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Name of the Course/Job Role	**Social Media Marketing Specialist in IT/ITeS**
Job Description	**Learning Outcomes**
Minimum Educational Qualification & Experience • Qualification: Bachelor's degree in marketing, Communications, or a related field. • Experience: 1-3 years of experience in social media marketing, including content creation, social media management, and campaign execution. Pre-requisite Knowledge Required • Proficiency in social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn) and management tools (e.g., Hootsuite, Buffer). • Understanding of content marketing, SEO, and social media algorithms. • Familiarity with social media advertising and analytics tools. • Basic graphic design skills (e.g., Canva) and video editing tools are a plus. Entry Qualification • Certifications in social media marketing or digital marketing (e.g., Facebook Blueprint Certification, Google Analytics Certification) are advantageous. • Proven track record of managing and growing social media accounts. Age Limit: • Minimum: 18 Years, Maximum: 35 Years.	• Define Social Media Marketing • Explain the importance of Social Media Marketing • Identify key Components of Social Media Marketing • Differentiate between Social Media Marketing & Traditional Marketing • Describe the role of platform for Social Media Marketing • Use search engine for well executed social media plan • Compare Social Media Marketing and Digital Media Marketing • Explain business goals • Identify the target audience • Set Social Media Marketing objectives • Study the competition • Choose Social Media platforms • Create Social Media Marketing plan • Find the strategy to increase engagement • Communicate with audience timely • Select content Types (Posts, Images, Videos, Stories) • Use social media content formats • Use Content Creation Tools and Techniques • Manage Content Calendars • Utilize Best Practices for Social Media Content Creation • Measure the impact of content or messages on customers • Adjust the strategies to attract the attention of customers • Explain the importance of social media engagement • Use the effective audience engagement strategy • Select Tools for Managing Engagement • Measure social media engagement effectively • Increase social media engagement • Identify best practices for engaging users • Explain social media analytics • Identify the importance of Social Media Analytics • Use analytics tools • Combine metrics from each network • Analyse and derive insights through study • Apply the insights, rinse, repeat for betterment • Measure the social media sentiment • Collect social media data and display it in a visual format using Microsoft Excel • Generate the report templates using Google Docs, Word, PDF as a project work • Present the report using PPT.