



Bharath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)
ACCREDITED WITH 'A' GRADE BY NAAC

16/01/2021
Chennai

From
Dr S Praveen Kumar,
Professor & Head,
Department of Management Studies,
Bharath Institute of Higher Education and Research,
Chennai

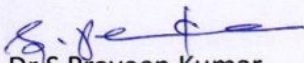
To
The Dean Engineering
Bharath Institute of Higher Education and Research,
Chennai

Sub: Permission to conduct value- added course: course on Social Media Marketing - reg.,

Respected Sir,

With reference to subject mentioned above, the department proposes to conduct a value-added course titled: **course on Social Media Marketing** on 18/02/2022. We kindly solicit your kind permission to commence the program.

Warm Regards,


Dr S Praveen Kumar


DEAN- Engineering



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School of Management Studies & Commerce

Circular

Sub: Organising Value-added Course: Social Media Marketing- reg.,

With reference to the above-mentioned subject, it is to bring it to your notice that School of Management Studies & Commerce, **Bharath Institute of Higher Education & Research** is organising "Value added course: Social Media Marketing". The Course content and registration form is enclosed below.

The application must reach the institution along with all the necessary documents as mentioned. The hard copy of the application should be sent to the institution by registered/speed post only to reach on or before 13th February 2022; application received after the mentioned date shall not be entertained under any circumstances.


Head of the Department

Encl: A copy of Syllabus & Registration form



| Bharath Institute of Higher Education & Research | | | |
|--|-----------------|-------------------|---------|
| School of Management Studies & Commerce | | | |
| Participant List- 2022 | | | |
| Value Added Course: Social Media Marketing | | | |
| S.No | Register Number | Student Name | Remarks |
| 1 | U16BC086 | PRIYANKA M | |
| 2 | U16BC087 | POOVARASAN R | |
| 3 | U16BC088 | SRINIVASAN U | |
| 4 | U16BC089 | ANAND R | |
| 5 | U16BC090 | RAVI S | |
| 6 | U16BC091 | G GANESH KUMAR | |
| 7 | U16BC093 | DEEPIKA DEVI M | |
| 8 | U16BC095 | THARUN KUMAR M | |
| 9 | U16BC096 | YUVAN A | |
| 10 | U16BC097 | RAMESH R | |
| 11 | U16BC098 | MOHAMED BAZIL R | |
| 12 | U16BC099 | KUMAR S | |
| 13 | U16BC100 | BAIJU V | |
| 14 | U16BC101 | DEEPTHI G | |
| 15 | U16BC102 | SELVARAJ R | |
| 16 | U16BC103 | MAGESH G | |
| 17 | U16BC104 | LAVANYA S | |
| 18 | U16BC105 | MOHAMED AKRAM A | |
| 19 | U16BC106 | ANNIE BEAULAH B | |
| 20 | U16BC107 | RAJESH R | |
| 21 | U16BC108 | JOSEPH MILTON D | |
| 22 | U16BC124 | SARANKUMAR P | |
| 23 | U16BC125 | MOHAMED HUFAILIN | |
| 24 | U16BC126 | SANGEETHA V | |
| 25 | U16BC127 | PRAVEEN S | |
| 26 | U16BC130 | K VIGNESH | |
| 27 | U16BC131 | MATHIVADHANI C A | |
| 28 | U16BC133 | SANTHOSH K | |
| 29 | U16BC134 | LOGESWARAN R | |
| 30 | U16BC501 | BHARATHI PRASAD A | |

Bharath Institute of Higher Education & Research**School of Management studies and Commerce****Value Added Course: Course on Social Media Marketing Course Duration:30 Hrs**

| S.No | Date | Topic | Time | Hour |
|------|------------|---|--------------|------|
| 1 | 18-02-2022 | Social Media Marketing- Throwing a Great "Party" on Social Media | 4.00-5.00 Pm | 1 |
| 2 | 20-02-2022 | Identifying Goals for Social Media Marketing | 4.00-5.00 Pm | 1 |
| 3 | 21-02-2022 | Building a Content Marketing Machine | 4.00-5.00 Pm | 1 |
| 4 | 22-02-2022 | Deliverables: Your SMM Master Plan | 4.00-6.00 Pm | 2 |
| 5 | 23-02-2022 | Content Marketing Plan | 4.00-5.00 Pm | 1 |
| 6 | 24-02-2022 | The Structure of Facebook | 4.00-5.00 Pm | 1 |
| 7 | 25-02-2022 | Pages and Profiles | 4.00-5.00 Pm | 1 |
| 8 | 27-02-2022 | Understanding Edgerank and Interactivity | 4.00-6.00 Pm | 2 |
| 9 | 28-02-2022 | Page Set up and Posting Rhythm | 4.00-5.00 Pm | 1 |
| 10 | 01-03-2022 | Leveraging Facebook Advertising | 4.00-5.00 Pm | 1 |
| 11 | 02-03-2022 | The Structure of LinkedIn | 4.00-5.00 Pm | 1 |
| 12 | 03-03-2022 | Profiles, Pages, Groups | 4.00-6.00 Pm | 2 |
| 13 | 04-03-2022 | a Social Rolodex | 4.00-5.00 Pm | 1 |
| 14 | 06-03-2022 | Optimizing Your LinkedIn Profile | 4.00-5.00 Pm | 1 |
| 15 | 07-03-2022 | LinkedIn as a Social Rolodex | 4.00-5.00 Pm | 1 |
| 16 | 08-03-2022 | LinkedIn Pages, Groups | 4.00-6.00 Pm | 2 |
| 17 | 09-03-2022 | Other Opportunities | 4.00-5.00 Pm | 1 |
| 18 | 10-03-2022 | Deliverable: A LinkedIn Marketing Plan | 4.00-5.00 Pm | 1 |
| 19 | 11-03-2022 | Twitter: Of @ signs and # hashtags | 4.00-5.00 Pm | 1 |
| 20 | 13-03-2022 | Instagram: Twitter for Pictures | 4.00-6.00 Pm | 2 |
| 21 | 14-03-2022 | Pinterest: the Concept of the Idea Board- | 4.00-5.00 Pm | 1 |
| 22 | 15-03-2022 | Deliverable: A Twitter, Instagram, and/or Pinterest Marketing Plan | 4.00-5.00 Pm | 1 |
| 23 | 16-03-2022 | YouTube and the Video Revolution- The Three Uses of Video: Supportive, SEO, and Viral | 4.00-5.00 Pm | 1 |
| 24 | 17-03-2022 | YouTube Channel Basics and Video Tips- Deliverable: a YouTube Marketing Plan | 4.00-6.00 Pm | 2 |

Course Feedback form

Date: 18/2/22

Course Title: *Social media marketing*

Name: *Mareh*

RegNo: *0106203*

Department: *Commerce*

| S.No | Particulars | 1 | 2 | 3 | 4 | 5 |
|--|--|---|---|---|---|---|
| (1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied) | | | | | | |
| 1. | objectives of the course clear to you | | ✓ | | | |
| 2. | The course contents met with your expectations | | | | ✓ | |
| 3. | The lecture sequence was well planned | | | | ✓ | |
| 4. | The lectures were clear and easy to understand | | | ✓ | | |
| 5. | The teaching aids were effective | | | | ✓ | |
| 6. | The instructors encourage interaction and were helpful | | | | ✓ | |
| 7. | The level of the course | | | ✓ | | |
| (1. Very poor 2. Poor 3. Average 4. Good 5. Excellent) | | | | | | |
| 8. | Overall rating of the course: | 1 | 2 | 3 | 4 | 5 |

Please give Suggestion for the improvement of the course:

Weakness of the course:

too fast

Strength of the course:

Excellent

Mareh
Signature

*** Thank you ***

Course Feedback form

Date: 18-02-22

Course Title: *Social media marketing*

Name: *Srinivasan*

RegNo: *U162008*

Department: *Commerce*

| S.No | Particulars | 1 | 2 | 3 | 4 | 5 |
|---|--|---|---|---|---|---|
| (1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied) | | | | | | |
| 1. | objectives of the course clear to you | | | ✓ | | |
| 2. | The course contents met with your expectations | | | | ✓ | |
| 3. | The lecture sequence was well planned | | | | ✓ | |
| 4. | The lectures were clear and easy to understand | | | | ✓ | |
| 5. | The teaching aids were effective | | | | | ✓ |
| 6. | The instructors encourage interaction and were helpful | | | | ✓ | |
| 7. | The level of the course | | | | ✓ | |
| (1. Very poor 2. Poor 3. Average 4. Good 5. Excellent) | | | | | | |
| 8. | Overall rating of the course: | 1 | 2 | 3 | 4 | 5 |

Please give Suggestion for the improvement of the course:

Weakness of the course:

Strength of the course:

nice and good.

Srinivasan
Signature

*** Thank you ***



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SCHOOL OF MANAGEMENT STUDIES & COMMERCE

CERTIFICATION OF PARTICIPATION

YUVAN A

has participated in the Value-added course: **Social Media Marketing**, a unique and special programme held at **Bharath Institute of Higher Education & Research** on 18/02/2022



J. Pavithra

Ms. J. Pavithra
COURSE CO-ORDINATOR

S. Praveen Kumar

Dr S Praveen Kumar
HEAD OF THE DEPARTMENT



Value added course: course on Social Media Marketing on 18-02-2021

