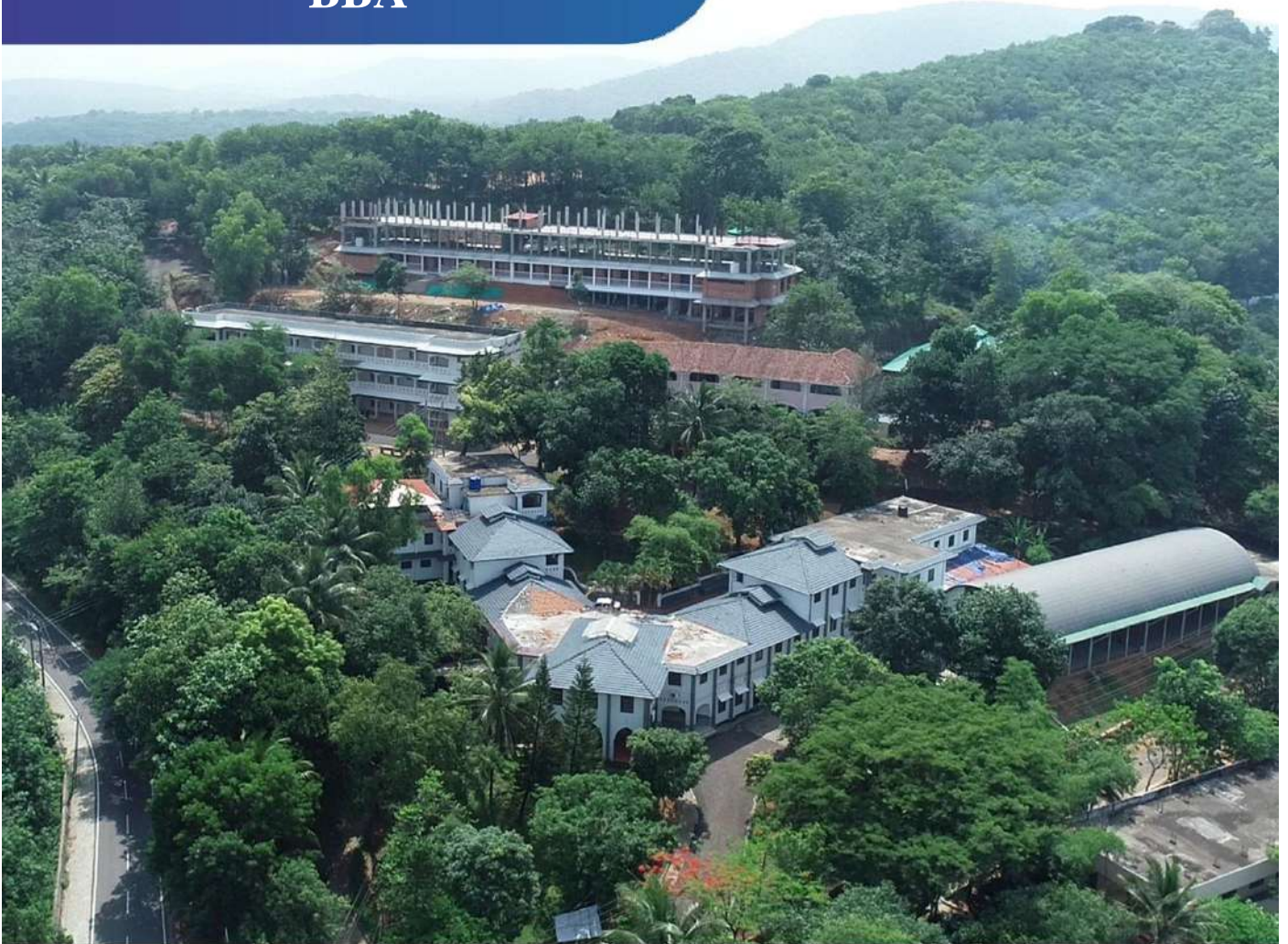




MES COLLEGE ERUMELY

**CERTIFICATE COURSE
BBA**



2021 - 2022



M.E.S COLLEGE ERUMELY

Affiliated to the Mahatma Gandhi University & Approved by Govt. of Kerala
MES COLLEGE P.O, ERUMELY, KOTTAYAM (DT)-686509

DEPARTMENT OF BUSINESS ADMINISTRATION
Organizes a
Certificate Course 2021-2022



On
**Social Media
Marketing**



Duration ; 30 Hours

MES COLLEGE, ERUMELY
Department Of Business Administration
<u>Social Media Marketing</u>
Module -1 . Introduction to social media marketing (5 hours) Meaning - What is Social Media Marketing - Benefits of using Social Media for marketing- Five core pillars of social media marketing. Strategy,planning and publishing, Listening and engagement, analysis and reporting, advertising. Steps in Social Media Plan.planning and publishing, Listening and engagement, analysis and reporting, advertising. Steps in Social Media Plan.
Module 2 – Facebook Marketing (12 Hours)
Introduction, Types of Facebook Pages, Facebook Profiles , Facebook Places , Facebook Groups , Facebook Community . Facebook Ads, Facebook Campaign
Module 3 – Twitter Marketing (13 Hours)
Introduction, How to Use Twitter For Business, . Customize and brand your profile. Create Twitter Lists , Host a Twitter Chat, Advertise on Twitter, Drive traffic to your website, Use Twitter Moments, Get verified on Twitter. . Focus on building your follower count. Keep an eye on your competitors' Twitter accounts. LinkedIn Profile Creation -LinkedIn for
Learning Resources
· Crittenden, V., & Crittenden, W. (2015). Digital and social media marketing in business education: Implications for the marketing curriculum.
· Evans, L. (2010). Social media marketing: strategies for engaging in Facebook, Twitter & other social media. Pearson Education.
· Geho, P. R., &Dangelo, J. (2012).The evolution of social media as a marketing tool for entrepreneurs. The Entrepreneurial Executive, 17, 61.
· Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (Eds.). (2020). Digital and social media marketing: a results-driven approach. Routledge.
· Shen, C. W., Luong, T. H., Ho, J. T., &Djailani, I. (2019). Social media marketing of IT service companies: Analysis using a concept-linking mining approach. Industrial Marketing Management.
· Tuten, T. L., & Solomon, M. R. (2017). Social media marketing. Sage


Director HRDC

Course Overview:

The course is framed in such a way that it provides skill based education to student's currently pursuing higher education and interested in social media marketing. Choosing this course help individuals to develop their talents in tackling practical marketing opportunities. This course provides knowledge regarding social media advertising including strategy development using various social media management tools and platforms.

CO2: Practice the various theoretical aspects in Facebook marketing

CO3: Discuss the different ways of marketing using Twitter and LinkedIn.

CO4: Understand the opportunities of YouTube marketing.

MES COLLEGE ERUMELY
DEPARTMENT OF BUSINESS ADMINISTRATION
CERTIFICATE COURSE EVALUATION-ATENDENCE

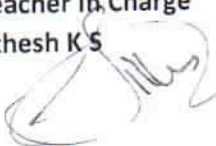
Total Hours -30

SOCIAL MEDIA MARKETING

SL NO	REG No	Name of the Student	Class	Present	Percentage
1	200021084091	Abhijith A	III BBA	22.5	75
2	200021084092	Abhijith KJ	III BBA	25	83
3	200021084093	Afsal Ahammed	III BBA	24	80
4	200021084095	Ajith Shibu	III BBA	25	83
5	200021084097	Akhila Sabu	III BBA	28	93
6	200021084100	Alfin Muhammed	III BBA	22.5	75
7	200021084101	Alvin Geo John	III BBA	29	97
8	200021084102	Ambady K Suresh	III BBA	27	90
9	200021084103	AmjathZahir	III BBA	30	100
10	200021084104	Anjali Mohanan	III BBA	26	87
11	200021084105	Anu Sebastian	III BBA	28	93
12	200021084107	AromalSudheesh	III BBA	26	87
13	200021084108	Ashik Asharaf	III BBA	28	93
14	200021084109	Ashik Mon AN	III BBA	22.5	75
15	200021084110	Ashwathy KS	III BBA	30	100
16	200021084111	Aswin Ashok	III BBA	28	93
17	200021084112	Dennies Joseph	III BBA	28	93
18	200021084115	Felix V Benny	III BBA	23	77
19	200021084116	Jivin VJ	III BBA	29	97
20	200021084117	Justin Skariya Varghese	III BBA	24	80
21	200021084118	K.B.Niranjana Nair	III BBA	28	93
22	200021084121	Nithin Mathew	III BBA	23	77
23	200021084123	RojinReji Philip	III BBA	22.5	75
24	200021084124	Ruhaise Ibrahim	III BBA	22.5	75
25	200021084125	Sajana Salim	III BBA	30	100
26	200021084126	Sandra Satheesh	III BBA	29	97
27	200021084127	Sebin Shaji	III BBA	26	87
28	200021084128	Sharik Shereef	III BBA	22.5	75
29	200021084129	ShiyaraShahul	III BBA	29	97
30	200021084130	Sivajith TS	III BBA	28	93
31	200021084131	Sruthin.P Santhosh	III BBA	22.5	75
32	200021084133	Teena Susan George	III BBA	30	100
33	200021084134	Thajudheen PS	III BBA	22.5	75
34	200021084135	Tharique Assis K A	III BBA	22.5	75
35	200021084136	Tom Thomas	III BBA	25	83
36	200021084137	Unaise MA	III BBA	24	80

37	200021084139	Varun Shaji	III BBA	23	77
38	210021081242	A B Christophor	II BBA	22.5	75
39	210021081244	Abdul Basith	II BBA	22.5	75
40	210021081245	Abhijith A Pillai	II BBA	25	83
41	210021081247	Ajumal N	II BBA	25	83
42	210021081248	Akhil Ajikumar	II BBA	30	100
43	210021081249	Akhil Kumar R	II BBA	30	100
44	210021081250	Alen Alex	II BBA	24	80
45	210021081251	Alfina Sudeer	II BBA	25	83
46	210021081254	Ameer Khan	II BBA	28	93
47	210021081256	Anuja Lakshmi A	II BBA	30	100
48	210021081258	Anzil Mohammed Niyas	II BBA	24	80
49	210021081260	Ashik Latheef	II BBA	23	77
50	210021081263	Bibin Joseph	II BBA	25	83
51	210021081264	Binya Maria Binoy	II BBA	30	100
52	210021081266	Jerin Thomas	II BBA	26	87
53	210021081267	Josephine Chacko	II BBA	25	83
54	210021081268	Karthika S Kumar	II BBA	30	100
55	210021081269	Muhammed Asif K N	II BBA	28	93
56	210021081271	Ramzana Beegum T N	II BBA	26	87
57	210021081272	Sabir T M	II BBA	24	80
58	210021081274	Saranya Sasidharan	II BBA	28	93
59	210021081275	Shahanas Shaji	II BBA	24	80
60	210021081276	Shamsudeen	II BBA	28	93
61	210021081279	Sojan K J	II BBA	26	87
62	210021081280	Soumya Santhosh	II BBA	27	90
63	210021081282	Sreejith Kunjumon	II BBA	27	90
64	210021081283	Sreeju Suresh	II BBA	25	83
65	210021081285	Thasnimol V T	II BBA	27	90

Teacher In Charge
Jithesh K S

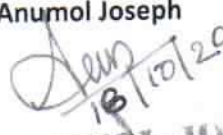

19/10/2022


19/10/2022

Prof. (Dr.) ANIL KUMAR. S
Principal
MES College, Erumely

Head of the Department

Anumol Joseph

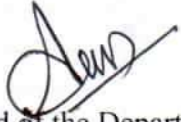

18/10/2022

ANUMOL JOSEPH
Head of the Department
Department of Business Administration
M.E.S. College Erumely


MES COLLEGE ERUMELY
Directorate of Human Resource Development Council
CERTIFICATE COURSE Eligible List :2021-2022
DEPARTMENT OF BUSINESS ADMINISTRATION
Course : SOCIAL MEDIA MARKETIG

SL No	Reg No	Name of the Student	Score
1	200021084092	Abhijith KJ	37
2	200021084093	Afsal Ahammed	31
3	200021084095	Ajith Shibu	35
4	200021084097	Akhila Sabu	35
5	200021084100	Alfin Muhammed	33
6	200021084101	Alvin Geo John	37
7	200021084102	Ambady K Suresh	31
8	200021084103	AmjathZahir	30
9	200021084104	Anjali Mohanan	26
10	200021084105	Anu Sebastian	40
11	200021084107	AromalSudheesh	34
12	200021084108	Ashik Asharaf	28
13	200021084109	Ashik Mon AN	26
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15	200021084111	Aswin Ashok	30
16	200021084112	Dennies Joseph	32
17	200021084115	Felix V Benny	28
18	200021084116	Jivin VJ	33
19	200021084117	Justin Skariya Varghese	37
20	200021084118	K.B.Niranjana Nair	36
21	200021084125	Sajana Salim	42
22	200021084126	Sandra Satheesh	25
23	200021084127	Sebin Shaji	26
24	200021084129	ShiyaraShahul	35
25	200021084130	Sivajith TS	33
26	200021084133	Teena Susan George	44
27	200021084135	Tharique Assis K A	31
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34	210021081254	Ameer Khan	28
35	210021081256	Anuja Lakshmi A	43
36	210021081258	Anzil Mohammed Niyas	39

37	210021081260	Ashik Latheef	34
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44	210021081272	Sabir T M	37
45	210021081274	Saranya Sasidharan	37
46	210021081275	Shahanas Shaji	26
47	210021081276	Shamsudeen	39
48	210021081279	Sojan K J	34
49	210021081282	Sreejith Kunjumon	36
50	210021081283	Sreeju Suresh	33


Head of the Department
Anamol Joseph


Director HRDC
REV. FR. REV. FR. REV. FR.


Principal
Prof. (Dr.) ANIL KUMAR S.
PRINCIPAL
MES COLLEGE ERUMELY





MES COLLEGE ERUMELY

ESTD : 1995 (AFFILIATED TO MAHATMA GANDHI UNIVERSITY)

A Minority Educational Institution, Certified by National Minority Education Commission

M E S Erumely P.O., Kottayam Dist., Pin. 686 509

MES/EC/HRDC/1220

30/11/22

Certificate of Merit

This is to certify that Mr./Ms. AFSAL AHAMMED

has successfully completed the 30 hours Certificate Course entitled.....

SOCIAL MEDIA MARKETING.....Conducted by MES College Erumely



ANURAJ JOSEPH
ANURAJ JOSEPH
Head of the Department
Department of Business Administration
M.E.S. College Erumely

REJOOLA O.M
REJOOLA O.M
Co-Ordinator

Anil Kumar S.
Prof. (Dr.) ANIL KUMAR S.
Principal
MES College Erumely



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M E S Erumely P.O., Kottayam Dist., Pin. 686 509

meslec11019/HRDC

30/11/22

Certificate of Merit

This is to certify that Mr./Ms. ABHIJITH K.J

has successfully completed the 30 hours Certificate Course entitled.....

SOCIAL MEDIA MARKETING.....Conducted by MES College Erumely



[Signature]
Head of the Department
Department of Business Administration
M.E.S. College Erumely

[Signature]
REJOOLA O.M
Co-Ordinator

[Signature]
Prof. (Dr.) ANIL KUMAR S.
Principal
MES College Erumely