



SINDHU EDUCATION SOCIETY'S
(S.E.S) SWAMI HANSMUNI MAHARAJ
DEGREE COLLEGE OF COMMERCE

Netaji Chowk, Opp. Dena Bank, Ulhasnagar-421 004, Dist. Thane (Maharashtra), Ph-0251-2527973

E-mail: shmdegreecollege@gmail.com

Website: www.shmdegreecollege.in

1.2.1 Add on Courses (2019-2020)

Name of Add on /Certificate /Value added programs offered and online MOOC programs like SWAYAM, NPTEL etc. programs offered	Duration of course	Number of students enrolled in the year	Number of Students completing the course in the year
Social Media Marketing	30 Hours	213	100


Dr. Kiran Chimnani

I/C Principal

Principal

(SES) Swami Hansmuni Maharaj
Degree College of Commerce
Ulhasnagar-421 004



(Sindhu Education Society's)
Swami Hansmuni Maharaj Degree College of College
Affiliated to University of Mumbai
Opposite Bank of Baroda, Ulhasnagar-4
LIST OF ENROLLEMENT STUDENTS FOR ADD-ON COURSE ON

SOCIAL MEDIA MARKETING

Sr. No.	Students Name	Class	SIGNATURE
1	ROHRA ANKIT MUKESH	FYBCOM	Ankit
2	MAMTORA LAKHAN NIRMAL	FYBCOM	Lakhan
3	MAHALE TEJAS RAVINDRA CHAYYA	FYBCOM	Tejas
4	KORI HARESH MANOJ ASHA	FYBCOM	(H)
5	BEHERE DIVYANI HIMMAT SHARADA	FYBCOM	divyani
6	HEERO MANISH KAILASH	FYBCOM	Manish
7	PAL NEETU PANCHAM	FYBCOM	Neetu
8	MISHRA SAGAR AKHLESH SARITA	FYBCOM	Sagar
9	SINGH BASANTI RUPSINGH LAXMIDEVI	FYBCOM	(B)
10	HASWANI PANKAJ MANOJ RITU	FYBCOM	Pankaj
11	WAKALE AACHAL GAJANAN SAVITA	FYBCOM	Aachal
12	PATEL ADITYA ROSHANLAL SUNITA	FYBCOM	Aditya
13	ANSARI MO GULAB SAHABUDDIN NAJMAKHATUN	FYBCOM	Gulab
14	BAMBEKAR SHUBHAM JANARDHAN	FYBCOM	Shubham
15	SHAIKH SAJIDA BEGAM ATEEK AHMAD	FYBCOM	SJ
16	SAHU KHUSHBU RANJIT MAMTA	FYBCOM	X
17	DAWANI AMAN ASHOK	FYBCOM	Aman
18	DAMAI AKASH ARJUN GEETA	FYBCOM	Arjun
19	MANSOORI AKSA JAHANGIRAALAM ASMAKHATOON	FYBCOM	Aksh
20	GUPTA SHWETA MUNNALAL DIMPLE	FYBCOM	(S)
21	LOHANA ROSHNI CHANDU	FYBCOM	Roshni
22	THAKUR KUMARI ANJALI SHRI DHAIKYU	FYBCOM	Anjali
23	YADAV SHABNAM RAJU	FYBCOM	Shubam
24	SINGH AYUSH YAGYALAL BHANMATIDEVI	FYBCOM	Ay
25	BALMIKI SUSHMITA VASU	FYBBI	Shushmita
26	SANGTANI MANOJ PRAKASHLAL NEHA	FYBBI	MANOJ
27	RAM SONI KUMARI MURLIDHAR	FYBBI	Soni
28	POOJA SHIVKUMAR KEVAT	FYBBI	Pooja



Handwritten signature

(Sindhu Education Society's)
Swami Hansmuni Maharaj Degree College of College
Affiliated to University of Mumbai
Opposite Bank of Baroda, Ulhasnagar-4
LIST OF ENROLLEMENT STUDENTS FOR ADD-ON COURSE ON

Sr. No.	Students Name	Class	SIGNATURE
29	CHAVHAN BHAGYASHRI SURESH NITA	FYBBI	Bhagyashri
30	PAL SHRUTI RAMESH CHANDA	FYBBI	Shruti
31	CHOURASIYA JANAKNANDINI RAMDEV	FYBBI	Jan
32	SHRIVASTAV MINAKSHI AMIT SUMATI	FYBBI	Harv
33	MADNANI HARSH GOPAL	FYBAF	Harsh
34	CHHABRIA SONIYA OMPRAKASH POOJA	FYBAF	Soniya
35	UBALE YUKTA SANDIP REKHA	FYBAF	UY
36	BADAMI NAQIYA ALIASGAR RASHIDA	FYBAF	Bas
37	LABANA NIRMALSINGH RAMESHSINGH GEETAKAUR	FYBAF	Nirmal
38	KHAN SHAKIB MOJASSAM NASIMA	FYBAF	Shakib
39	CHAVHAN SHUBHANGI SURESH NITA	FYBAF	Ab
40	SOR HEMA SOMNATH SULOCHANA	FYBAF	Hema
41	GUPTA NEHA RAMESH	FYBAF	Hema
42	PASWAN ARTI RAJESH	FYBAF	Arti
43	KENE NEHA LAXMAN SINDHU	FYBMS	Neha
44	PATHARE ANUGRAH SAMSON MEENU	FYBMS	Anu
45	JAGWANI ALKESH DILIPKUMAR SALIBAI	FYBMS	Alkesh
46	JADHAV SANKET MAHESH	FYBMS	Sanket
47	DHOTRE HITESH YALLAPPA SHARDA	FYBMS	Hitesh
48	SHEDRACK FLOOREENA MICHEAL ALISHIBA	FYBMS	
49	BATHIJA PRATIK ANIL HEMA	FYBMS	PRATIK
50	GOLE AKSHAY VIJAY NANDA	FYBMS	Akash
51	RAICHANDANI RAKHI DHARAMPRAKASH	FYBMS	Rakhi
52	TAKAWA BHAWIK RAMDAS	FYBMS	Bhawik
53	JADHAV ANIKET SHRIDHAR	FYBMS	Aniket
54	CHOURASIYA RINKYDEVI RAMCHARAN	FYBMS	Rinky
55	MAKWANA PRIYANKA NARESH	SYBCOM	P.
56	NISAD LALI SHAMBHU	SYBCOM	Ab



Signature

(Sindhu Education Society's)
Swami Hansmuni Maharaj Degree College of College
Affiliated to University of Mumbai
Opposite Bank of Baroda, Ulhasnagar-4

LIST OF ENROLLEMENT STUDENTS FOR ADD-ON COURSE ON

SOCIAL MEDIA MARKETING			
Sr. No.	Students Name	Class	SIGNATURE
57	PATHAK PRASAD HEMANT	SYBCOM	<i>Prasad</i>
58	SURAJWANI HITESH KUMAR INDRA KUMAR	SYBCOM	<i>Hitesh</i>
59	YADAV AARTI BHARAT	SYBCOM	<i>AY</i>
60	SINGH KOMAL RAMESHSINGH	SYBCOM	<i>Komal</i>
61	AHUJA MUSKAN UMESH	SYBCOM	<i>Muskan</i>
62	CHOCHEJA KAJAL KAMLESH	SYBCOM	<i>Kajal</i>
63	KANOJIYA MAMTA BHARAT	SYBCOM	<i>Mamta</i>
64	KARBELE AVDHoot SUBHASH KALPANA	SYBCOM	
65	LABANA KAMLESHKAUR RAJUSINGH	SYBCOM	<i>Kamleshkaur</i>
66	LULLA AASHISH JITENDRA	SYBCOM	<i>Aashish</i>
67	KORI VARSHA JUGALKISHOR	SYBCOM	<i>Varsha</i>
68	LOKHANDE RUTAJA SANTOSH	SYBCOM	<i>-</i>
69	SAPKAL BHUMIKA SUDHAKAR	SYBCOM	<i>Bhumika</i>
70	SAWANT JAY SURESH	SYBCOM	<i>Jay</i>
71	SHARMA ANKITKUMAR DHARMENDRA	SYBCOM	<i>Ankit</i>
72	SHARMA SAKSHI UMESH	SYBCOM	<i>Sakshi</i>
73	AHUJA SHIVANI NARESH	SYBCOM	
74	KATARIYA CHANDNI DEEPAK	SYBCOM	<i>CHANDANI</i>
75	MANDAL SURAJ NIRANJAN	SYBCOM	<i>Suraj</i>
76	NARANG JAGDISH ASHOK	SYBCOM	<i>Jagdish</i>
77	PAL PRIYANKA KAILASH	SYBCOM	<i>Priyanka</i>
78	RAJPUT SHALU GANESH SINGH	SYBCOM	<i>Shalu</i>
79	SONAWANE PRASHIK BHAGWAN	SYBCOM	<i>Prashik</i>
80	KHAN ARMAN BADRIALAM	SYBCOM	<i>K. Arman</i>
81	MONDAL ARNAB KALYAN	SYBCOM	<i>Arnab</i>
82	MONDAL KUNTAL KALYAN	SYBCOM	<i>Kalyan</i>
83	NAIKOJI ABHISHEK VASUDEO	SYBCOM	
84	PAL KUSUM RAKESH	SYBCOM	<i>KUSUM</i>



Signature

(Sindhu Education Society's)
Swami Hansmuni Maharaj Degree College of College
Affiliated to University of Mumbai
Opposite Bank of Baroda, Ulhasnagar-4
LIST OF ENROLLEMENT STUDENTS FOR ADD-ON COURSE ON



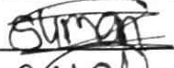

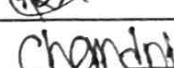





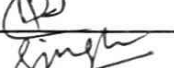
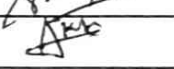
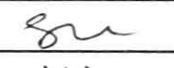
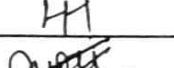
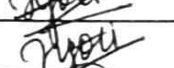
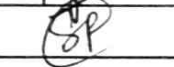



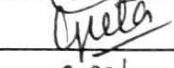

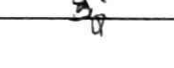




SOCIAL MEDIA MARKETING			
Sr. No.	Students Name	Class	SIGNATURE
85	SHINDE ASHWINI NILESH	SYBBI	Ashwini
86	UMAP SHAILESH SUDHAKAR	SYBBI	Umap
87	RAI KOMAL SUSHIL	SYBBI	
88	JAISWAL NITIN KISAN PRASAD	SYBBI	Komal
89	PATIL SAMEER SUNIL	SYBBI	S. Patil
90	JADHAV YASH RAJENDRA	SYBBI	Yash
91	MANGHWANI DIVYA MANOJKUMAR	SYBBI	
92	JOSHI RUSHIKA SUNIL VANDANA	SYBBI	
93	PAL SONALI ASHOK	SYBBI	Sonali
94	WAGHMODE ANKITA ANKUSH	SYBAF	ANKITA
95	SHIL NIKITA RAJU	SYBAF	N
96	AWLA HARISH VINODKUMAR	SYBAF	
97	CHAUDHARY JAYA GANESH	SYBAF	
98	KHAPRE SANJEEVANI RAJENDRA	SYBAF	
99	PESWANI MOHIT PAHILAJ	SYBAF	Mohit
100	CHAVHAN VARSHA AJAY	SYBAF	
101	GANEJA ANIKET RAJESH	SYBAF	
102	YADAV DHIRAJ MAHENDRA	SYBAF	
103	SALWANI DIVYA RAJKUMAR	SYBAF	
104	BHATKULE PRACHI VINOD	SYBAF	Prachi
105	MANERKAR SNEHA CHINTAMAN	SYBAF	Sneha
106	MEHTA AAKASH RAJESH	SYBMS	Aakash
107	AHUJA RINKLE ANIL	SYBMS	R
108	BHANUSHALI TANVI MANOJ	SYBMS	Tanvi
109	SACHDEV MANISHA PRAKASH	SYBMS	
110	PANJABI GAURI GOVIND	SYBMS	
111	SHARMA NILESH UMESH	SYBMS	Nilesh
112	DEVALE KAUSTUBH DILIP	SYBMS	Kaustubh



[Handwritten signature]

(Sindhu Education Society's)
Swami Hansmuni Maharaj Degree College of College
Affiliated to University of Mumbai
Opposite Bank of Baroda, Ulhasnagar-4
LIST OF ENROLLEMENT STUDENTS FOR ADD-ON COURSE ON

SOCIAL MEDIA MARKETING

Sr. No.	Students Name	Class	SIGNATURE
113	CHANDWANI RISHIKA VIJAY	SYBMS	
114	CHAUDHARI VISHNU VINOD	SYBMS	
115	NISHAD SATISHKUMAR JAIMANGAL	SYBMS	
116	TEKWANI SUMAN CHANDER	SYBMS	
117	BHAGWAT YASH PRADIP	SYBMS	
118	RAJANI JANVI RAJESH	SYBMS	
119	KURSEJA CHANDNI SUGNOMAL	SYBMS	
120	MOURAYA POOJA BABULAL	TYBCOM	
121	JEETWANI DISHA MAHESH	TYBCOM	
122	JAGTAP SATYAJIT BHARAT	TYBCOM	
123	JOSHI ABHISHEKKH YOGANAND	TYBCOM	
124	LABANA NIKITA ANIL	TYBCOM	
125	PATIL MEGHA RAJENDRA	TYBCOM	
126	PARYANI PRITI DILIPKUMAR	TYBCOM	
127	SINGH JASWANT PREM NARAYAN	TYBCOM	
128	KHAN AASHIYANA IZHAR	TYBCOM	
129	NAGRANI SUMMET SATISH	TYBCOM	
130	LADER HARDEEPSINGH HARJENDERSINGH	TYBCOM	
131	PAI ANILKUMAR AJIT	TYBCOM	
132	ROHRA JYOTI LAXMANDAS	TYBCOM	
133	SONAR PRATIK PRAMOD	TYBCOM	
134	THAKUR RAJ SANOJ	TYBCOM	
135	WADHWA SACHIN HARESH	TYBCOM	
136	WAGELA AKSHAY AJAY	TYBCOM	
137	KANOJIA MAHESH RAJENDRA LAXMI	TYBCOM	
138	UDHWANI GEETA ASHOK	TYBCOM	
139	PANDE SEEMA VIJAY	TYBCOM	
140	MOURYA POOJA BABULAL	TYBCOM	





(Sindhu Education Society's)
Swami Hansmuni Maharaj Degree College of College
Affiliated to University of Mumbai
Opposite Bank of Baroda, Ulhasnagar-4
LIST OF ENROLLEMENT STUDENTS FOR ADD-ON COURSE ON

SOCIAL MEDIA MARKETING

Sr. No.	Students Name	Class	SIGNATURE
141	CHAUHAN KUSUM KHARAGU	TYBCOM	Kusum
142	RAJDOR VIKAS VIRSINGH	TYBCOM	Vikas
143	MHASKE JAYESH BHAGWAN	TYBCOM	Jayesh
144	BISEN DEPESH JEVALAL	TYBCOM	Depesh
145	PATOLEE VINCENT MANJUNATH	TYBCOM	V
146	AHIRE PRASAD BHAGWAN	TYBCOM	Prasad
147	YADAV KOMAL JASWANTSINGH	TYBCOM	Komal
148	KURSEJA RAVI MOTILAL	TYBCOM	Ravi
149	NAGRANI SUMEET SATISH	TYBCOM	Sumeet
150	SINGH JASWANT PREMNARAYAN	TYBCOM	Jaswant
151	KUNDNANI BARKHA DEEPAK	TYBCOM	Barkha
152	SHAH NAUSHAD AASMOHAMMAD	TYBCOM	Nushad
153	SHAIKH DURKSHA ISRAR	TYBCOM	Durksha
154	GANGWANI KHUSHBOO KUMAR	TYBCOM	Khushboo
155	KARRA MUSKAN ISHWARLAL	TYBBI	M
156	SURYVANSI MAMTA BHARAT	TYBBI	Mamta
157	PARAB RENUSHREE SURESH	TYBBI	Renu
158	MEENAKSHI VISHWAS CHACHAR	TYBBI	Vishwas
159	MUNDHE SHRUTI NANDKUMAR	TYBBI	Shruti
160	BANSOD SUKESHINI ARUN	TYBBI	Sukeshini
161	DIVAKAR RAHUL RAJESH	TYBBI	Rahul
162	MODI RUSHMI BUNTY	TYBBI	Rushmi
163	CHOUDHARY SANDEEPAKUMAR RAMNATH	TYBAF	Sandeepkumar
164	DAVDA UMESH SUNIL	TYBAF	Umesh
165	GHANATE AKSHATA AMBAJI	TYBAF	Akshata
166	GUPTA AJAY ASHOK	TYBAF	Ajay
167	WHADHWA DEEPA MURLI	TYBAF	Deepa
168	WADHWA VINIYA KAMLESH	TYBAF	Viniya



1

(Sindhu Education Society's)
Swami Hansmuni Maharaj Degree College of College
Affiliated to University of Mumbai
Opposite Bank of Baroda, Ulhasnagar-4
LIST OF ENROLLEMENT STUDENTS FOR ADD-ON COURSE ON

SOCIAL MEDIA MARKETING			
Sr. No.	Students Name	Class	SIGNATURE
169	RUPREJA ALISHA JAWAHARLAL	TYBAF	<i>Alisha</i>
170	SHINDE PRIYANKA ANIL	TYBAF	<i>P. Shinde</i>
171	HANISHA JAGDISH THADANI	TYBMS	<i>K.</i>
172	WADHWANI KABIR VIJAY	TYBMS	<i>A</i>
173	BORADE ANJALI HEMANT	TYBMS	<i>Nidhi</i>
174	DHIMAN NIDHI BASANT LAL	TYBMS	<i>T.M</i>
175	MANI TARUN HERO	TYBMS	<i>C</i>
176	VANWARI CHIRAG JAGDISH	TYBMS	<i>SP</i>
177	SHIRINGI ROMIKA RAM	TYBMS	<i>M</i>
178	NAIKNAVARE MEGHANA ASHOK	TYBMS	<i>Yadav</i>
179	YADAV REETU PAPPU	TYBMS	<i>Lakmi</i>
180	KURHADE LAXMI SURESH	TYBMS	<i>Hareesh</i>
181	LAKHWANI BHAVESH VIKRAM	TYBMS	<i>Romika</i>
182	SUKHEJA KAMLESH ASHOKLAL	TYBMS	<i>Aashika</i>
183	TARUN HARESH CHANDWANI	TYBMS	<i>Maresh</i>
184	SHRINGI ROMIKA RAM	TYBMS	<i>Anusha</i>
185	CHELANI AASHIKA SATYAPAL	TYBMS	<i>Monica</i>
186	DERA MAHESH NARESH	TYBMS	<i>H.P</i>
187	HARWANI ANUSHA SURESH	TYBMS	<i>Day</i>
188	JAISINGHANI MONICA HASSANAND	MCOM I	<i>Preeti</i>
189	PANCHGAM HARSHITA BHAGWANDAS	MCOM I	<i>S</i>
190	DEVKAR VIJAY MAHADEV	MCOM I	<i>Gaurav</i>
191	YADAV PREETI GANESH	MCOM I	<i>Suhas</i>
192	PATIL SIDDHANT ATUL	MCOM I	<i>Abhijeet</i>
193	CHAWARE GAURAV MANISH	MCOM I	<i>Umesh</i>
194	HARSHAL SUHAS UPASANI	MCOM I	
195	DEVADIGA ABHIJEET DIWAKAR	MCOM I	
196	SONAWANE UMESH SHAMRAO	MCOM I	



(Sindhu Education Society's)
Swami Hansmuni Maharaj Degree College of College
Affiliated to University of Mumbai
Opposite Bank of Baroda, Ulhasnagar-4
LIST OF ENROLLEMENT STUDENTS FOR ADD-ON COURSE ON

SOCIAL MEDIA MARKETING

Sr. No.	Students Name	Class	SIGNATURE
197	CHHABRIA NILESH JAMANDAS	MCOM I	Nilesh
198	BALMIKI DIPESH VARU	MCOM I	Dipesh
199	TIRLOTGAR ANIKET PRASANNA	MCOM I	Aniket
200	SONI KAMAL KUMAR SATISH KUMAR MADHUDEVI	MCOM I	Kamal
201	BATHIJA JAIWANT RAMCHAND RAJU	MCOM I	J.R
202	AHUJA POOJA BASHARAM	MCOM II	Pooja
203	KIMTANI DOLLY ANIL	MCOM II	Dolly
204	PANDEY SHILPA DEENDAYAL	MCOM II	Shilpa
205	BAGUL DARSHAN SUNIL	MCOM II	
206	MESHAM PRITESH RAJKUMAR VAJAYANTI	MCOM II	P
207	RAI SHALINI UMAPATI	MCOM II	SHALINI
208	PAWAR AISHWARYA VIJAY	MCOM II	Aishwarya
209	KHUSHLANI POOJA LEKHRAJ	MCOM II	Pooja
210	KANUJIYA ANJALI HUBLAL	MCOM II	Anjali
211	VALECHHA POOJA OM	MCOM II	Pooja
212	AHUJA LAVINA VIJAY	MCOM II	Lavina
213	CHAGGAR DALPREETKAUR AJMERSINGH	MCOM II	Dalpreetkaur

Principal
(SES) Swami Hansmuni Maharaj Degree College of Commerce
Ulhasnagar-421 004





(Ses) Swami Hansmuni Maharaj Degree College of Commerce
Ulhasnagar 421004

(Affiliated to Mumbai University)

In Association with



Certificate Of Completion

This Certificate Proudly Presented to

Wadhwani Kabir Vijay

For successfully Completion Of **Diploma in social Media Marketing**

Manish Motiramani

R-Advantec

Kiran

Dr Kiran Chimnani
I/C Principal



(Ses) Swami Hansmuni Maharaj Degree College of Commerce
Ulhasnagar 421004

(Affiliated to Mumbai University)

In Association with



Certificate Of Completion

This Certificate Proudly Presented to

Hanisha Jagdish Thadani

For successfully Completion Of **Diploma in social Media Marketing**

Manish Motiramani

R-Advantec

Kiran

Dr Kiran Chimnani
I/C Principal



(Ses) Swami Hansmuni Maharaj Degree College of Commerce
Ulhasnagar 421004

(Affiliated to Mumbai University)

In Association with



Certificate Of Completion

This Certificate Proudly Presented to

Chocheja Kajal Kamlesh

For successfully Completion Of **Diploma in social Media Marketing**

Manish Motiramani

R-Advantec

Kiran

Dr Kiran Chimnani
I/C Principal



(Ses) Swami Hansmuni Maharaj Degree College of Commerce
Ulhasnagar 421004

(Affiliated to Mumbai University)

In Association with



Certificate Of Completion

This Certificate Proudly Presented to

Ahuja Muskan Umesh

For successfully Completion Of **Diploma in social Media Marketing**

Manish Motiramani

R-Advantec

Kiran

Dr Kiran Chimnani
I/C Principal



(Ses) Swami Hansmuni Maharaj Degree College of Commerce
Ulhasnagar 421004

(Affiliated to Mumbai University)

In Association with



Certificate Of Completion

This Certificate Proudly Presented to

Singh Komal Ramesh Singh

For successfully Completion Of **Diploma in social Media Marketing**

Manish Motiramani

R-Advantec

Kiran

Dr Kiran Chimnani
I/C Principal



(Ses) Swami Hansmuni Maharaj Degree College of Commerce
Ulhasnagar 421004

(Affiliated to Mumbai University)

In Association with



Certificate Of Completion

This Certificate Proudly Presented to

Yadav Aarti Bharat

For successfully Completion Of **Diploma in social Media Marketing**

Manish Motiramani

R-Advantec

Kiran

Dr Kiran Chimnani
I/C Principal



(Ses) Swami Hansmuni Maharaj Degree College of Commerce
Ulhasnagar 421004

(Affiliated to Mumbai University)

In Association with



Certificate Of Completion

This Certificate Proudly Presented to

Surajwani Hitesh Kumar Indra kumar

For successfully Completion Of **Diploma in social Media Marketing**

Manish Motiramani

R-Advantec

Kiran

Dr Kiran Chimnani
I/C Principal



(Ses) Swami Hansmuni Maharaj Degree College of Commerce
Ulhasnagar 421004

(Affiliated to Mumbai University)

In Association with



Certificate Of Completion

This Certificate Proudly Presented to

Kanaujiya Anjali Hublal

For successfully Completion Of **Diploma in social Media Marketing**

Manish Motiramani

R-Advantec

Kiran

Dr Kiran Chimnani
I/C Principal



(Ses) Swami Hansmuni Maharaj Degree College of Commerce
Ulhasnagar 421004

(Affiliated to Mumbai University)

In Association with



Certificate Of Completion

This Certificate Proudly Presented to

Meshram Pritesh Rajkumar Vaijayanti

For successfully Completion Of **Diploma in social Media Marketing**

Manish Motiramani

R-Advantec

Kiran

Dr Kiran Chimnani
I/C Principal



(Ses) Swami Hansmuni Maharaj Degree College of Commerce
Ulhasnagar 421004

(Affiliated to Mumbai University)

In Association with



Certificate Of Completion

This Certificate Proudly Presented to

Ahuja Pooja Basharam

For successfully Completion Of **Diploma in social Media Marketing**

Manish Motiramani

R-Advantec

Kiran

Dr Kiran Chimnani
I/C Principal



(Ses) Swami Hansmuni Maharaj Degree College of Commerce
Ulhasnagar 421004

(Affiliated to Mumbai University)

In Association with



Certificate Of Completion

This Certificate Proudly Presented to

Sachdev Manisha Prakash

For successfully Completion Of **Diploma in social Media Marketing**

Manisha Motiramani

R-Advantec

Kiran

Dr Kiran Chimnani
I/C Principal



(Ses) Swami Hansmuni Maharaj Degree College of Commerce
Ulhasnagar 421004

(Affiliated to Mumbai University)

In Association with



Certificate Of Completion

This Certificate Proudly Presented to

Pal Neetu Pancham

For successfully Completion Of **Diploma in social Media Marketing**

Manish Motiramani

R-Advantec

Kiran

Dr Kiran Chimnani
I/C Principal

(Sindhu Education Society's)
Swami Hansmuni Maharaj Degree College of Commerce
Opposite Bank of Baroda, Ulhasnagar-4
(Affiliated to University of Mumbai)

DETAILS ABOUT SOCIAL MEDIA MARKETING

About the Tutorial

Social Media Marketing is the activity of driving website traffic through social media sites. This is a brief tutorial that explains how you can use popular social media platforms such as Facebook, Twitter, LinkedIn, and Google+ to promote your business and create greater awareness about the products and services you offer.

Audience

This tutorial is primarily going to help all those readers who are into advertising and specifically those who aspire to make a career in Digital Marketing.

Prerequisites

Before proceeding with this tutorial, you should have a good understanding of the fundamental concepts of marketing, advertising, and analyzing products and audience.

Syllabus:

Day	COURSE SYLLABUS	TIMINGS
1	MODULE 1: SOCIAL MEDIA MARKETING – INTRODUCTION <ul style="list-style-type: none">• What is Social Media?• History of Social Media Marketing• Importance of Social Media• Traditional Vs. Digital Marketing• SMO Strategy for Business• SMO – Key Concepts• Business Profile Creation• Brand Awareness• Social Engagement• Viral Marketing	1 HR
1	MODULE 2: FACEBOOK MARKETING <ul style="list-style-type: none">• History of Facebook• What is Facebook Marketing?• How to Create a Fan Page?	1 HR




	<ul style="list-style-type: none"> • Facebook Profiles • Facebook Places • Facebook Groups • Facebook Community • Grow Your Business with Facebook • Latest Facebook Trends • What are Adverts? • How to Create a Campaign? • Facebook – Do's and Don'ts • Increase Facebook Likes for a Fan Page • What are Facebook Apps? 	
2	MODULE 3: TWITTER <ul style="list-style-type: none"> • History of Twitter • What is Twitter Marketing? • Create a Twitter Account for Your Business • How to Increase Followers on Twitter? • What is Hash Tag? • Sponsored Tweets and Hash Tags • Twitter Account Promotion • Twitter API • Twitter Automation Tools 	1 HR
2	MODULE 4: LINKEDIN <ul style="list-style-type: none"> • History of LinkedIn • LinkedIn Marketing • Premium Account • Connect with Your Customers • Promote Your Business on LinkedIn • Create an Ad Campaign • Grow Your Business through LinkedIn Marketing 	1 HR
3	MODULE 5: GOOGLE+ <ul style="list-style-type: none"> • Advantages of Google+ • Creating a Business Page on Google+ • Page Customization • +1 & Sharing • Integrate Google+ Business Page on Your Blog or Website • Increase Followers on Google+ • Promote Your Business on Google+ • Google+ Tools 	2 HRS
4	MODULE 6: PINTEREST <ul style="list-style-type: none"> • What is Pinterest? • History of Pinterest • Pinterest – Interesting Facts • How it Works? • Pinterest as a Marketing Tool 	2 HRS



	<ul style="list-style-type: none"> • Pinterest as a Perfect Media Strategy • Promoting Business through Pinterest • Setting up your Business Account • Pinterest vs. Other Social Platforms 	
5 - 6	MODULE 7: VIDEO MARKETING <ul style="list-style-type: none"> • History of Video Marketing • YouTube • Vimeo • Dailymotion • Ranking Factors of a Video • Increase Subscribers and Views • Increase Video Views • Advantages of Video Ads • Promote Your Video Ads 	2 HRS + 2 HRS
7	MODULE 8: SOCIAL BOOKMARKING <ul style="list-style-type: none"> • Benefits of Being a Registered User on a Bookmarking Site • Advantages of Social Bookmarking 	2 HRS
8	MODULE 9: IMAGE OPTIMIZATION <ul style="list-style-type: none"> • Image Marketing • Choose Relevant Images • Creative Images • Buy Images MODULE 10: BLOG <ul style="list-style-type: none"> • Blogging • Advantages of Blogging • Setting a Blog using WordPress • Setting a Blog using Blogger • Blog Promotion • Blog Commenting 	2 HRS
9	MODULE 11: SOCIAL MEDIA ANALYSIS <ul style="list-style-type: none"> • Reporting Tools for Social Media Analysis. 	2 HRS
10	MODULE 12: MONITORING SOCIAL MEDIA ACCOUNTS <ul style="list-style-type: none"> • SMO at Various • Tools to Measure Your Popularity • Goal Creation and Achievement • Traffic, Analytics, and Statistics 	2 HRS




Principal
 (SES) Swami Hansmuni Maharaj
 Degree College of Commerce
 Ulhasnagar-421 004



**SINDHU EDUCATION SOCIETY'S
(S.E.S) SWAMI HANSMUNI MAHARAJ
DEGREE COLLEGE OF COMMERCE**

Netaji Chowk, Opp. Dena Bank, Ulhasnagar-421 004, Dist. Thane (Maharashtra), Ph-0251-2527973

E-mail: shmdegreecollege@gmail.com

Website: www.shmdegreecollege.in

Add-on Courses Assessment Procedure

1. Students who have secured 40% score in assessment are awarded with successful completion Certificates.
2. Add-on courses students are required to complete 30 hours of training.
3. 75% Attendance is mandatory for all the students.
4. Assessment is carried during the class practical assignments.
5. Certificates awarded are in association of the respective training Institutes.

Dr. Kiran Chimnani

Principal

(S.E.S) I/C Principal, Swami Hansmuni Maharaj
Degree College of Commerce
Ulhasnagar-421 004

