

Paper Name -AI-powered Smart Social Media Management & Digital PR Certification Programme

Paper Code – (VOC158

Course Objective –

This programme aims to demystify AI's role in social media management, empowering marketers to strategically integrate AI tools for targeted social media management and adapt to evolving digital trends for sustained growth.

Course Content -

Unit - 1 Theory

Learning fundamentals of artificial intelligence. Introduction to ChatGPT and prompt engineering. Understanding powerful prompting. Prompting for social media management to get desired output. AI tools for content creation and copy writing. AI-powered content curation. AI and Microsoft Office. Understanding Digital PR. Soft skills.

Unit - 2 Theory/ Practical

Leveraging AI for influencer marketing. Selecting character and creating channels for influencer marketing. Creating useful prompts for social media management.

Unit - 3 Practical

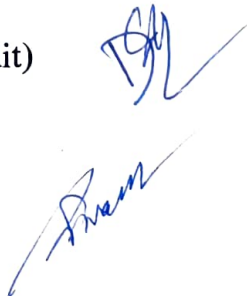
Understanding Chatbots. Application of chatbots in social media management. Training the chatbot to bring efficiency in work.

Unit - 4 Practical

Social media posts management. Auto generation of social media posts. Automating social media posting on multiple channels.

Total weightage of Theory - 40% of marks, 15 hours (1 Credit)

Total weightage of Practical - 60% of marks, 30 hours + 30 hours (2 Credit)



Practicum Work -

At least 4 activities should be given. Two activities will be selected by the students for their assessment of Practicum Work.

ACTIVITY 1: Students will create and test a set of prompts useful in social media management.

ACTIVITY 2: Students will identify chatbot platform and will create a chatbot to support them in their work.

ACTIVITY 3: Students will create a character and will launch an influencer marketing channel.

ACTIVITY 4: Students will identify and automate social media postings on multiple channels.

Learning Outcomes –

Enhanced creativity and innovation. Complete understanding of social media management. Proficiency in AI integration. Inculcating strategic thinking. Improved campaign performance. Acquiring agility and adaptability. Learning Digital PR. Ability to handle social media management more efficiently. Soft skills development.

Job Prospects-

Students in this programme can expect a wide array of job opportunities, including roles as Social Media Managers, Digital Marketing Specialists, AI Marketing Analysts, Influencer Marketing Managers, Content Strategists, AI Consultants and even opportunities for entrepreneurship.

Skill Partner-

SNS Innovation Labs Pvt. Ltd.

Suggested Reading –

1. Social Media Marketing: An Hour a Day by Dave Evans and Susan Bratton
2. Exploring AI Tools: A Comprehensive Guide To ChatGPT And Beyond by Satyen Srivastava

