

**Semester- II**

**Course Code- DMM 201**

**Course Name- Social Media Application for Business**

**Credit- 03**

**Maximum Marks- 60 (Skill Component) + 40 (End Term) = 100**

Unit 1

Social media past & present [Introduction to social media, History, Trends, Current Scenario and impact on business]

Unit 2

Social media in interpersonal communication [e-Communication, importance of interpersonal communication, social media a golden bridge for communication]

Unit 3

Facebook- Tools and activities- I

Unit 4

Facebook- Tools and activities- II

Unit 5

Twitter- Tools and activities- I

Unit 6

Twitter- Tools and activities- II

Unit 7

LinkedIn- Tools and activities- I

Unit 8

LinkedIn- Tools and activities- II

Unit 9

Video Channel Management (YouTube)- Tools and activities- I

Unit 10

Video Channel Management (YouTube)- Tools and activities- II