



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 : 28-01-2022

NOTICE


ADD-ON CERTIFICATE COURSE : 2021-2022

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 from 1st February 2022 to 19th February 2022.

Details of the Course :

1. Venue of Registration : MBA Department
2. Duration of the course : 34 Hours
3. Time : 3:00 pm to 5:00 pm
4. Mode of Teaching : Off 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
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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


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