. Consumer Generated Media
C. Media Optimization
D. Consumer Media Advertising
18. What is meant by "Marketing Creative"?
- A. The employees in the marketing department
B. The methods used to distribute marketing material
C. The branding image of the company
D. The content for marketing and its creative aspect
19. What is one measure a company can use to validate the usefulness of its video posts on YouTube?



- A. The number of followers
 - B. The number of videos the company has up
 - C. The amount of views of the video
 - D. The sales volume of the company
20. How can a company convert posts on Twitter to sales?
- A. Write demanding points about the competition
 - B. Write posts about personal information of the CEO
 - C. Creating posts which drive followers to their site
 - D. Marketing advertisements which are not serious
21. Which of the following is NOT a Social Media Platform?
- A. Facebook
 - B. Twitter
 - C. Instagram
 - D. Google
22. Which of the following is a Social Media Classification tool?
- A. Social Publishing
 - B. Social Networking
 - C. Photo-based Social Networking
 - D. All of the above
23. ____ content through social media (videos and written text) allows us to disseminate information.
- A. Networking
 - B. Publishing
 - C. Marketing
 - D. Advertising
24. The use of social networking sites for sharing photos is known as ____.
- A. Social Networking
 - B. Photo-based Social Networking
 - C. Social Publishing
 - D. Social Marketing
25. SMM helps improve -
- A. Brand Awareness
 - B. Product Visibility
 - C. Both A and B
 - D. None of the above


HOD-MBA



G.PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY:: KURNOOL
(AUTONOMOUS)

ACCREDITED BY NAAC 'A' GRADE OF UGC AND NBA OF AICTE
DEPARTMENT OF MANAGEMENT STUDIES

SOCIAL MEDIA MARKETING

List of Students qualified in the assessment test

S.No	Name of the Student	Student Roll Number	Marks (50)
1	21AT1E0001	AAKEPOGU VIDYASAGAR	42
2	21AT1E0002	AMBARKAR LAKSHMI NARAYANA RAO	44
3	21AT1E0003	AREPALLI VAISHNAVI	36
4	21AT1E0004	AYESHA SIDDIQUA K	43
5	21AT1E0005	B VAMSHI KRISHNA SWAROOP	46
6	21AT1E0006	BANNELA KURUVA TULASI	32
7	21AT1E0007	C H MUKHAMBICA	18
8	21AT1E0008	PAGIDALA MASOOD AHMED	43
9	21AT1E0009	CHAKRAVARTHY SAI SHREYA	41
10	21AT1E0010	DADI REDDY VENKATA LOKESH	39
11	21AT1E0011	EDIGE SOWMYA	35
12	21AT1E0012	EEDIGA TEJASWINI	41
13	21AT1E0013	G ANNAPURNA	45
14	21AT1E0014	FARUQ ANWAR SHAIK	48
15	21AT1E0016	GUNDEPOGU PRAKASHAM	43
16	21AT1E0017	JAMMULA SOMANATH	22
17	21AT1E0021	K MOUNIKA	42
18	21AT1E0022	K MOUNIKA	38
19	21AT1E0023	K POOJITHA	45
20	21AT1E0024	K PRAVALLIKA	48
21	21AT1E0025	KATEPOGU KIRAN	43
22	21AT1E0026	KATEPOGU RAVI TEJA	42
23	21AT1E0027	KATIKA SHAJAHAN	38
24	21AT1E0028	N SASHI	45
25	21AT1E0029	KRISHNAJADA DEEPTHI	38
26	21AT1E0030	SHAIK SAHISTA MUSHAN	39
27	21AT1E0031	SHAIK NIYAMATHULLAH	42
28	21AT1E0032	L SWETHA REDDY	45
29	21AT1E0033	M KIRANMAI	48
30	21AT1E0034	MADIGA ANUSHA	34

31	21AT1E0035	MAHENDRAKAR RAHUL	32
32	21AT1E0036	MIDDE JAYALAKSHMI	20
33	21AT1E0038	OBUGARI PREM SAI	43
34	21AT1E0039	PASUPALA ANURADHA	41
35	21AT1E0040	R JAYA SIMHA	39
36	21AT1E0042	S MD PARVEZ	35
37	21AT1E0044	SALAKALAKONDA VAISHNAVI	41
38	21AT1E0045	SAYYED SHAMEEM	45
39	21AT1E0046	SAYYEDA AAYESHA MEHVEEN	48
40	21AT1E0047	SHAIK AFROSE BASHA	43
41	21AT1E0048	SYED SHOAIBJAN	42
42	21AT1E0049	T FIRDOUS AFREEN	46
43	21AT1E0050	TANGUTURI VAMSHI KRISHNA	36
44	21AT1E0051	TELUGU AJAY KUMAR	40

Jawish