***Program of Studies – Post Diploma***

Courses

Code Title hrs/wk

**Semester 1 Cr Le La**

SMXXXX Social Media Strategic Management 4 4 0

MRXXXXX MRXXXX Social Media Marketing 4 3 2

MR1500 Consumer Behaviour 3 3 0

LW15XX Law and Ethics 3 3 0

PR2170 Project Management 2 2 1

EPxxxx Introduction to Business 4 4 0

MR24XX Marketing Communications I 4 3 2

Total 24 23 5

**Semester 2 Cr Le La**

MRXXXX Business Research 3 2 3

MR24XX Marketing Communications II 4 3 2

SMXXX1 Social Networks (Facebook) 2 1 2

SMXXX2 Social Media - Video Streaming (YouTube) 2 1 2

SMXXX3 Social Media - Micro-Blogs (Twitter) 2 1 2

SMXXX4 Social Media - Blogs (Blogger 7 Wordpress) 2 1 2

SMXXX5 Social Media - Emerging Platforms 2 1 2

Total 17 10 15

**Intersession Cr Le La**

SMXXXX Social Capstone 5 0 8

Total 5 0 8

Total Credits 46

Total Lecture Hours 33

Total Lab Hours 28

**Project Plan**

**June 3 🡪 June 10**

Course outlines for:

* SMXXXX Social Media Strategic Management
* MRXXXXX MRXXXX Social Media Marketing
* SMXXX1 Social Networks (Facebook)
* SMXXX2 Social Media - Video Streaming (YouTube)
* SMXXX3 Social Media - Micro-Blogs (Twitter)
* SMXXX4 Social Media - Blogs (Blogger 7 Wordpress)
* SMXXX5 Social Media - Emerging Platforms
* SMXXXX Social Capstone

**June 10 🡪 June 17**

Course Outlines for:

* LW15XX Law and Ethics
* EPXXXX Introduction to Business
* MR24XX Marketing Communications I
* MRXXXX Business Research
* MR24XX Marketing Communications II