



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

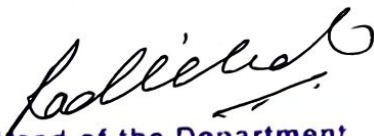
ADD-ON CERTIFICATE COURSE : 2020-2021

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.

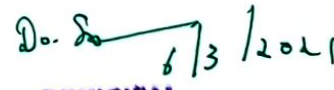
Details of the Course :

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.


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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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Attendance sheet for Add-on Certificate course for the Academic year 2020-2021

11th March 2021 to 3rd April 2021- 42 Hours

"Social Media Marketing" Program for MCA students

S.NO	REGDNO.	NAME OF THE STUDENT	11/3	12/3	13/3	15/3	16/3	17/3	18/3	19/3	20/3	22/3	23/3	24/3	25/3	26/3	27/3	29/3	30/3	31/3	1/4	2/4	3/4	Total no. of days present
1	Y21MC58001	A.Srilakshmi Priyanka	X	X	X	a	X	X	X	X	a	X	X	X	X	X	a	X	X	X	X	a	17	
2	Y21MC58002	B.Sirisha	X	X	X	X	a	X	X	a	X	X	X	X	a	X	X	X	X	X	X	X	17	
3	Y21MC58003	Ch.Grace Mary	X	X	X	a	X	X	X	a	X	X	X	X	X	X	X	a	X	X	X	X	18	
4	Y21MC58004	Ch.Anantha Lakshmi	X	X	a	X	X	X	X	X	a	X	X	X	a	X	X	X	X	X	X	X	18	
5	Y21MC58005	Gollapudi..Preethi	X	X	a	X	X	a	X	X	a	X	X	X	a	X	X	X	X	a	X	X	16	
6	Y21MC58006	G.Geetha Rani	X	X	a	X	X	X	X	a	X	X	X	a	X	X	X	a	X	X	X	X	17	
7	Y21MC58007	J.Neelima	X	X	X	a	X	X	a	X	X	X	a	X	X	a	X	X	X	X	a	X	16	
8	Y21MC58008	J.Bindhu Sri	X	X	a	X	X	a	X	X	X	X	a	X	X	X	X	X	a	a	X	X	16	
9	Y21MC58009	K.Lourdhu Rani	X	X	a	X	X	X	a	X	X	X	a	X	X	a	a	X	X	X	X	X	16	
10	Y21MC58010	K.Ramya	X	X	a	X	X	a	X	X	a	X	X	a	X	X	a	X	X	X	X	X	16	
11	Y21MC58011	N.Rajya Lakshmi	X	X	a	X	X	a	X	X	X	X	X	X	X	a	X	X	X	X	X	X	18	
12	Y21MC58012	P.Anitha	X	X	X	a	X	X	a	X	X	X	X	X	a	X	X	X	X	a	X	X	17	
13	Y21MC58013	P.Yamini	a	X	X	a	X	X	a	X	X	X	a	X	X	X	a	X	X	X	a	X	15	
14	Y21MC58014	P.Srilakshmi	X	X	a	X	X	a	X	X	X	a	X	X	X	X	X	a	X	X	X	X	17	
15	Y21MC58015	P.Renuka	X	X	X	a	a	X	X	X	a	X	X	X	X	X	X	X	a	a	X	X	16	
16	Y21MC58016	P.Gayathri	X	X	X	X	a	X	X	X	X	X	a	a	X	X	X	X	X	X	X	X	18	
17	Y21MC58017	R.Akhila Priya	X	X	X	X	X	X	X	a	X	X	a	X	X	X	X	X	a	X	X	X	18	
18	Y21MC58018	Sk.Khadeer	X	X	X	X	X	a	X	X	X	X	X	X	a	X	X	X	X	a	X	X	18	
19	Y21MC58019	S.Srilekha	X	X	X	a	X	X	X	X	X	a	X	X	X	X	X	X	X	X	a	X	18	
20	Y21MC58020	S.SriLakshmi	X	X	a	X	X	a	X	X	a	X	X	X	X	X	X	a	X	X	X	X	17	
21	Y21MC58021	T.Ahalya	X	X	X	a	X	X	X	X	X	X	X	X	a	X	X	X	X	X	a	X	17	
22	Y21MC58022	Y.Lavanya	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	a	17	
23	Y21MC58023	Y.Padmavathi	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	a	18	

Graduation Department
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CERTIFICATE OF COMPLETION

This is to Certify that.. *A. Sai Lakshmi Prasad*.....

Regd.No....*21.02.58001*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 11-03-2021 to

03-04-2021 at St. Ann's College for Women. Duration of the Course: 42 Hours

Yashodhara
Co-ordinator

Rodrigues
HOD
Head of the Department
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Dr. Sr. Fatima Rani.P
2/4/21
Dr. Sr. Fatima Rani.P

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This is to Certify that.....*B. Susha*.....

Regd.No.....*V21MC58002*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On
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This is to Certify that.....*C.H. Grace Mary*.....
Regd.No.....*Y21MC5.8003*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on
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This is to Certify that... *CH. Anitha Lakshmi*

Regd.No. *Y21MC58004*has Successfully completed the **ADD-ON CERTIFICATE COURSE** on
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This is to Certify that... *Gollapudi Preethi*.....
Regd.No... *Y21MC5805*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On
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This is to Certify that... *G. Gretha Rani*.....
Regd.No... *21.mc58006*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on
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This is to Certify that.....*J. Neelima*.....
Regd.No....*21mc58007*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on
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This is to Certify that.....*J. Bindu Sai*.....
Regd.No...*V21.mc58008*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On
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This is to Certify that... *K. Lakshmi Rani*.....

Regd.No....*Y21MC58009*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On
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This is to Certify that.....*K. Rama*.....

Regd.No...*21mc58a10*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On

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This is to Certify that... *N. Rajya Lakshmi*

Regd.No... *12/mc58011*has Successfully completed the **ADD-ON CERTIFICATE COURSE** on
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This is to Certify that.....*P. Anitha*.....

Regd.No.....*Y21mc58012*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on
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This is to Certify that.....*P. Yamini*.....

Regd.No....*Y21MC58013*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On
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This is to Certify that.....*P. Sri Lakshmi*.....

Regd.No.....*21mc58014*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On

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This is to Certify that.....*P. Reshika*.....

Regd.No.....*Y21mc58015*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On

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This is to Certify that.....*P. Gayathri*.....

Regd.No.....*12/mc.58016*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On

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This is to Certify that.....*R. Akhila Raju*.....

Regd.No.....*Y21mc58017*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On

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R. Srinivas
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This is to Certify that.....*Sk. Khadeer*.....

Regd.No.....*Y21mc58018*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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This is to Certify that.....*S. Sailekha*.....

Regd.No.....*Y21mc58019*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On

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CERTIFICATE OF COMPLETION

This is to Certify that.....*S. Sri Lakshmi*.....

Regd.No.....*21.MC.58020*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 11-03-2021 to

03-04-2021 at **St. Ann's College for Women**. Duration of the Course: 42 Hours

S. Yashodhara

Co-ordinator

Rodrigues

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



Dr. Sr. Fatima Rani.P
6/4/21
Dr. Sr. Fatima Rani.P

Principal
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CERTIFICATE OF COMPLETION

This is to Certify that.....*J. Akshaya*.....

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Vashodhara
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Dr. Sr. Fatima Rani.P
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CERTIFICATE OF COMPLETION

This is to Certify that.....*Y. Lavanya*.....

Regd.No.....*Y21MC58022*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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03-04-2021 at St. Ann's College for Women. Duration of the Course: 42 Hours

Yashodhara

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CERTIFICATE OF COMPLETION

This is to Certify that.....*Y. Padmavathi*.....

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