



**MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI – 12**

M.SC., TEXTILES AND FASHION DESIGNING

SYLLABUS

AFFILIATED COLLEGES

2024 – 2025 ONWARDS

**TAMILNADU STATE COUNCIL FOR HIGHER
EDUCATION,**

CHENNAI – 600 005

Second Year**Semester-III**

Part	List of Courses	Credit	No. of Hours
Core-VII	Research Methodology and Statistics in Textiles	5	6
Core-VIII	Textile Testing	5	6
Core-IX	Textile Testing Practical	5	6
Core-X	Advanced Textile Processing	4	6
Elective-V Discipline Centric	Online Business (or) Fashion Retailing	3	3
3.6 Skill Enhancement-II	Fashion portfolio - Practical	2	3
3.7 Internship/Industrial Activity		2	-
		26	30

Semester-IV

Part	List of Courses	Credit	No. of Hours
Core-XI	World Costume	5	6
Core-XII	Visual Merchandising	5	6
Core-XIII	Project with Viva Voce	7	10
Elective-VI (Industry/Entrepreneur ship) 20% Theory 80% Practical	Accessory Designing- Practical (or) Fashion Photography -Practical	3	4
Skill Enhancement Course/ Professional Competency Skill	Social media Marketing	2	4
Extension Activity		1	

		23	30
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CORE X - RESEARCH METHODOLOGY AND STATISTICS IN TEXTILES

COURSE OBJECTIVES

To make the students to learn about the

- ❖ Problem formulation, analysis and solutions.
- ❖ Technical paper writing / presentation without violating professional ethics
- ❖ Analysis of Variance and Non-Parametric Tests and testing of hypothesis

COURSE OUTCOMES

At the end of this course, the students will be able to

- ❖ Formulate research problem, carry out research analysis and follow research ethics
- ❖ Design the experiment, conduct statistical tests and analyse the results to arrive at the conclusions
- ❖ Study the capability of process and control the process based on data available and Make decisions with minimum error from available data.

UNIT I

Research: Meaning, Types of research, Significance of research, Research process
 Literature Review: Effective literature studies approaches, analysis and research ethics.
 Research Problem Formulation: Meaning of research problem- Sources of research problem, criteria and characteristics of a good research problem, errors in selecting a research problem, scope and objectives of research problem.

UNIT II

Variables: What is Variable and types of Variable. Define the terminologies: Control, Confounded relationship, Research Hypothesis, Experimental and Non-Experimental Hypothesis testing research, Experimental and Control groups, Treatments, Experiment, Experimental Units(s)

Research Design: Methods of research design: Research design for Exploratory research studies, Descriptive and diagnostic research studied, Hypothesis testing research studies. Principles and methods of experimental design. Design for sample surveys

UNIT III

Selecting a Method for Data collection: Methods of Data Collection, Difference between Primary and Secondary data, Collection of data through primary sources: Observation, Interview, Questionnaire. Collection of data through Secondary sources.

Processing of Data: Editing, Coding and analysis

Displaying of Data: Methods of communicating and displaying analyzed data, Text, Tables, Graphs.

UNIT IV

Technical Writing /Presentation: Types of research report: Dissertation and thesis, Research Paper, review paper, review article, short communication, conference presentation etc., Referencing and referencing styles, research journals, indexing, and citation of journals, intellectual property, plagiarism, Effective technical writing, how to write report, paper, developing a research proposal, format of research proposal, a presentation and assessment by a review committee.

UNIT V

Descriptive Statistics: Percentage, Mean, Standard deviation, Standard error, Skewness, Kurtosis, Rank Correlation

Hypothesis Testing: Chi-Square test, Anova, t test (one sample, Independent, Paired), Correlation Analysis, Regression Analysis, (Linear, Multiple), Non-Parametric test: sign test, rank test, concordance test.

Process Control and Capability Analysis: Control charts for variables and attributes - basis, development, and interpretation, sensitizing rules, average run length; process capability analysis

REFERENCES

1. Ranjit Kumar, 2nd Edition, "Research Methodology: A Step by Step Guide for beginners" 2010

2. Montgomery D.C., “Introduction to Statistical Quality Control”, John Wiley and Sons, Inc., Singapore,
3. Leaf G.A.V., “Practical Statistics for the Textile Industry, Part I and II”, The Textile Institute, Manchester, 1984,

SEMESTER III

CORE XI - TEXTILE TESTING

COURSE OBJECTIVES

- ❖ To impart knowledge in basics of testing and the testing atmospheric conditions in a testing lab.
- ❖ Helps in determining the testing of fibres, yarns and fabrics.
- ❖ Enables the student s to know about the various textile testing equipment as well as their working principles.

COURSE OUTCOMES

The student will be able to

- ❖ Understand the importance of standard atmospheric conditions required for testing.
- ❖ Handle the equipment without any assistance in carrying out the testing of fibres, yarns and fabrics.
- ❖ Examine the determination of color fastness of dyed materials

UNIT I

Introduction to testing – definition, objectives, importance and types of testing, International Quality parameters and standards like AATCC, ASTM, BIS etc. Humidity-absolute and relative (moisture content and regain) , Standard atmospheric conditions, Moisture and Humidity – its importance and relationship to textiles, Determination of humidity – Wet and Dry bulb hygrometer and sling hygrometer

Measurement of moisture regain and content by Conditioning oven method.

UNIT II

Fiber testing - Cotton fiber length –determination of fibre length by Baer sorter method, Fineness – Air flow principle – determination of fibre fineness by Sheffield micronaire method, fibre maturity – Caustic soda swelling method, fibre strength – determination of fibre strength by Pressely bundle strength tester and Stelometer method, Determination of trash and lint in cotton by Shirley trash analyzer method.

UNIT III

Yarn testing - Yarn numbering system – conversion of count from one system to another, Instruments for count determination – Quadrant balance, Beesely balance.

Yarn strength testing – principles of CRT, CRL, CRE – Single yarn strength tester, Lea strength tester. Yarn twist- Direction of twist, Twist testers – Tension type twist tester, Yarn evenness – classification of variation, methods of measuring evenness using black board method, Uster evenness tester, determination of yarn hairiness and yarn crimp.

UNIT IV

Fabric testing – fabric weight, cover factor, fabric thickness. Fabric strength – fabric tensile strength tester, tearing strength tester, hydraulic bursting strength tester. Fabric abrasion resistance- Martindale abrasion tester, Fabric pilling – ICI pill box tester. Fabric drape – Measurement of drape, fabric stiffness – Shirley stiffness tester. Fabric crease resistance - crease recovery tester, Fabric permeability – Shirley air permeability tester.

UNIT V

Color fastness in textiles – importance and factors affecting colour fastness, colour fastness to Crocking - dry and wet, perspiration – acid and alkaline, sunlight, laundering, pressing and dry-cleaning aspects. Grey scales and ratings.

REFERENCES

1. Dr. Arindam Textile Testing, SITRACoimbatore (2001).
2. Elliot B Grover and Hamby D S, Handbook of Textile Testing and Quality Control, Willey Eastern limited, New Delhi(1988).
3. Saville BP Physical Testing of Textiles , Woodhead publishing, Cambridge(2004).

4. Gopalakrishnan. R,A.P.Textile Testing, SSM Institute of Technology, Komarapalayam. (2002).

5. Newness Butterworths, B.J.E.(nodate) Principles of Textile Testing, London (1976).

SEMESTER III

CORE XII - TEXTILE TESTING PRACTICALS

COURSE OBJECTIVES

- ❖ To practice the various textile testing equipment in standard atmospheric conditions

COURSE OUTCOMES

The students will be able to

- ❖ Operate the equipment without any assistance while carrying out the testing of fibres, yarns and fabrics.
 - ❖ Interpret the data more accurately on their own
1. Determination of fabric weight of the given fabric.
 2. Determination of Thickness of the given Fabric.
 3. Determination of Tensile Strength of the given Fabric.
 4. Determination of Stiffness of the given Fabric.
 5. Determination of Abrasion Resistance of the given Fabric.
 6. Determination of Crease Recovery of the given Fabric.
 7. Determination of Drape of the given Fabric.
 8. Determination of Tearing strength of the given fabric.
 9. Determination of Bursting Strength of the given Fabric.
 10. Determination of Colour Fastness of the given Fabric by Crock meter.
 11. Determination of Colour Fastness of the given Fabric by Perspirometer.

12. Determination of Colour Fastness of the given Fabric by Laundrometer.

13. Determination of Colour Fastness of the given Fabric by Pressing.

14. Determination of Shrinkage of the given Fabric.

SEMESTER III

CORE XIII – ADVANCED TEXTILE PROCESSING

COURSE OBJECTIVES

- ❖ Gain knowledge in natural sources required for Bio Processing and Natural dyeing.
- ❖ Understanding the use of chemicals, processing methods and quality requirement for garment dyeing.
- ❖ To know the range of advanced printing technology used in present scenario.
- ❖ Acquire knowledge about pollution cause by using various chemicals and processing method.

COURSE OUTCOMES

The students will be able to

- ❖ Describe the ecofriendly processing of textiles from fiber to fabric stage.
- ❖ Develop ecofriendly sustainable textile products.

UNIT I

Application of Enzymes in Textile Chemical Processing – Enzymes used in de-sizing process, Bio-scouring process and its advantages, Bio – Bleaching and its advantages. Natural dyes – Various Sources of Natural dyes. General procedure for application of natural dyes on cotton and other fibers. Advantages and disadvantages of Natural Dyes.

UNIT II

Garment dyeing – Basic theory of Garment Dyeing – special chemical for garment dyeing – Advantages of garment dyeing – Precaution steps to be taken before garment dyeing– Quality controlling garmentprocessing.

UNIT III

Finishing – Definition and Advantages – Bio polishing – Enzymes used for Bio polishing – Bio Polishing of cotton fabrics – Bio polishing of polyester and its blends, UV protective finish, Anti-microbial finish, Fragrance finish, Burn out finish, Denim finish.

UNIT IV

Printing: Preparation of hosiery cloth for printing – Tubular and slit open forms, Khadi printing, Pearl printing, Glitter and Metallic printing, Flock printing by electrostatic method.

Working of Garment printing machine. Digital Inkjet printing – Advantages and Limitations. Capsule printing, Crimp and Crepon style of printing.

UNIT V

Pollution – Types- Land, Water, Air and Noise Pollution – Causes and remedies related to textile industry. Effluent treatment – methods – color removal- Bio – degradation. ETP plant, Needfor Eco-friendly Textile Processing.

REFERENCES

1. Dr. V. A. Shenai Textile Finishing, Sevak Publications.
2. K. B. Krishnakumar Pollution in Textile Industry, SSM ITT Staff & students Co – operative storesLtd.
3. S. Duhayamarthandan Technology of Textile Printing, SSM ITT Staff &studentsCo–operative storesLtd.
4. Dr. S. Jayaprakasam, D.G.N.T extile Finishing.
5. R. Shanmugaraj, S.U. Eco friendly Textile Processing, SSM ITT Staff & students Co – operative storesLtd.
5. Dr.D.K.Aggarwal, Housekeeping management Ammanpublication, New Delhi.

SEMESTER III

ELECTIVE III - ONLINE BUSINESS

COURSE OBJECTIVES

- ❖ Understand the significant need of Online business in market.
- ❖ To develop website and software for online business.
- ❖ Understand the legal requirement like copy right, trademarks and accounting process.
- ❖ Obtain knowledge in buying, selling, payment handling and social network marketing.

COURSE OUTCOMES

The students will be able to

- ❖ Gain sound knowledge in creation of online business.
- ❖ Apply knowledge in creating website, software and social media pages.
- ❖ Become a successful branded entrepreneur in online business.

UNIT I

Overview of online business: Introduction to Online Business, Success Stories of how entrepreneurs started online business, Benefits of online business, software required to create web pages.

UNIT II

Website development: Web Page Designing-Classification of websites, building a website-steps in building a website, Website hosting –web hosting options.**Content creation, delivery and management-Content management and maintenance**

UNIT III

Keeping Business legal: Copy rights, trademarks and other legal concerns, basic accounting practices, **Online business models:** Affiliate Programs, Online Advertising, Selling Products and Services.

UNIT IV

Handling payment: Online Payment Solution-Anticipating your online customers purchasing needs-applying for credit card merchant status-finding short cuts to processing credit card data-providing shoppers with electronic purchasing system-delivering products and services

UNIT V:

Social Networking and Marketing: Attracting customers and services-Word of mouth advertising, Social networking and other advertising, **The future of online business:** Building your Business for the Future.

REFERENCES

1. Kenneth C. Laudon E-Commerce: Business, Technology, Society, 4th Edition, Pearson.
2. Porter, M. E Strategy and the Internet, HBR March 2001.
3. Kamlesh N., Amit Lal and Deeksha Agarwala, A. Business on the Net: An Introduction to the Whats and Hows of E -Commerce, Macmillan India Ltd.
4. Liewyi, L.V.K. Online business made easy, Kindle edition ,2009.
5. Sons, G.H., John Wiley Starting an Online Business For Dummies, 14-Jun-2013.
6. The Business of E-Commerce – From Corporate Strategy to Technology, Cambridge University Press, 2000 .

SEMESTER III

ELECTIVE III - FASHION RETAILING

COURSE OBJECTIVES

- ❖ It aims to provide the learners with a basic understanding of how contemporary retailers operate.
- ❖ It enables to have broad look at consumer behavior and markets and how the markets differ within emerging retail communities from corporate office to shop floor.
- ❖ It incorporates the concepts of store merchandising, strategic planning and trends in retailing.

COURSE OUTCOMES

The students will be able to

- ❖ Explain the basic concepts of retailing

- ❖ Discuss important concepts of retail consumer markets such as consumer behavior, consumer assessment theories, Consumer analysis
- ❖ Elucidate the Corporate level departments in retail and the Roles and responsibilities of manager
- ❖ Describe the model for strategic planning, store merchandising and emerging trends in retailing

UNIT-I

RETAILING

What is retailing? The History of Retail, Understanding the difference between retailing and retailer, Fashion supply chains, **Classification of retailers:** Boutiques, Specialty shops, Department stores, off price merchants, Fashion manufacturer's outlets, Discount operations, Warehouse clubs, Franchises. **On-site vs. off-site retailing:** Difference between On-site retailing and off-site retailing, Catalogs, Tele vending. **Multichannel retail approaches.**

UNIT-II

RETAIL CONSUMER MARKETS

Consumer behaviour: Rational motives, Emotional motives, Patronage motives, **Consumer assessment theories:** Maslow's hierarchy of needs, Consumer perception theory, and Psychographic segmentation. **Consumer Analysis:** Demographics, Population concentration, Climate differences, Age groups, Occupations, Income, Education, Social class groupings, Family Life cycle, Demographics vs. the target audience, mapping the target audience. **Site selection and Store location:** Area characteristics, Shopping districts, Downtown central districts, Regional Malls, Mixed-use centers, Power centers, Outlet centers, Site selection.

UNIT-III

STORE MANAGEMENT AND THE BACK OF HOUSE

Managerial roles: Store manager, Operations/facilities manager, Hiring manager, Apparel /accessories department manager, receiving manager, Visual manager. **Functions of the Back of house. Daily routines of Managers on the basis of shift. Employee management:** Interviewing and employee files, Hiring process, Training and development. **Store logistics:** Retail logistics management model, Distribution, Communication and Value-added services.

Merchandise controls and Loss prevention: Deterring theft, methods to deter theft,

UNIT-IV

STORE MERCHANDISING

Understanding the merchandising division, Merchandising and front of house, merchandising vs visual merchandising, Visual merchandising Key performance indicator matrix. Merchandising the store environment: The store merchandisers role, Visual areas, Consumer circulation, Accessibility, floor sets

UNIT-V

TRENDS IN RETAILING

Understanding E commerce and the online shopper, E commerce process, Cross channel integration, shipping differentiation, Alternative currencies. Mobile retail, pop-up and concept shops, Retailer and designer collaborations, Technology in the retail sector.

REFERENCES

1. Fashion Retailing: From Managing to Merchandising, Dimitri Koumbis, Bloomsbury Publishing, 2020
2. Fashion Retailing: A Multi-Channel Approach, Jay Diamond, Ellen Diamond, Sheri Litt, Bloomsbury Publishing, 2015

SEMESTER III

SKILL BASED ELECTIVE II- FASHION PORTFOLIO PRACTICALS

COURSE OBJECTIVES

- ❖ To Understand the importance of making Portfolio.
- ❖ To develop designs based on forecasting for future fashions.
- ❖ To be familiar with suitable selection of fabric, trims and accessories.
- ❖ Acquire multi skills technique in design, draft, construct and making accessories.

COURSE OUTCOMES

- ❖ Ability to visualize the outcome of entire costume.

- ❖ Capability to start up Boutiques and designer shop.
- ❖ Skill to become a fabric technician, garment technician, accessory maker, fashion merchandiser and fashion designer.

Develop two different portfolios in two different bases: (Open Theme)

The Portfolio should contain the following boards and construct the garment for the same:

1. Design development
2. Theme Board
3. Story Board
4. Mood Board
5. Inspiration Board
6. Customer Profile
7. Flat Sketches
8. Illustration Board
9. Component Board
10. Colour Board
11. Fabric Board
12. Accessories Board
13. Ornaments Board
14. Garment Construction
15. Photo shoots with different pose on stage.

SEMESTER -IV
CORE – XI
WORLD COSTUME

Course Objectives:

- ❖ To gain Knowledge on traditional costumes of various Countries
- ❖ To learn the ancient world art.

Course Outcomes:

- ❖ Understand the ethnicity of historical costumes and arts around the world.
- ❖ Interpret the Periodical Costumes of men and women with reference to style and fabric.
- ❖ Differentiate the accessories of men and women in ancient period of various regions.
- ❖ Evaluate the uniqueness of the world costumes and the art forms
- ❖ Develop an ancient costume inspired fashion garment with accessories.

UNIT-1

Ancient Indian Costumes -Gupta Period, Kushan Period, Satavahana Period, Maurya and Sunga Period -Costumes of male and Female, Ornaments, accessories and head wears.

UNIT-II

European Costumes- British, Greece, Roman, Egypt, Sweden, Denmark, Germany, Switzerland, Poland and Netherland Men -Women -Accessories.

UNIT-III

Costumes of far Eastern Countries- Japan, Hongkong, Sri Lanka, Pakistan, Malaysia, China, Burma and Thailand -Men, Women Costume.

UNIT-IV

American Costumes- Men's and Women's Costume- 17th, 18th, 19th and 21st Century.

UNIT-V

World art – Gond Art, Madhubani art, Cubism, Futurism, Dada, Pop art, German Expression, Romanticism and Futurism.

References:

Text Books:

1. Carolyn G.Bradley, (2001).” Western Worlds Costume an Outline History”. Dover Publications, Mineola.
2. John E. Vollmer, (2011). Encyclopedia of World Dress and Fashion: East Asia: Volume 6 , Oxford University Press,UK.
3. Mary G.Houston, (2013). Ancient Greek, Roman and Byzantine Costume , Dover Publications, Mineola.
4. Patricia Rieff Anawalt, (2007).The Worldwide History of Dress, Thames & Hudson, USA.

Reference Books:

1. Dorling Kindersley , (2012). Fashion-Ultimate Book of Costume and Style, Published by Dorling Kindersley Limited; London.
2. John Peacock , (2010). “The Chronicle of Western Costume”, Thames and Hudson Publisher,USA.
3. Philip Steele,(2005). “A History of Fashion and Costume”, Volume 7, Bailey Publishing Associates Ltd, new York.
4. Vishu Arora, (2018).”Suvasas- The Beautiful Costumes”, Abhishek Publication, Chandigarh, India.

SEMESTER -IV

CORE-XII-VISUAL MERCHANDISING

COURSE OBJECTIVES

- ❖ To sculpt the young minds with design thinking, create passion for visual presentation.
- ❖ To help aspiring students to become successful visual merchandisers, entrepreneurs and industry ready professionals.

COURSE OUTCOMES

- ❖ Recall the fundamental concepts of Visual merchandising and role of visual merchandiser in retail outlets
- ❖ Demonstrate the promotional merchandising Techniques for exterior display

- ❖ Select the appropriate visual merchandising display techniques to achieve a good interior display presentation
- ❖ Predict an innovating and eye-catching window display with suitable display techniques
- ❖ Categorize the tools used in visual merchandising display

UNIT – I

Overview of Visual Merchandising and Display -Essentials of Visual Merchandising and Display: History and definition. What is Visual Merchandising? How and where visual merchandisers work. Day to-day life of Visual Merchandiser-Training,

visual merchandiser's tool box, Visual merchandisers in department store, Multiple chain store and small retail outlets. Broad areas of Visual display-Exterior and Interior, Store layout types, Virtual Visual Merchandising. Display Design Basics-Line, composition, Texture, Colour and Lighting.

UNIT – II

Exterior Display -Exterior Presentation: Exterior Signs, Store entrance, Marquees, Banners, Awnings, Walks and Entries and Landscaping.

UNIT – III

Interior Display- Interior Presentation: Interior display in selling area and sales support area, Areas of display- Windows, Highpoints, Focal points, Nesting Tables, Staircase landings, Step raisers, Lift area, Dangers, Cash counters, pillars, and entrances. Plano gram, strategy for creating attractive retail display.

UNIT – IV

Window Display -Window Display: Scope of Window display, types of window display, Window display designing process-theme and schemes, colour, budgeting, window prepping and installing, structuring the window calendar. Steps create eye-catching and innovative displays. In-Store Visual Merchandising and display -Product handling, colour blocking, product blocking, Vertical, horizontal, cross and symmetrical merchandising.

UNIT – V

SIGNAGE FIXTURES AND PROPS- Signage Fixtures and Props:

Fixtures: Types of fixtures, selecting display fixtures.

Signage: What signage can do for customer, retailer, vendor and community, various types of signs.

Props: Advantages and types of props. Role of mannequins in clothing store for effective visual presentation.

Common errors in creating window display, Promotional and seasonal display techniques

REFERENCES

1. Visual Merchandising, Swati Bhalla, Anuraag S, (2010). Tata McGraw-Hill Education
2. Visual Merchandising for Fashion, Sarah Bailey, Jonathan Baker, (2014). A&C Black
3. Fashion Retailing: A Multi-Channel Approach, Diamond, (2007). Pearson Education India
4. Retail Product Management: Buying and merchandising, Rosemary Varley, (2014). Routledge
5. Retail Business Kit for Dummies, Rick Segel, John Wiley & Sons, (2009)
6. Visual Merchandising: window and In-store displays for retail store, Third Edition, Tony Morgan, (2016). Laurance King Publishing

SEMESTER -IV

ELECTIVE-VI- ACCESSORY DESIGNING PRACTICAL

COURSE OBJECTIVES

- ❖ To provide knowledge in accessory designing and making

COURSE OUTCOMES

- ❖ Provides knowledge in selecting raw materials for accessory designing
- ❖ Helps to start a new business in ornament designing

Prepare the following Samples using the available raw materials / any base material.

1. Hand bags -3 varieties.

2. Purses / Wallets –3 varieties.
3. Belts –3 models.
- 4.Bracelets -3 models
5. Gloves-3 models.
6. Hats- 3 models.
- 7.Hair accessories-3 models
8. Scarves-3 models.
9. A set of bridal ornaments – select a bridal costume of any religion
10. A set of ornaments for a dress designed for a fashion show

SEMESTER -IV

ELECTIVE-VI –FASHION PHOTOGRAPHY PRACTICAL

COURSE OBJECTIVES

- ❖ Helps the student to acquire practical skills in fashion Photography through exploration of different styles and its applications.

COURSE OUTCOMES

- ❖ The students will be able to acquire photography skills, gain insight on the nuances of videography and media planning.

Experiments

- I. Product Photography (3-5nos)
- II. Modeling Photography (3-5nos)
- III. Indoor and Outdoor Photography (3-5nos)
- IV .Different lighting technique Using Image Capture
- V.Travel Photography(3-5nos)
- VI. Photojournalism ethics and photos ((3-5nos)

VII. Documentary Photogrtaphy

Visual Media

Experiments: Create the following

- I. Story Board
- II. Brand Name and Logo Design
- III. Image Editing and Special Effects
- IV. Design packing material for your brand
- V. Logo animation
- VI. Product Animation
- VII. Video capturing and editing
- VIII. Video and audio mixing
- IX. Add film making
- X. Web Designing

Text book

- 1 Fashion Photography: A Complete guide to the Tools and Techniques of the Trade, BruceSmith, Amphoto Books, 2008.
- 2 Writing for Visual Media, Anthony Friedmann, 2010.

Reference Books

- 1 A Different Vision on Fashion Photography, Thierry-Maxime Lorit, 2016.
- 2 Mics, Cameras, Symbolic Action: Audio-Visual Rhetoric for Writing Teachers, Scott . Halberitter, 2012

SKILL ENHANCEMENT COURSE- SOCIAL MEDIA MARKETING

CORSE OBJECTIVE

- ❖ To Know the importance of social media platforms importance in Digital Marketing

COURSE OUTCOMES

- ❖ Learn how businesses use platforms to promote products and engage with customers.
- ❖ Gain skills to create marketing strategies aimed at specific audiences using various social media channels.
- ❖ Discover methods to increase brand visibility and build customer loyalty through consistent social media interactions.

UNIT-I

Fundamentals of Digital Marketing & its Significance. Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Consumer & communities.

UNIT- II

Fundamentals of social media marketings & its significance, Necessity of Social media Marketing, Building a successful strategy: Goal Setting, Implementation.

UNIT-III

Facebook Marketing /; Facebook for Business, Facebook Insight, Different Types of Ad formats, Setting Up Facebook Advertising Account, Facebook audience.

UNIT -IV

LinkedIn Marketing: Importance of LinkedIn Presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign.

UNIT-V

Twitter Marketing: Basics, Building a content strategy, Twitter usage, Twitter Ads, Twitter and campaigns, Twitter Analytics, Twitter Tools and tips for managers. Instagram & snapchat basics.

Reference:

1. Digital Marketing -Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation-D.Ryan
3. Digital Marketing. V.Ahuja, Oxford University Press
4. Digital Marketing. S.Gupta, McGraw-Hill
5. Quick win Digital Marketing .H.Annamarie,A.Joanna,Paperback edition