

Social Media Marketing (SMM) Course Syllabus

Offered by: GIDM – Gurugram Institute of Digital Marketing

Course Overview

The Social Media Marketing (SMM) course at GIDM is designed to train students in **organic growth, paid social media advertising, content strategy, and brand building** across major platforms. This course focuses on hands-on training, real campaigns, and performance analysis.

What You Will Learn

- Social media fundamentals & platform algorithms
- Content creation & posting strategies
- Audience growth & engagement techniques
- Paid social media advertising
- Analytics, reporting & optimization
- Career, freelancing & client handling skills

Detailed Course Modules

Module 1: Introduction to Social Media Marketing

- What is SMM & its importance
- Organic vs paid social media
- Social media marketing funnel
- SMM career opportunities
- Social media trends

Module 2: Social Media Platforms Overview

- Facebook marketing fundamentals
- Instagram marketing strategies
- LinkedIn marketing basics
- Twitter (X) marketing
- YouTube & short video platforms

Module 3: Content Strategy & Planning

- Understanding target audience
- Content types (image, video, reel, story)
- Content calendar planning
- Brand voice & consistency
- Hashtag research & usage

Module 4: Facebook & Instagram Marketing (Organic)

- Page & profile optimization
- Posting strategies & timing
- Engagement techniques
- Community management
- Handling comments & messages

Module 5: Paid Social Media Advertising

- Meta Ads Manager overview
- Campaign objectives & setup
- Audience targeting & custom audiences
- Ad creatives & copywriting
- Budgeting & bidding strategies

Module 6: Instagram Reels & Video Marketing

- Reels algorithm basics
- Short-form video strategy
- Trend research & execution
- Video optimization techniques
- Growth hacks for reels

Module 7: LinkedIn & B2B Marketing

- LinkedIn profile optimization
- Company page marketing
- B2B lead generation
- LinkedIn ads overview

- Personal branding strategies

Module 8: Influencer & Community Marketing

- Influencer marketing basics
- Finding & collaborating with influencers
- Campaign planning & execution
- Community building strategies
- Brand reputation management

Module 9: Analytics, Tools & Reporting

- Platform insights & analytics
- Social media KPIs
- Tools: Meta Insights, Hootsuite, Canva
- Performance tracking
- Client reporting format

Module 10: Advanced SMM & Automation

- Social media automation tools
- AI tools for content creation
- Social media calendars automation
- Crisis management
- Scaling social media accounts

❖ Practical Training & Projects

- Social media page creation
- Content calendar project
- Paid ad campaign setup
- Engagement growth activity
- Analytics & reporting project
- Final SMM campaign presentation



Certification & Career Support

- Industry-recognized certification
- Internship assistance
- Resume & interview preparation
- Freelancing & client handling guidance
- 100% placement support

❓ Frequently Asked Questions (FAQs)

Q1. Who can join this course?

Students, job seekers, freelancers, entrepreneurs, and business owners.

Q2. Do I need prior marketing knowledge?

No, this course starts from basics.

Q3. Is this course practical?

Yes, it includes real-time posting, ads, and analytics.

Q4. Will I get a job after this course?

Yes, we provide placement and internship support.

Q5. Can I do freelancing after this course?

Yes, SMM skills are highly in demand for freelancers.

Grow Brands with Social Media Marketing at GIDM

Learn to build, promote, and scale brands using modern social media strategies.

