



A.D.M College For Women (Autonomous)

Nationally Accredited with 'A' Grade by NAAC (Cycle-III)
Nagapattinam -611 001
TamilNadu.



B.Voc Software Development in Multimedia and Animation

 Employability

 Entrepreneurship

 Skill Development

Name of the Programme	Course Code	Title of the Course	Employability	Entrepreneurship	Skill development
B.Voc Software Development in Multimedia and Animation	XVSF	Social Media Plan and Process	✓		✓
	XVSG	Tools and Techniques for Social Media Content	✓		✓
	XVSJ	Social Media Strategy Development and Implementation	✓		✓
	XVSK	Estimation and Budget Planning	✓		✓
	XVSL	MIS & Team Management	✓		✓
	XVGM	Graphic Design Techniques Lab	✓		✓
	XVSQ	Digital Marketing Plan, Strategy and Campaign	✓		✓

Semester-II / Skill Course-IV	SOCIAL MEDIA PLAN AND PROCESS	Course Code: XVSF
Instruction Hours: 4	Credits: 4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K1-Acquire / Remember K2-Understanding K3-Apply K4-Analyze K5-Evaluate K6-Create	
Course Objectives	The main objective of the subject is to handle all the social media activities for their company/ multiple clients in order to create a brand awareness. It comprises of ideating, coordinating, executing social media campaigns, promotions and advertisements.	
UNIT	CONTENT	HOURS
UNIT I	Setting Social Media Objectives - Social Media and its Importance - Identify and Set Business Objectives - Identify and Set Targets for Each of Business Objectives	(12 Hrs)
UNIT II	Identify Target Segments to Focus On - Social Media & Social Media Platforms/ channels. Emergence - Channel - Goals - scope- Utility - Social Media Channels and their utility - Facebook Marketing - YouTube Marketing - Twitter Marketing - LinkedIn Marketing - Instagram Marketing - Pinterest Marketing - Google+ Marketing - Email Marketing - SMS Marketing	(12 Hrs)

UNIT III	Social Media Budget Plan - Determine the budget requirements to conduct the social media campaign - Budget - Budget devoted to social campaign - Social media channels	(12 Hrs)
UNIT IV	Planning KPIs to measure performance of campaigns - Establish Key Performance Indicators (KPI) - Identify Targets for Success Indicators - Choose and Use a Good Analytics Platform - Execute Real Time Improvements Based on	(12 Hrs)
UNIT V	Social Media KPIs for Reach - Social Media KPIs for Engagement - Social Media KPIs for Conversions - Social Media KPIs for Customer Loyalty	(12 Hrs)

Text Book:

Social Media Marketing, Dave Evans with Jake McKee, Wiley Publishing

Course Outcomes:

On completion of the course the learner will be able

CO 1:	Create the process flow for the social media marketing activities that needs to be conducted
CO 2:	Organize the work related to social media marketing activities to achieve the set targets
CO 3:	Manage the available online tools to effectively perform the social media marketing activities
CO 4:	Design the content required to implement the social media marketing campaigns
CO 5:	Implement the defined social media marketing strategy based on the organization's goals

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
C01	S	S	S	S	S	S	M	S	S	M
C02	S	S	S	S	S	S	M	S	S	M
C03	S	S	S	S	S	S	M	S	S	M
C04	S	S	S	S	S	S	M	S	S	M
C05	S	S	S	S	S	S	M	S	S	M

S - Strongly Correlated

M - Moderately Correlated

W-Weakly Correlated

N - No Correlation

Semester-II / Skill Course-V	TOOLS AND TECHNIQUES FOR SOCIAL MEDIA CONTENT	Course Code: XVSG
Instruction Hours: 5	Credits: 5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K1-Acquire / Remember K2-Understanding K3-Apply K4-Analyze K5-Evaluate K6-Create	
Course Objectives:	The main objective of the subject is to handle all the social media activities for their company/ multiple clients in order to create a brand awareness. It comprises of ideating, coordinating, executing social media campaigns, promotions and advertisements.	
UNIT	CONTENT	HOURS
UNIT I	Social Media Marketing Tools - Introduction to marketing tools – uses and its utility – Types of tools - Free and paid tools – Tools for content making – Tools for Graphics and designs – Marketing management tools.	(15 Hrs)
UNIT II	Metrics in Social Media Marketing - Awareness Metrics – Engagement metrics – Click through rate – Bounce rate – Cost per click – Social Media metric reporting tool	(15 Hrs)
UNIT III	Content management tools - Social media Content management Tools - Types of tools available - Types of tools available for making content – Keyword Search	(15 Hrs)
UNIT IV	Introduction to Graphics & Text & Video Free and paid tools - Blog	(15 Hrs)

	writing , Blogging and Marketing	
UNIT V	Social media management tools -Types of social media management tools- Types of tools available - Free and paid social media management tools	(15 Hrs)

Text Book:

Social Media Marketing ALL-IN-ONE, Jan Zimmerman, Deborah Ng, 4th Edition

Course Outcomes:

On completion of the course the learner will be able

CO 1:	Create the process flow for the social media marketing activities that needs to be conducted
CO 2:	Organize the work related to social media marketing activities to achieve the set targets
CO 3:	Manage the available online tools to effectively perform the social media marketing activities
CO 4:	Design the content required to implement the social media marketing campaigns
CO 5:	Implement the defined social media marketing strategy based on the organization's goals

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
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CO1	S	S	S	S	S	S	M	S	S	M
CO2	S	S	S	S	S	S	M	S	S	M
CO3	S	S	S	S	S	S	M	S	S	M
CO4	S	S	S	S	S	S	M	S	S	M
CO5	S	S	S	S	S	S	M	S	S	M

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Semester-III / Skill Course-VII	SOCIAL MEDIA STRATEGY DEVELOPMENT AND IMPLEMENTATION	Course Code: XVSJ
Instruction Hours: 4	Credits: 4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K1-Acquire / Remember K2-Understanding K3-Apply K4-Analyze K5-Evaluate K6-Create	
Course Objectives	The main objective of the subject is to design and supervise implementation of the complete Digital and Social media marketing strategy for the assigned product.	
UNIT	CONTENT	HOURS
UNIT I	Digital Marketing Scope - Marketing & it's importance - Introduction to Digital world - Digital Marketing Strategy Planning Tools - RACE - Marketing Sales funnel & Digital Marketing - SEO & SEM and Social Media. Understanding online advertising - Benefits of online advertising and AdWords - Google's advertising networks- The quality of ads - Payment of ads.	(12 Hrs)
UNIT II	Setting Performance Objectives - Identify and Set Business Objectives - Identify and Set - Targets for Each Business Objectives - Identify Target Segments to Focus On Social Media Marketing Strategy- understanding consumer behaviour - Target audience Need analysis - what are Marketing goals - develop meaningful social marketing goals - Establish your most important metrics - Analyze	(12 Hrs)

	competition - Create and curate engaging content - Make timeliness a top priority - Asses results and optimize - Communicate goals, challenges and wins with team	
UNIT III	<p>Steps To Creating A Social Media Campaign That Gets Results - Understand the goal of the campaign.- Decide how to promote the campaign on each channel.- Create a content calendar for the week/month - Create supporting visual content - Schedule posts - Monitor and respond - Follow up after the event or promotion, if necessary - Increasing effectiveness of campaign- Online Reputation Management- Influencer Marketing- Other Social Media Marketing channels</p> <p>Social Media & Social Media Platforms/ channels. Emergence -Channel - Goals -scope- Utility - Social Media Channels and their utility - Facebook Marketing - YouTube Marketing - Twitter Marketing - LinkedIn Marketing- Instagram Marketing - Pinterest Marketing - Google+ Marketing</p>	(12 Hrs)
UNIT IV	<p>Social Media Budget Plan - Determine the budget requirements to conduct the social media campaign - Why have a budget & What % should be devoted to social campaign? - Which social media channels allow advertising? - Advertising - Paid partnerships - Prepare social Marketing Budget - Determine the sequence of activities in terms of their cost implications and expenses for each item - Prepare online campaign budget with details on required expenses for each activity KPIs to measure performance of campaigns</p>	(12 Hrs)
UNIT V	<p>Establish Your Key Performance Indicators (KPI)- Identify Targets for Your Success Indicators- Choose and Use a Good Analytics Platform - Execute Real Time</p>	(12 Hrs)

	<p>Improvements Based on Measurement Results - Social Media KPIs for Reach - Social Media KPIs for Engagement - Social Media KPIs for Conversions - Social Media KPIs for Customer Loyalty How to review a marketing campaign's effectiveness</p> <p>- Determine Your Social Goals - Create Metrics To Measure These Goals - Measure - Monitor And Report - Adjust And Repeat</p> <p>Setting up Social Marketing Organization -Main</p> <p>Social Media Marketing Team Roles and Responsibilities - Team structure and the job descriptions</p>	
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Text Book:

Social Media Strategy, Tools for Professionals and Organizations, First Edition, Phillip G. Clampitt

Course Outcomes:

On completion of the course the learner will be able

CO 1:	Set-up digital marketing goals based on organization's objectives
CO 2:	Identify and understand the target audience & Set-up social media marketing goals
CO 3:	Plan and prioritize the set-up of campaigns
CO 4:	Identify the social media digital channels and set up campaign budgets
CO 5:	Identify the social media digital channels and set up campaign budgets

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
C01	S	S	S	S	S	M	S	M	S	M
C02	S	S	S	S	S	M	S	M	S	M
C03	S	S	S	S	S	M	S	M	S	M
C04	S	S	S	S	S	M	S	M	S	M
C05	S	S	S	S	S	M	S	M	S	M

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Semester-III / Skill Course- VIII	ESTIMATION AND BUDGET PLANNING	Course Code: XVSK
Instruction Hours: 3	Credits: 3	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K1-Acquire / Remember K2-Understanding K3-Apply K4-Analyze K5-Evaluate K6-Create	
Course Objectives	The main objective of the subject is to monitor and prepare budget in digital world	
UNIT	CONTENT	HOURS
UNIT I	Understanding Making of Social Marketing Budget :Audience research - Objective of Campaign -How Much Should Your Business Spend on Social Media? - Which Social Media Channels Allow Advertising? - Social Advertising with Video Vs. Static Images - Ad Spend Is Only Part of the Cost	(9Hrs)
UNIT II	Campaign Plan Components - Campaign Budget Plan Framework- Estimating Campaign Impact -Campaign Action Plan Framework - Anticipating Risks and Complications	(9Hrs)
UNIT III	Determine use of social resources :Social media ROI definition - How to measure social media ROI for business - Budget allocated to social ad spends - Content creation	(9Hrs)
UNIT IV	Day to day Monitoring the performance of results	(9Hrs)

	<p>and free available tools to do the analysis: Create a report in Analytics get data from - Once you've selected Add metrics to your report – Facebook – Twitter - Instagram Business - LinkedIn Pages - LinkedIn Profiles – Amplify - Team (for Enterprise customers with Team Admin permissions) – Insights – Impac - Custom Reports - Google analytics - UTM parameters - Facebook Pixel -</p> <p>Free templates to track performance</p>	
UNIT V	<p>Preparing Online Budget: Budget to Include activities - Product marketing – Content - Paid advertising - Public relations - Branding and creative - Website redesign and events - Lead generation - Types of Templates available - Online making of Budget</p>	(9Hrs)

Text Book:

Understanding Digital Marketing, Damain Ryan & Calvin Jones, Kogan Page

Course Outcomes:

On completion of the course the learner will be able

CO 1:	Estimating the cost of social media campaign and activities
CO 2:	Determine the budget requirements to conduct the social media campaign including team salaries, tools, content development etc
CO 3:	determine the sequence of activities in terms of their cost implications and expenses for each item
CO 4:	Monitoring the budget
CO 5:	prepare online campaign budget

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
C01	S	S	S	S	S	M	S	S	S	M
C02	S	S	S	S	S	M	S	S	S	M
C03	S	S	S	S	S	M	S	S	S	M
C04	S	S	S	S	S	M	S	S	S	M
C05	S	S	S	S	S	M	S	S	S	M

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Semester-III / Skill Course-IX	MIS & TEAM MANAGEMENT	Course Code: XVSL
Instruction Hours: 5	Credits: 5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K1-Acquire / Remember K2-Understanding K3-Apply K4-Analyze K5-Evaluate K6-Create	
Course Objectives	The main objective of the course is to prepare MIS report and social media campaign.	
UNIT	CONTENT	HOURS
UNIT I	Digital Marketing Metrics Need to Track: Best Digital Marketing Metrics -The top KPIs for modern digital marketers that are data-driven:Web traffic sources - Brand awareness - Cost per lead	(15Hrs)
UNIT II	Website traffic leads - Returning visitors - Online conversion rates - Lead conversion rates - Click thru rate - Customer lifetime value	(15 Hrs)
UNIT III	MIS : Generate weekly/ monthly / yearly analytic report for social media campaign - Prepare MIS report - Interact and communicate effectively with colleagues - Manage social media team and monitor achievement of targets	(15 Hrs)
UNIT IV	Managing Teams - Motivation - Delegation - Setting Smart Targets	(15 Hrs)
UNIT V	Training and Development of teams - Review Reward & Recognition	(15 Hrs)

Text Book:

Management Information Systems for Enterprise Applications: Business Issues, Research and Solutions, Adamantios Koumpis, 2012

Course Outcomes:

On completion of the course the learner will be able

CO 1:	Generate weekly/ monthly / yearly analytic report for social media campaign
CO 2:	Prepare MIS report
CO 3:	Interact and communicate effectively with colleagues
CO 4:	Manage social media team and monitor achievement of targets

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	S	S	M	S	S	S	M
CO2	S	S	S	S	S	M	S	S	S	M
CO3	S	S	S	S	S	M	S	S	S	M
CO4	S	S	S	S	S	M	S	S	S	M
CO5	S	S	S	S	S	M	S	S	S	M

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Semester-IV / Core Course-IV	GRAPHIC DESIGN TECHNIQUES LAB	Course Code: XVGM
Instruction Hours: 4	Credits: 4	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

List of Practicals

Cognitive Level	K1-Acquire / Remember K2-Understanding K3-Apply K4-Analyze K5-Evaluate K6-Create
Course Objectives	<ul style="list-style-type: none"> • Acquire the competency in technical skills applicable to graphic design. • Understand the ability to use design thinking strategies in an iterative design process. • Enrich the skill level of graphic design through the topics
1	Logo Design <ul style="list-style-type: none"> - Creating a paper work of different logos on the genre. - Tracing the layout of the approved designs in digital format. - Applying suitable color for the digital designs. - Designing approved different logos on the genre.
2	Visiting Cards <ul style="list-style-type: none"> - Creating a paper work of different Visiting cards on the genre. - Tracing and designing the approved layout of designs in digital format.
3	Brochures (A4 Size, A4 2 Fold, A4 3 Fold)

	<ul style="list-style-type: none"> - Creating a paper work of brochures on the genre. - Tracing the layout of the approved designs in digital format. - Applying suitable color for the digital designs. - Designing approved brochures of varied sizes.
4	<p>Print Advertisement - Black & White, Color</p> <ul style="list-style-type: none"> - Creating a paper work of poster advertisement & advertisement flyers on the genre. - Tracing the layout designs in digital format and applying suitable colors. - Creating a paper work of on the genre.
5	<p>Letter Head</p> <ul style="list-style-type: none"> - Creating paper work of letter head designs. -Tracing the layout designs in digital format, designing and applying e colors.
6	<p>Package Design</p> <ul style="list-style-type: none"> - Creating a paper work of package designs on the genre. - Tracing the layout of the approved designs in digital format. - Designing approved package designs with suitable colors and text.
7	<p>Matte Painting</p> <ul style="list-style-type: none"> - Create a different scenic view of a green pasture or a haunted village. - Designing approved scenic view in digital format using the designing software.
8	<p>Montage</p> <ul style="list-style-type: none"> -Create different montages on the topic Indian culture or eradication of poverty in the world. -Compiling the approved pictures or materials using the designing software.
9	Edit an image using blur and mask tool with Adobe Photoshop.
10	Newsletter

	<ul style="list-style-type: none"> -Creating a paper work of newsletter on the genre. -Tracing and designing the approved layout of designs in digital format.
11	<p>Webpage Design</p> <ul style="list-style-type: none"> - Creating a paper work of webpage designs on the genre. - Designing the layout of the approved designs in digital format. - Use CSS along with tags

Course Outcomes:

On completion of the course the learner will be able

CO 1:	Seek design principles, design process, theory, history and contemporary design practice.
CO 2:	Gain proficiency in identified technical skills, understand the process of creating, analyzing, and evaluating graphic design solutions.
CO 3:	Justify the choice of appropriate tools according to the type of digital art work

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
	1	2	3	4	5	1	2	3	4	5
CO1	S	S	S	M	S	S	S	M	S	M
CO2	S	S	S	M	S	S	S	M	S	M
CO3	S	S	S	M	S	S	S	M	S	M

S - Strongly Correlated

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Semester-V / Skill Course-X	DIGITAL MARKETING PLAN, STRATEGY AND CAMPAIGN	Course Code: XVSQ
Instruction Hours: 3	Credits: 3	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K1-Acquire / Remember K2-Understanding K3-Apply K4-Analyze K5-Evaluate K6-Create	
Course Objectives	To educate students in the area of Digital Marketing. Digital Marketing and Social Media have transformed marketing and business practice across the globe.	
UNIT	CONTENT	HOURS
UNIT I	Digital Marketing Scope - Marketing & it's importance -Introduction to Digital world - Digital Marketing Strategy Planning Tools - RACE - Marketing Sales funnel & Digital Marketing - SEO & SEM	(9Hrs)
UNIT II	Setting Performance Objectives - Identify and Set Business Objectives - Identify and Set Targets for Each of Business Objectives - Identify Target Segments to Focus On	(9 Hrs)
UNIT III	Steps To Creating A Digital Media Campaign That Gets Results - Understand the goal of the campaign - Promote the campaign on each channel - Create a	(9 Hrs)

	content calendar for the week/month. - Create supporting visual content.	
UNIT IV	Schedule posts - Monitor and respond - Follow up after the event or promotion, if necessary - Creating online advertisement - Benefits of online advertising and AdWords - Google's advertising networks	(9 Hrs)
UNIT V	Online advertisement - The quality of ads - Display Advertising - Video Advertising - Mobile Advertising - Native Advertising	(9 Hrs)

Text Book:

Digital Marketing Strategy: An Integrated Approach to Online Marketing, Simon Kingsnorth, 2016

Course Outcomes:

On completion of the course the learner will be able

CO 1:	identify the metrics used in digital marketing
CO 2:	explain how we can improve our metrics
CO 3:	discuss the basics of recommendation systems
CO 4:	explain the concept of Digital World
CO 5:	relate the relevance of Online Marketplace in today's world

Mapping of COs with POs & PSOs:

CO/PO	PO					PSO				
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C01	S	S	S	S	S	S	S	S	S	M
C02	S	S	S	S	S	S	S	S	S	M
C03	S	S	S	S	S	S	S	S	S	M
C04	S	S	S	S	S	S	S	S	S	M
C05	S	S	S	S	S	S	S	S	S	M

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Semester-V / Skill Course-XII	PERFORMANCE AND TEAM MANAGEMENT	Course Code: XVSS
Instruction Hours: 5	Credits: 5	Exam Hours: 3
Internal Marks -25	External Marks-75	Total Marks: 100

Cognitive Level	K1-Acquire / Remember K2-Understanding K3-Apply K4-Analyze K5-Evaluate K6-Create	
Course Objectives	To educate students in the area of Digital Marketing. Digital Marketing and Social Media have transformed marketing and business practice across the globe.	
UNIT	CONTENT	HOURS
UNIT I	Day to day Monitoring the performance of results and free available tools to do the analysis - Create a report in Analytics get data from - Once you've selected Add metrics to your report - Facebook - Twitter - Instagram Business	(15Hrs)
UNIT II	LinkedIn Pages - LinkedIn Profiles - Amplify - Team (for Enterprise customers with Team Admin permissions) - Insights - Impact - Custom Reports - Google analytics - UTM parameters - Facebook Pixel	(15Hrs)
UNIT III	Free templates to track performance - Managing Teams Motivation - Delegation - Setting Smart Targets - Training and Development of teams - Review Reward & Recognition	(15Hrs)
UNIT IV	Digital Marketing Metrics Need to Track Best Digital Marketing Metrics - The top KPIs for modern digital marketers that are data-driven: Web traffic sources - Brand awareness	(15Hrs)

UNIT V	Website traffic leads - Returning visitors - Online conversion rates - Lead conversion rates - Click thru rate - Customer lifetime value	(15Hrs)
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Text Book:

Digital Marketing Strategy: An Integrated Approach to Online Marketing, Simon Kingsnorth, 2016

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CO2	S	S	S	S	S	S	S	S	S	M
CO3	S	S	S	S	S	S	S	S	S	M
CO4	S	S	S	S	S	S	S	S	S	M
CO5	S	S	S	S	S	S	S	S	S	M

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