
SYLLABUS FOR BOARD OF STUDIES ADOPTION — generated from the live catalogue record

Social Media Management and Community Building

X-A3 · 3 days (configurable 1–5 days) · Arts & Humanities · Media & Communication · Years: 2nd, 3rd, PG

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OVERVIEW

Students plan a content calendar, publish across platforms and grow an engaged community.

Every organisation needs a social presence; graduates who can plan content and build community are among the most sought-after entry hires in communications.

HOURS AND CREDIT POSITION

Contact hours: 24 Guided project: 6 Self-study: 0 Notional total: 30

Credit claim: 1

30 notional hours ÷ 30 hours per credit (NSQF track, UGC Micro-credentials Guidelines §5.3.3) = 1 credits.

COURSE OUTCOMES

- CO1. Plan a social content calendar for a brand (K3)
- CO2. Create platform-appropriate posts (K3)
- CO3. Manage community engagement and moderation (K3)
- CO4. Measure social performance using platform analytics (K4)
- CO5. Produce a social campaign with a results report (K5)

COURSE CONTENT — MODULES

Hours shown are the recommended format; module time scales proportionally when the engagement runs 1–5 days.

Module 1 — Social media foundations (4h recommended)

Theory: Platforms, algorithms, goals

Lab: Set goals for a brand

Output: Goal brief

Module 2 — Content strategy (4h recommended)

Theory: Calendar, formats, brand voice

Lab: Build a content calendar

Output: Content calendar

Module 3 — Creation and scheduling (4h recommended)

Theory: Creating and scheduling posts

Lab: Create and schedule posts

Output: Scheduled posts

Module 4 — Community management (4h recommended)

Theory: Engagement, moderation, responses

Lab: Run community engagement

Output: Engagement log

Module 5 — Social analytics (4h recommended)

Theory: Reach, engagement, growth metrics

Lab: Measure social performance

Output: Analytics report

Module 6 — Capstone (4h recommended)

Theory: A content calendar and a live campaign

Lab: Run a social campaign

Output: Campaign and results

ASSESSMENT SCHEME (100 MARKS)

Continuous exercises — 40 marks

Portfolio capstone — 40 marks

Critique & viva voce — 20 marks

CO-PO MAPPING

CO1 !' PO3 (strength 2)

Content planning is solution design.

CO2 !' PO3 (strength 2)

Post creation is produced craft.

CO3 !' PO10 (strength 2)

Community management is communication.

CO4 !' PO4 (strength 2)

Social analytics is investigation.

CO5 !' PO10 (strength 2)

The campaign report is professional communication.

EVERY PARTICIPANT RECEIVES

- Certificate of completion
- Course material
- LMS access
- Interview question bank
- Mock interview & viva practice

FEE

¹1,700 per student, incl. GST

Excludes the optional nasscom assessment where offered. Final pricing on your college's quotation.

DESIGNED BY

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