JINDAL GLOBAL
BUSINESS SCHOOL
INDIA'S FIRST MULTI-DISCIPLINARY GLOBAL BUSINESS SCHOOL

O.P. Jindal Global University
A Private University Promoting Public Service
NAAC Accreditation - 'A' Grade

Jindal Global Business School
Course Outline

Course Title	Social Media Marketing
Core or Elective	Elective
Program and Batch	MBA 2024, IBM 2022
Semester & Academic Year	Spring 2026
Credits	1.5
Discipline/Area	Marketing
Name of the Faculty Member/Course Instructor	Prof. Roopendra Roopak Prof. Ganesh Kumar
Contact Details of the Faculty Member	roopendra.roopak@jgu.edu.in ganesh.kumar@jgu.edu.in
Contact Details of Support Staff	jgbs-eo@jgu.edu.in
Faculty Member's Open Office Day/s & Time	TBD

Introduction to the Course

Social media has rapidly transformed how businesses connect with customers, build relationships, and create value in the digital economy. This course introduces students to the strategic and analytical use of social media marketing, emphasizing how organizations can effectively engage audiences, leverage platform-specific strengths, and integrate social media into broader marketing strategies. Students will explore content creation, consumer insights, advertising effectiveness, and campaign evaluation while also examining the challenges and emerging opportunities in a constantly evolving social media landscape. By blending theory with practical applications, the course equips students with the knowledge and skills required to make informed, ethical, and impactful social media marketing decisions.

Course Learning Objectives
At the end of the course, students should be able to

The course is designed to provide an understanding of social media platforms as an advertising and consumer engagement medium. The issue pertaining to social media marketing will be explored through the hands-on analysis on the data, cases, and discussions. The specific objectives of the course include:

1. CLO1: Understand the effective use of social media to find, reach, and engage customers.
2. CLO2: Collect and analyze social media data to get insights about the business's audience and competitors. To be able to identify and suggest a choice of social media platforms for different business contexts.

3. CLO3: Integration of social media marketing into the company's marketing strategy. And to evaluate the actual outcomes of the advertising spending and the campaign on social media platforms.

4. CLO4: Understand the challenges and new opportunities for marketers on social media platforms.

Programme Competency Goals

	MBA Programme Competency Goals (PCGs)	MBA Programme Learning Objectives (PLOs)
		Students will be able to
1	**Technological Agility:** Ability to adopt relevant technologies for better business decision making.	1. Understand relevant business technologies
		2. Understand future technologies in business domain
2	**Responsible Global Citizenship:** Ability to understand the interplay between local and global issues and to act with sensitivity towards ethical and social issues	3. Understand the interplay between local and global business issues
		4. Demonstrate sensitivity towards ethical issues
		5. Demonstrate sensitivity towards social issues
		6. Address societal issues
3	**Effective communication:** Ability to effectively exchange ideas and information	7. Present their ideas with clarity
		8. Prepare an organized and logical business document
		9. Use technology for effective communication
4	**Critical Thinking:** Ability to identify, analyze business problems and propose effective solutions	10. Identify main issues of business problems
		11. Examine information from different sources
		12. Draw inferences from analysis
		13. Evaluate alternatives
		14. Summarize and conclude

5	**Leadership:** Ability to take initiative, inspire and collaborate with others	15. Take initiative
		16. Contribute effectively in groups

PLO-PCG Assessments Mapping Matrix

Program Learning Objectives (PLOs)	Program Competency Goals (PCGs)	Course Assessment Item
This course helps you to develop the following Program Learning Outcomes:	This course helps you to develop the following Program Competency Goals:	This learning outcome will be assessed in the following items
PLO1, PLO2	PCG1	A1, A2, A3
PLO3, PLO4	PCG2	A2, A3, A4
PLO7	PCG3	A1, A2, A3, A4
PLO12, PLO13	PCG4	A2, A3, A4

Evaluation Schema

The course grade will be determined based on:

Assessment Task	Weightage (Percentage)	Nature (Individual/Group)	Week of Assessment	PLOs to be Assessed
A1: Class Participation	10%	Individual	Continuous	PLO1, PLO2, PLO7
A2: Reflective Note	30%	Individual	Week 5	PLO1, PLO2, PLO3, PLO4, PLO7, PLO12
A3: Project Work	30%	Group	Week 8	PLO1, PLO2, PLO3, PLO4, PLO7, PLO12
A4: End term Examination	30%	Individual	In Examination Week	PLO3, PLO4, PLO7, PLO12, PLO13

Description of Assessments:

A1- Class Participation – Class participation will be evaluated based on the quality of the contribution made during the class discussions.

A2 Reflective Note – Social Media Listening - Students need to collect data from different social media sources, such as YouTube, Facebook, Instagram and Twitter, and analyze it to derive insights about the business and consumers. Students will submit a MS word document. Submissions having plagiarism more than 20% will be getting zero marks. The students who do not submit reflective note will be awarded zero marks unless a prior approval is taken.

A3 Project Work - The students will work in pre-assigned groups. The students need to submit 15-slide power point presentation, excluding the cover slide. Students will prepare a comprehensive social media marketing strategy covering the following items:

1. Social media Engagement Strategy
2. Content calendar for the social media post
3. Suitable influencer for company
4. One viral campaign idea
5. Approach for measurement and evaluation of the plan

The students must submit the project online at the end of session 14. The online submission link will be shared with the students.

A4 End Term Examination - This will be a pen and paper-based exam meant to test students on the essential concepts learned during the course.

Rubrics for Assessments

The following assessment Rubric will be used to evaluate Reflective Note

Criteria	Excellent (80-100%)	Satisfactory (50-79%)	Can be improved (0-49%)
Analysis of the collected data (30%)	Consistent high insightful analysis of the collected data	Basic analysis of the collected data	Inadequate analysis of the collected data
Analytical Approach: Connection between theory and practical application (40%)	Consistent high insightful connection between theory and proposed solution for business	Basic insightful connection between theory and proposed solution for business	Inadequate connection between theory and proposed solution for business
Writing Skill (30%)	Well-structured written document	Semi-structured written documents	Unstructured written document

The following assessment Rubric will be used to evaluate the Project Work

Criteria	Excellent (80-100%)	Satisfactory (50-79%)	Can be improved (0-49%)
Application	Consistent high insightful connection between theory and practical application of the concept	Basic insightful connection between theory and practical application of the concept	Inadequate connection between theory and practical application of the concept
	In-depth analysis and stimulating discussion of the problem and	Basic analysis and discussion of the problem and proposed solution/strategies	Inadequate analysis and discussion of the problem and proposed solution/strategies

	proposed solution/strategies		
Presentation skills	Appropriate font size and background of the slides	Small font size or jarring backgrounds	Small or inconsistent font size or fonts and backgrounds which make reading difficult
	Logical linkage between the written and the spoken word	Some basic linkage between the content of the slide and what is being spoken	Very little or no logical link between what is on the slide and what is being spoken
	Adherence to time, up to 10 Minutes of presenting)	Up to 12 minutes of presenting	More than 12 minutes of presenting
Theoretical understanding (Judged through Q/A)	A proper understanding of the concepts and ability to confidently answer the questions correctly	A basic understanding of the concepts and inability to provide to-the-point answers to questions	Very nascent understanding of the concepts and tendency to avoid questions

Teaching Method

The course will have a mix of lectures, short videos, case studies, and hands-on experience. The focus of the course will be on both soft skills (critical thinking, analysis) and hard skills (e.g., software) related to social media marketing. All the topics will be explained using real-world examples and case studies. Students are also encouraged to read and observe the current social media campaigns run by different companies. Further, some relevant research articles will also be provided in addition to the textbook, the students are supposed to read them carefully. Here the onus of learning will be with the student and the instructor will be a facilitator.

Textbook / Other Readings
Textbook:

TB1: Social Media Marketing: A Strategic Approach by Debra Zahay | Mary-Lou Roberts | Janna Parker | Donald I. Barker, Melissa S. Barker, Cengage, ISBN: 9789360538736, 3rd Edition

TB2: Social Media Marketing by Tracy L. Tuten & Micheal R. Solomon, Sage Publications ISBN: 9781526424549, 1526424541

Session Plan

Session Details	Topics	PLOs Covered
Session 1	**Introduction to Social Media Marketing**	PLO1, PLO3,
Objective of the session	Course introduction, setting the ground rules and evaluation criteria. Introduction to social media infrastructure	PLO7
Subtopics to be covered	• Social Media Platform Overview	

	• Why social media platforms important for companies • Career path for students
Readings	TB1: Chapter 1 TB2: Chapter 1 and 2 Digital marketing and social media: Why bother? https://www.sciencedirect.com/science/article/abs/pii/S00076 81314000949
Case Title & Number	N/A
Pedagogy	Lecture and Class discussion

Session 2	**Social Networks & Metrics**	PLO1, PLO3, PLO12
Objective of the session	Understanding Social Networks and Group Influence. To discuss various social media metrics	
Subtopics to be covered	• Social Networks and group Influence • Choosing Social Options • Understanding the key metrics to measure social media advertising performance	
Readings	TB1: Chapter 3 and 11 TB2: Chapter 7 Why Your Social Media Metrics Are a Waste of Time? https://hbr.org/2012/12/why-your-social-media-metrics Can You Measure the ROI of Your Social Media Marketing? https://sloanreview.mit.edu/article/can-you-measure-the-roi-of-your-social-media-marketing/	
Case Title & Number	N/A	
Pedagogy	Lecture and Class discussion	

Session 3	**Social Media Analytics (Intro)**	PLO2, PLO3, PLO12
Objective of the session	To discuss the tools and techniques for social media analytics.	
Subtopics to be covered	• Range of analytics tools and options available for social media analytics • Use of Social media data to gain knowledge about the competitors & topics of interest	
Readings	TB1: Chapter 10 TB2: Chapter 11 Scoring with Social Media: 6 Tips for Using Analytics https://hbr.org/2009/09/scoring-with-social-media-6-ti Consumer social voice in the age of social media: Segmentation	

	profiles and relationship marketing strategies https://www.sciencedirect.com/science/article/abs/pii/S0007681317301362	
Case Title & Number	Ombre, Tie-Dye, Splat Hair: Trends or Fads? "Pull" and "Push" Social Media Strategies at L'Oréal Paris	
Pedagogy	Lecture, class discussion and in-class activity	
Session 4	**Social Media Analytics (Insights)**	PLO2, PLO3, PLO12
Objective of the session	To discuss the tools and techniques for social media analytics.	
Subtopics to be covered	• Converting social media data into actionable insights for marketing programs	
Readings	TB1: Chapter 10 TB2: Chapter 11 Scoring with Social Media: 6 Tips for Using Analytics https://hbr.org/2009/09/scoring-with-social-media-6-ti Consumer social voice in the age of social media: Segmentation profiles and relationship marketing strategies https://www.sciencedirect.com/science/article/abs/pii/S0007681317301362	
Case Title & Number	Ombre, Tie-Dye, Splat Hair: Trends or Fads? "Pull" and "Push" Social Media Strategies at L'Oréal Paris	
Pedagogy	Lecture, class discussion and in-class activity	
Session 5	**Social Media Engagement Strategy (Content)**	PLO1, PLO3, PLO7
Objective of the session	Discussion on social media engagement and brand-building strategies	
Subtopics to be covered	• Identification and management of relevant content. • Moderation of social media conversations	
Readings	TB2: Chapter 3, 4 and 14 How To Build A Brand Through Social Media? https://www.forbes.com/sites/sarabliss/2019/02/13/how-to-build-a-brand-through-social-media/?sh=2a0a60a54f4a Branding in the age of social media marketing: https://hbr.org/2016/03/branding-in-the-age-of-social-media Why You Shouldn't Engage with Customer Complaints on Twitter https://hbr.org/2021/04/why-you-shouldnt-engage-with-	

	customer- complaints-on-twitter
Case Title & Number	Molson Canada: Social Media Marketing
Pedagogy	Lecture and class discussion

Session 6	**Social Media Engagement Strategy (Formats)**	PLO1, PLO3, PLO12
Objective of the session	Discussion on social media engagement and brand-building strategies	
Subtopics to be covered	• Impact of new presentation formats (e.g., Meme, Audio, Short Videos)	
Readings	TB2: Chapter 3, 4 and 14 How To Build A Brand Through Social Media? https://www.forbes.com/sites/sarabliss/2019/02/13/how-to-build-a-brand-through-social-media/?sh=2a0a60a54f4a Branding in the age of social media marketing: https://hbr.org/2016/03/branding-in-the-age-of-social-media Why You Shouldn't Engage with Customer Complaints on Twitter https://hbr.org/2021/04/why-you-shouldnt-engage-with-customer- complaints-on-twitter	
Case Title & Number	Molson Canada: Social Media Marketing	
Pedagogy	Lecture and class discussion	

Session 7	**Influencer Marketing (Types & Selection)**	PLO1, PLO3, PLO4
Objective of the session	Understanding the concept and importance of Influencer Marketing in Business	
Subtopics to be covered	• Types of influencers • How to identify the right influencers	
Readings	TB1: Chapter 3 TB2: Chapter 12 More than meets the eye: The functional components underlying influencer marketing https://www.sciencedirect.com/science/article/abs/pii/S000768132030032X Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co. https://journals.sagepub.com/eprint/CFYZDUBPPTWUBEB29RDZ/full	

Case Title & Number	N/A
Pedagogy	Lecture, class discussion and in-class activity

Session 8	**Influencer Marketing (Strategy & Measurement)**	PLO1, PLO3, PLO4, PLO12
Objective of the session	Understanding the concept and importance of Influencer Marketing in Business	
Subtopics to be covered	- Finding the right engagement strategy for influencer marketing - How should the companies measure the effectiveness of influencer marketing?	
Readings	TB1: Chapter 3 TB2: Chapter 12 More than meets the eye: The functional components underlying influencer marketing https://www.sciencedirect.com/science/article/abs/pii/S000768132030032X Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co. https://journals.sagepub.com/eprint/CFYZDUBPPTWUBEB29RDZ/full	
Case Title & Number	N/A	
Pedagogy	Lecture, class discussion and in-class activity	

Session 9	**Guest Lecture**	PLO1, PLO3, PLO4, PLO7
Objective of the session	Social media marketing strategies for business	
Subtopics to be covered	N/A	
Readings	N/A	
Case Title & Number	N/A	
Pedagogy	Lecture and class discussion	

Session 10	**Viral Marketing (Intro)**	PLO1, PLO3, PLO4, PLO12
Objective of the session	Discussion on viral marketing and its importance for business	
Subtopics to be covered	- What is Viral Marketing? - How does viral marketing work?	
Readings	Viral Marketing for the Real World https://hbr.org/2007/05/viral-marketing-for-the-real-world Controlled infection! Spreading the brand message through viral marketing	

	https://www.sciencedirect.com/science/article/abs/pii/S0007681304001107 The Britney Spears universe: Social media and viral marketing at its best https://www.sciencedirect.com/science/article/abs/pii/S0007681311001248	
Case Title & Number	N/A	
Pedagogy	Lecture and class discussion	
Session 11	**Viral Marketing (Campaign Features)**	PLO1, PLO3, PLO4, PLO12
Objective of the session	Discussion on viral marketing and its importance for business	
Subtopics to be covered	• What do most viral marketing campaigns have in common?	
Readings	Viral Marketing for the Real World https://hbr.org/2007/05/viral-marketing-for-the-real-world Controlled infection! Spreading the brand message through viral marketing https://www.sciencedirect.com/science/article/abs/pii/S0007681304001107 The Britney Spears universe: Social media and viral marketing at its best https://www.sciencedirect.com/science/article/abs/pii/S0007681311001248	
Case Title & Number	N/A	
Pedagogy	Lecture and class discussion	
Session 12	**Emerging Areas (AR, VR, Haptics)**	PLO1, PLO2, PLO3, PLO7
Objective of the session	Discussion on emerging areas and technologies in social media marketing	
Subtopics to be covered	• Impact of new technologies (e.g., Augmented Reality, Virtual Reality) • Role of new sensory techniques (e.g., Haptic Science)	
Readings	The future of social media in marketing https://link.springer.com/content/pdf/10.1007/s11747-019-00695-1.pdf The Next Era of Social Media Marketing Is Here https://www.forbes.com/sites/forbescommunicationscouncil/2020/11/10/the- next-era-of-social-media-marketing-is-	

	here/?sh=44408dd91b9a	
	Brand Building on The Metaverse: Three Tips For Entrepreneurs https://www.forbes.com/sites/theyec/2022/03/21/brand-building-on-the- metaverse-three-tips-for-entrepreneurs/	
	Metaverse – the new marketing universe https://www.emerald.com/insight/content/doi/10.1108/JBS-01-2022- 0014/full/html	
Case Title & Number	N/A	
Pedagogy	Lecture and class discussion	

Session 13	**Emerging Areas (Metaverse)**	PLO1, PLO2, PLO3, PLO7
Objective of the session	Discussion on emerging areas and technologies in social media marketing	
Subtopics to be covered	• Future of social media platforms (e.g., Metaverse)	
Readings	The future of social media in marketing https://link.springer.com/content/pdf/10.1007/s11747-019-00695-1.pdf

The Next Era of Social Media Marketing Is Here https://www.forbes.com/sites/forbescommunicationscouncil/2020/11/10/the- next-era-of-social-media-marketing-is-here/?sh=44408dd91b9a

Brand Building on The Metaverse: Three Tips For Entrepreneurs https://www.forbes.com/sites/theyec/2022/03/21/brand-building-on-the- metaverse-three-tips-for-entrepreneurs/

Metaverse – the new marketing universe https://www.emerald.com/insight/content/doi/10.1108/JBS-01-2022- 0014/full/html | |
| Case Title & Number | N/A | |
| Pedagogy | Lecture and class discussion | |

Session 14	**Data Privacy & Ethics**	PLO1, PLO3, PLO4, PLO7
Objective of the session	Understanding data protection and privacy	
Subtopics to be covered	• Understanding Data Protection

• Security, Privacy, and Governance consideration

• Ethical choices in social media marketing

• Revision of the concepts & Doubt Clearance | |

Readings	TB2: Chapter 15 Do Tech Companies Really Need All That User Data? https://hbr.org/2017/09/do-tech-companies-really-need-all-that-user-data Social Media, Ethics and the Privacy Paradox https://www.intechopen.com/chapters/70973	
Case Title & Number	N/A	
Pedagogy	Lecture and class discussion	
Session 15	**Group Presentation**	PLO1, PLO2, PLO3, PLO4, PLO7, PLO12
Objective of the session	Check students' understanding of various concepts taught in the class.	
Subtopics to be covered	N/A	
Readings	N/A	
Case Title & Number	N/A	
Pedagogy	Lecture and class discussion	

*Elective Endterm Examinations may take place in the last week of classes.

Disability Support

JGU endeavours to make all its courses accessible to students. The Disability Support Committee (DSC) has identified conditions that could hinder a student's overall wellbeing. These include physical and mobility-related difficulties, visual impairment, hearing impairment, mental health conditions, and intellectual/learning difficulties, e.g., dyslexia and dyscalculia. Students with any known disability needing academic and other support are required to register with the Disability Support Committee (DSC) by following the procedure specified at **https://jgu.edu.in/disability-support-committee/**

Students who need support may register any time during the semester up until a month before the end semester exam begins. Those students who wish to continue receiving support from the previous semester, must re-register within the first month of a semester. Last-minute registrations and support might not be possible as sufficient time is required to make the arrangements for support.

The DSC maintains strict confidentiality about the identity of the student and the nature of their disability and the same is requested from faculty members and staff as well. The DSC takes a strong stance against in-class and out-of-class references made about a student's disability without their consent and disrespectful comments referring to a student's disability.

All general queries are to be addressed to **disabilitysupportcommittee@jgu.edu.in**

Disclaimer: This course outline including assessments, sessions and/or readings may be revised during the semester if such need arises.