



ST. ANN'S COLLEGE FOR WOMEN

A Catholic Christian Minority Institution

Affiliated to Acharya Nagarjuna University & Approved by AICTE, New Delhi

Amaravathi Road, Gorantla, GUNTUR - 522 035. A.P.

Date : 06-03-2021

NOTICE

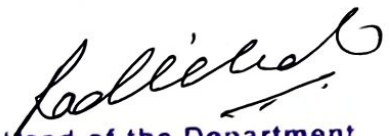
ADD-ON CERTIFICATE COURSE : 2020-2021

The Department of MBA proposes to enroll the students for Add-on Certificate course in "Social Media Marketing". This program is for the students of MCA. This course will commence online from 11th March 2021 to 3rd April 2021.

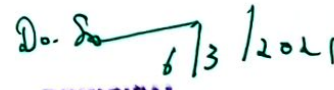
Details of the Course :

1. Venue of Registration : MBA Department
2. Duration of the course : 42 Hours
3. Time : 3:00 pm to 5:00 pm
4. Mode of Teaching : On line
5. Course Coordinators : Mrs. G. Yasodhara & Mrs. G. Radhika.

Note : Minimum 80% Attendance and 70% Marks in Final assessment is Compulsory.


Head of the Department
Master of Business Administration
St. Ann's College for Women
GORANTLA, GUNTUR.




6/3/2021
PRINCIPAL
St. Ann's College for Women
GORANTLA, GUNTUR-522 035


ST.ANN'S COLLEGE FOR WOMEN

GORANTLA,GUNTUR -35.

DEPARTMENT OF MBA

SOCIAL MEDIA MARKETING SYLLABUS.

- ❖ What is Social Media
- ❖ What is Social Media Marketing
- ❖ Social media platforms
- ❖ A Quick Overview of Social Media Marketing
- ❖ The Five Core Pillars of Social Media Marketing
- ❖ Social Media Marketing Blog
- ❖ Social Media Marketing Guide
- ❖ Social Media Listening and Engagement Guide
- ❖ Social Media Analytics Guide
- ❖ Social Media Advertising Guide
- ❖ Benefits of Social Media Marketing
- ❖ Types of social media
- ❖ Organic Social Media
- ❖ Pros & Cons
- ❖ Ethics
- ❖ Code of Conduct


Head of the Department
Master of Business Administration
St Ann's College for Women
GORANTLA, GUNTUR.




PRINCIPAL
St. Ann's College for Women
GORANTLA, GUNTUR-522 034