

# **Certificate Course in Social Media and Online Marketing**

Coordinator: Anisha

Duration: 3 Months

Year: 2016-17

Eligibility: Plus Two

## **MODULE:1**

Introduction to social media – social media tools –handling social media – privacy- online marketing

## **MODULE :2**

SMM fundamentals- social media strategy – target audience –social media advertising – SMM campaign

## **MODULE :3**

Creating profiles and running campaigns on Social Media platforms: Facebook , LinkedIn, and Twitter - SMM goals and metrics-Measure and analyze site traffic using Google Analytics