



<b>Bachelor of Business Administration (B.B.A.)</b>					
<b>Semester</b>	VI	<b>Course Title</b>	Social Media and Blog Writing	<b>Course Code</b>	
<b>Type of Course</b>	AEC	<b>Credit</b>	02	<b>Theory</b>	02 Hours
<b>Practical</b>	NIL	<b>Teaching Hours</b>	30	<b>Internal Marks</b>	25
<b>External Marks</b>	25	<b>Total Marks</b>	50	<b>External Exam Time</b>	1 Hours

**COURSE OUTCOMES:**

- Create effective social media posts and blog content that engage readers and followers.
- Understand the principles of SEO and apply them to their social media and blog writing.
- Design content strategies for personal branding and business promotion.
- Analyze and evaluate the impact of content through metrics and engagement on various platforms.

**Pedagogy: Workshops, projects, group discussions, case studies, other experiential methods**

**COURSE CONTENT**

<b>Unit-1</b>	<b>Introduction to Social Media and Blogging</b>	<b>Hours:12</b>
	<ul style="list-style-type: none"> <li>• Overview of Social Media: Platforms, Trends, and Influence</li> <li>• The Role of Blogs in Digital Communication and Marketing</li> <li>• Introduction to Different Social Media Platforms (Facebook, Instagram, Twitter, LinkedIn, etc.)</li> <li>• Understanding the Audience: Targeting, Engagement, and Analytics</li> <li>• Content Creation for Social Media and Blogs: Writing Styles, Visuals, and Media Platforms.</li> </ul>	
<b>Unit - 2</b>	<b>Crafting Content for Social Media and Blogs</b>	<b>Hours:12</b>
	<ul style="list-style-type: none"> <li>• Writing for Different Social Media Platforms: Tone, Language, and Style</li> <li>• Writing Engaging Blog Content: Structure, Headlines, and Call-to-Action</li> <li>• Visual Content Creation: Use of Images, Videos, and Infographics</li> <li>• Introduction to SEO for Blogs and Social Media: Keywords, Tags, and Meta Descriptions</li> <li>• Consistency in Posting and Maintaining Content Calendar</li> </ul>	
<b>Unit - 3</b>	<b>Managing Blogs and Social Media for Engagement</b>	<b>Hours: 06</b>
	<ul style="list-style-type: none"> <li>• Building a Blog: Platform Choices (WordPress, Blogger, Medium)</li> <li>• Engaging the Audience: Commenting, Sharing, and Influencer Marketing</li> <li>• Ethical Considerations and Content Copyright Issues</li> </ul>	

**Skill Development Activities:**

- Case study of successful social media campaigns and blogs.
- Workshop on creating social media posts for different platforms
- Workshop on Use of Canva
- Group Discussion on various social media platforms, ethical issues related to blogging and social media marketing, popular blogs and social media accounts for learning best practices.
- Group Project: Develop a social media campaign for a fictional brand and write a blog post promoting the campaign

**REFERENCES**

- **Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content** by Ann Handley.
- **Social Media for Business: A Practical Guide to Facebook, Twitter, LinkedIn, and More**, by S. V. Bhat, Wiley India
- **Social Media Marketing: A Practitioner's Guide**, by Rajeev Bhat, PHI Learning



- **The Art of Social Media: Power Tips for Power Users** by Guy Kawasaki and Peg Fitzpatrick
- **Blogging for Dummies** by Susannah Gardner and Shane Birley, Wiley
- **The Art of Content Writing** by R. K. Gupta, **Cengage Learning India**
- **SEO and Social Media Marketing**, by Harsh Agarwal, **Packt Publishing**.
- **Effective Social Media Marketing: A Guide for Beginners**, by Krishna D., **Sage Publications India**
- **Journals and Articles:**
  - Social Media Marketing: A Strategic Approach by Melissa S. Barker
  - Articles on blogging strategies and trends on HubSpot Blog or Neil Patel Blog
- **Websites/Online Resources:**
  - Medium ([www.medium.com](http://www.medium.com))
  - HubSpot Academy ([www.academy.hubspot.com](http://www.academy.hubspot.com))
- Canva ([www.canva.com](http://www.canva.com)) for content creation and design.