Mehran University of Engineering and Technology, Jamshoro
Department of Software Engineering

ORIGINAL SUBMITTED SYLLABUS

Title of Subject	:	**Social Media Marketing**
Code	:	**SE807**
Discipline	:	Software Engineering
Effective	:	24 PhDSE Batch and onwards
Pre-requisite	:	**--**
Assessment	:	10% Sessional 30% Mid Semester 60% Final Examination
Credit Hours	:	3 + 0 **Marks :** 100
Minimum Contact Hours:		42

Objectives of course:

- This course enhances the ability to leverage social media to achieve strategic organizational objectives using scientific approach. This course will help understand the economic and neurological underpinnings of social media, and how these can be used to drive audience engagement, insight, and marketing. Learning tactics, which includes strategies for enhancing marketing and promoting behavioral change in a hypersocialized world.

Course outline:

- Learn more about how social media influences the people and how It can be used for marketing of the Software products.
- Explore the anatomy of the Hype Machine.
- Explore how personalized persuasion techniques can be incorporated into marketing of software products.
- A guide on Social media marketing – creating and optimizing your content and promoting it.
- Learn how to apply the five tactics of the hyper specialization playbook to Software products
- Explore future trends and ethical considerations for social media.

BOOKS RECOMMENDED

- BRANDI WATKINS, RESEARCH PERSPECTIVES ON SOCIAL MEDIA INFLUENCERS AND BRAND COMMUNICATION, LEXINGTON BOOKS, Latest Edition
- JASON MILLER, INFLUENCER MARKETING MASTERY SECRETS, SPRINGER, [Latest Edition]
- BRITTANY HENNESSY, INFLUENCER: BUILDING YOUR PERSONAL BRAND IN THE AGE OF SOCIAL MEDIA, KENSINGOTN [Latest Edition]

Approval:

Board of Studies:	**Resolution No. 2.2**	**Dated: 21-07-2023**
Board of Faculty:	**Resolution No. 21.10**	**Dated: 07-12-2023**
AS&RB	**Resolution No.**	
Academic Council:	**Resolution No.**	