

Anekant Education Society
Anekant Institute of Management Studies (AIMS)
Baramati, Dist-Pune (MAH)

Course Type: Add-on Course

Course Name: Social Media Marketing

Course Duration: 30 hrs.

Course Time: 4.30 – 5.30

INDEX

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Anekant Education Society
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Baramati, Dist-Pune (MAH)

REF:AES/AIMS/

Date:- 5th Jan 2024

NOTICE Add-On Course

All MBA-I and MBA-II year students are hereby informed that, Institute is going to conduct **Add-on Course** on “**Social Media Marketing**”. The students who are interested to join the course can submit their names to Dr. P. V. Yadav (Course Teacher) on or before **15th Jan 2024**.

Further, the regular session of the said course shall commence from **20th Jan 2024** at **4.30 to 5.30 PM**.

Kindly take a note of this.


Dr. P. V. Yadav
Course Teacher




Director

Copy to:

1. Classroom Circulation
2. Display on notice board
3. Notice File
4. Director File

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Course Type: Add-on Course

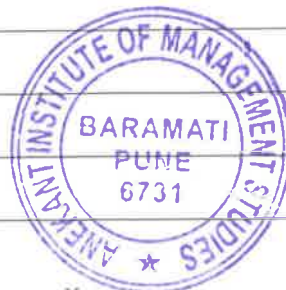
Course Name: Social Media Marketing

Course Duration: 30 hrs.

Course Time: 4.30 – 5.30

Lesson Plan

Month	Particular	No. of sessions allotted
Jan	Introduction to LinkedIn & its interface	01
	Leverage your personal LinkedIn profile	01
	Create a company page on LinkedIn	01
	Paid advertising with LinkedIn	01
	The history of YouTube and its social impact	01
	Develop a successful social media strategy	01
	Create content that increases engagement and drives sales	01
	Gain a following and expand your reach	01
	Content strategy for blogging and other writing-based social media	01
	Build a brand identity and engage with your target audience	01
Feb	Master Twitter marketing	01
	Develop digital marketing strategies for Instagram	01
	Build, target, and convert leads	01
	Master paid and organic marketing techniques	01
	Create and manage successful Facebook ad campaigns	01
	Master setting up business pages	01
	Leveraging Facebook groups	01
	Creating targeted ads	01
	Creating targeted ads	01



	Creating targeted ads	01
Mar	Set up OBS for streaming	01
	Stream to Twitch and its benefits	01
	Stream to YouTube and its benefits	01
	Earn-first creative thinking	01
	Create personal ideas and learn how to showcase them in a portfolio	01
	Resume and LinkedIn optimization	01
	Social media presence optimization	01
	Lab work	01
	Lab work	01
	Lab work	01
		Total- 30

Books:—

- 1) Social Media Marketing Essentials You Always Wanted To Know by Vibrant Publishers and Kavita Kamath | 27 January 2024
- 2) Be A Social Media Millionaire by Deepak Bajaj | 6 October 2021
- 3) Social Media Marketing Essentials You Always Wanted To Know by Vibrant Publishers and Kavita Kamath | 27 January 2024
- 4) Social Media Marketing for Dummies, 4ed by Shiv Singh and Stephanie Diamond | 9 September 2020
- 5) Social Media Marketing by Tracy L. Tuten and Michael R. Solomon | 17 July 2016



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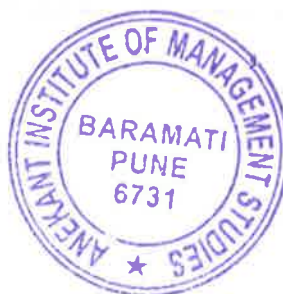
Course Duration: 30 hrs.

Course Time: 4.30 – 5.30

List of Students Admitted

#	Roll No.	Name of the Student	Student Signature
1	673123014	BULBULE KARTIKEY RAMAKANT	BKE
2	673123025	DHAMDHARE PRADNYA VITTHAL	Pradnya P.
3	673123033	DOSHI YASH SHITAL	yash
4	673123036	GADIYA JAYKUMAR KIRTIKUMAR	Gadiya
5	673123053	JATHAR ADITYA BALIRAM	Aditya
6	673123069	KSHIRSAGAR SONAL PRAKASH	Sonal
7	673123071	KULKARNI NETRA SUNIL	Netra
8	673123073	KUMBHAR ADITYA BALWANT	Aditya
9	673123075	LONDHE DHAIRYASHIL PUNYASHIL	DUP
10	673123076	LUNKAD ROHIT RAJENDRA	R
11	673123095	POL MAHESH RAJENDRA	MR
12	673123106	SHAH JANHAVI MILIND	Shah
13	673123118	SUL VIPUL VIJAY	Sul


Dr. P. V. Yadav
Course Teacher




Director

Anekant Education Society's
ANEKANT INSTITUTE OF MANAGEMENT STUDIES
Anekant Education Society Campus, Baramati, Dist-Pune-413102.

Class Attendance Report

Academic Year: 2023-2024

Class: MBA-I

Semester: II

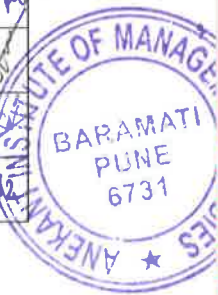
Specialization: - Add-On Course

Faculty Name: Dr. P V Yadav

Course Name: Social Media Marketing

Batch No.: 2023-25

		Session No. Lecture Type		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
				L	P	L	P	L	P	L	P	L	P	L	P	L	P	L	L	P	L	P	L	P	L	P	L	P	L	P	L	P	L	
	Roll No	Date Time	Lerner's Level	20-01-2024	21-01-2024	22-01-2024	23-01-2024	24-01-2024	25-01-2024	26-01-2024	27-01-2024	28-01-2024	29-01-2024	01-02-2024	04-02-2024	06-02-2024	08-02-2024	10-02-2024	12-02-2024	14-02-2024	16-02-2024	18-02-2024	20-02-2024	01-03-2024	03-03-2024	06-03-2024	08-03-2024	10-03-2024	12-03-2024	15-03-2024	17-03-2024	19-03-2024	21-03-2024	
Sr. No.		Student Name	Lerner's Level																															
1	673123014	BULBULE KARTIKEY RAMAKANT	Slow	BKR	BKR	BKR	BKR	BKR	BKR	BKR	A	BKR	A	BKR	A	BKR	A	BKR	BKR	A	BKR	A	BKR	A	BKR	A	BKR	A	BKR	A	BKR	A	BKR	
2	673123025	DHAMDHARE PRADNYA VITTHAL	Slow	Pradny	Pradny	A	Pradny	A	Pradny	A	Pradny	A	Pradny	A	Pradny	Pradny	Pradny	Pradny	Pradny	Pradny	Pradny	Pradny	Pradny	Pradny	Pradny	A	Pradny	BKR	Pradny	Pradny	Pradny	A	Pradny	
3	673123033	DOSHI YASH SHITAL	Slow	Yash	Yash	Yash	Yash	Yash	Yash	Yash	Yash	Yash	Yash	Yash	Yash	Yash	Yash	A	Yash	Yash	Yash	Yash	Yash	Yash	A	Yash	Yash	Yash	Yash	Yash	Yash	Yash	Yash	
4	673123036	GADIYA JAYKUMAR KIRTIKUMAR	Slow	Gadiya	Gadiya	Gadiya	A	Gadiya	Gadiya	A	Gadiya	Gadiya	Gadiya	Gadiya	Gadiya	Gadiya	Gadiya	Gadiya	Gadiya	Gadiya	Gadiya	Gadiya	Gadiya	A	Gadiya	Gadiya	A	Gadiya	Gadiya	Gadiya	A	Gadiya	Gadiya	A
5	673123053	JATHAR ADITYA BALIRAM	Slow	Adi	Adi	A	Adi	A	Adi	Adi	Adi	A	Adi	Adi	Adi	Adi	Adi	A	Adi	A	Adi	Adi	Adi	A	Adi	Adi	A	Adi	Adi	Adi	Adi	Adi	Adi	
6	673123069	KSHIRSAGAR SONAL PRAKASH	Advanced	Sony	Sony	Sony	Sony	A	Sony	A	Sony	Sony	Sony	A	Sony	Sony	Sony	A	Sony	Sony	Sony	Sony	Sony	A	Sony	Sony	A	Sony	Sony	Sony	Sony	Sony	Sony	
7	673123071	KULKARNI NETRA SUNIL	Advanced	KulN	KulN	KulN	A	KulN	KulN	KulN	KulN	KulN	KulN	KulN	KulN	KulN	KulN	KulN	KulN	KulN	KulN	KulN	KulN	KulN	KulN	KulN	KulN	KulN	KulN	KulN	KulN	KulN	KulN	
8	673123073	KUMBHAR ADITYA BALWANT	Advanced	Adi	Adi	Adi	A	Adi	Adi	A	Adi	Adi	Adi	A	Adi	Adi	Adi	A	Adi	Adi	Adi	Adi	Adi	A	Adi	A	Adi	A	Adi	A	Adi	A	Adi	
9	673123075	LONDHE DHAIRYASHIL PUNYASHIL	Advanced	Dip	Dip	Dip	Dip	Dip	Dip	Dip	Dip	Dip	Dip	A	Dip	Dip	A	Dip	Dip	Dip	Dip	Dip	A	Dip	Dip	Dip	Dip	Dip	Dip	Dip	Dip	Dip	Dip	
10	673123076	LUNKAD ROHIT RAJENDRA	Slow	RL	RL	RL	RL	RL	A	RL	RL	RL	RL	RL	A	RL	RL	RL	RL	RL	RL	RL	RL	RL	RL	A	RL	RL	A	RL	RL	RL	RL	
11	673123095	POL MAHESH RAJENDRA	Medium	Pol	Pol	Pol	A	Pol	Pol	Pol	Pol	Pol	Pol	Pol	Pol	A	Pol	Pol	Pol	Pol	Pol	Pol	A	Pol	Pol	Pol	Pol	Pol	Pol	Pol	Pol	Pol	Pol	Pol
12	673123106	SHAH JANHAVI MILIND	Medium	Shah	Shah	Shah	Shah	Shah	Shah	Shah	Shah	A	Shah	Shah	Shah	A	Shah	Shah	Shah	Shah	Shah	Shah	Shah	Shah	A	Shah	Shah	Shah	Shah	Shah	Shah	Shah	Shah	Shah
13	673123118	SUL VIPUL VIJAY	Advanced	SV	SV	SV	SV	SV	SV	SV	SV	SV	SV	A	SV	SV	SV	SV	SV	SV	A	SV	SV	SV	SV	SV	SV	A	SV	SV	SV	SV	SV	SV
				13	13	11	9	10	10	10	10	10	11	9	11	10	10	10	13	7	13	9	12	7	11	10	10	10	12	10	11	11	11	11



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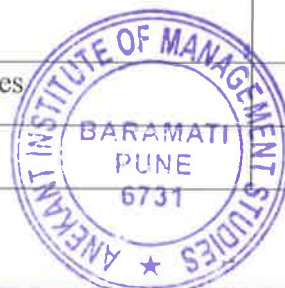
Course Name: Social Media Marketing

Course Duration: 30 hrs.

Course Time: 4.30 – 5.30

Course Completion Report

Month	Date	Particular	No. of Students Attended
Jan	20-01-2024	Introduction to LinkedIn & its interface	13
	21-01-2024	Leverage your personal LinkedIn profile	13
	22-01-2024	Create a company page on LinkedIn	11
	23-01-2024	Paid advertising with LinkedIn	9
	24-01-2024	The history of YouTube and its social impact	10
	25-01-2024	Develop a successful social media strategy	12
	26-01-2024	Create content that increases engagement and drives sales	9
	27-01-2024	Gain a following and expand your reach	12
	28-01-2024	Content strategy for blogging and other writing-based social media	10
	29-01-2024	Build a brand identity and engage with your target audience	11
Feb	01-02-2024	Master Twitter marketing	9
	04-02-2024	Develop digital marketing strategies for Instagram	11
	06-02-2024	Build, target, and convert leads	10
	08-02-2024	Master paid and organic marketing techniques	10
	10-02-2024	Create and manage successful Facebook ad campaigns	10
	12-02-2024	Master setting up business pages	13
	14-02-2024	Leveraging Facebook groups	7



	16-02-2024	Creating targeted ads	13
	18-02-2024	Creating targeted ads	9
	20-02-2024	Creating targeted ads	12
Mar	01-03-2024	Set up OBS for streaming	7
	03-03-2024	Stream to Twitch and its benefits	11
	06-03-2024	Stream to YouTube and its benefits	10
	08-03-2024	Earn-first creative thinking	10
	10-03-2024	Create personal ideas and learn how to showcase them in a portfolio	10
	12-03-2024	Resume and LinkedIn optimization	12
	15-03-2024	Social media presence optimization	10
	17-03-2024	Lab work	11
	19-03-2024	Lab work	11
	21-03-2024	Lab work	12
			Total- 30

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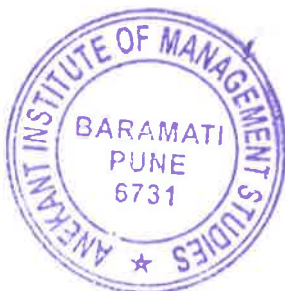
Course Type: Add-on Course
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Course Name: Social Media Marketing
Course Time: 4.30 – 5.30

Evaluation Sheet

Roll No.	Name of the Student	Lab Work (20 Marks)	Oral (20 Marks)	Case Study (10 Marks)	Total Marks (50)
673123014	BULBULE KARTIKEY RAMAKANT	13	16	7	36
673123025	DHAMDHARE PRADNYA VITTHAL	15	14	8	37
673123033	DOSHI YASH SHITAL	16	16	6	38
673123036	GADIYA JAYKUMAR KIRTIKUMAR	14	15	8	37
673123053	JATHAR ADITYA BALIRAM	16	14	7	37
673123069	KSHIRSAGAR SONAL PRAKASH	17	15	8	40
673123071	KULKARNI NETRA SUNIL	13	16	7	36
673123073	KUMBHAR ADITYA BALWANT	15	14	8	37
673123075	LONDHE DHAIRYASHIL PUNYASHIL	16	16	6	38
673123076	LUNKAD ROHIT RAJENDRA	14	15	8	37
673123095	POL MAHESH RAJENDRA	16	14	7	37
673123106	SHAH JANHAVI MILIND	17	15	8	40
673123118	SUL VIPUL VIJAY	14	17	7	38

Course Teacher:— Dr. P. V. Yadav





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AES Campus, T C College Road, Baramati, Dist Pune (MH) Phone No. 02112-227299 | www.aimsaramati.org

CERTIFICATE OF COMPLETION

This is to certify that

Mr. /Ms Bulbule Kartikey Ramakant

Roll Number 673123014

**has successfully completed Add on Course in Social Media Marketing
from 20/01/2024 to 21/03/2024**

Dr: P. V. Yadav
Course Teacher



Dr. M. A. Lahori
Director



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CERTIFICATE OF COMPLETION

This is to certify that

Mr. /Ms Dhamdhere Pradnya Vitthal

Roll Number 673123025

has successfully completed Add on Course in Social Media Marketing
from 20/01/2024 to 21/03/2024

Dr: P. V. Yadav
Course Teacher



Dr. M. A. Lahori
Director



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CERTIFICATE OF COMPLETION

This is to certify that

Mr. /Ms Doshi Yash Shital

Roll Number 673123033

**has successfully completed Add on Course in Social Media Marketing
from 20/01/2024 to 21/03/2024**

Dr. P. V. Yadav
Course Teacher



Dr. M. A. Lahori
Director



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CERTIFICATE OF COMPLETION

This is to certify that

Mr. /Ms Gadiya Jaykumar Kirtikumar

Roll Number 673123036

**has successfully completed Add on Course in Social Media Marketing
from 20/01/2024 to 21/03/2024**

Dr: P. V. Yadav
Course Teacher



Dr. M. A. Lahori
Director



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CERTIFICATE OF COMPLETION

This is to certify that

Mr. /Ms Jathar Aditya Baliram

Roll Number 673123053

has successfully completed **Add on Course in Social Media Marketing**
from 20/01/2024 to 21/03/2024

Dr. P. V. Yadav
Course Teacher



Dr. M. A. Lahori
Director



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CERTIFICATE OF COMPLETION

This is to certify that

Mr. /Ms Kshirsagar Sonal Prakash

Roll Number 673123069

**has successfully completed Add on Course in Social Media Marketing
from 20/01/2024 to 21/03/2024**

Dr. P. V. Yadav
Course Teacher



Dr. M. A. Lahori
Director



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CERTIFICATE OF COMPLETION

This is to certify that

Mr. /Ms Kulkarni Netra Sunil

Roll Number 673123071

has successfully completed Add on Course in Social Media Marketing
from 20/01/2024 to 21/03/2024

Dr: P. V. Yadav
Course Teacher



Dr. M. A. Lahori
Director



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CERTIFICATE OF COMPLETION

This is to certify that

Mr. /Ms **Kumbhar Aditya Balwant**

Roll Number **673123073**

has successfully completed **Add on Course in Social Media Marketing**
from 20/01/2024 to 21/03/2024

Dr: P. V. Yadav
Course Teacher



Dr. M. A. Lahori
Director



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CERTIFICATE OF COMPLETION

This is to certify that

Mr. /Ms Londhe Dhairyashil Punyashil

Roll Number 673123075

has successfully completed Add on Course in Social Media Marketing
from 20/01/2024 to 21/03/2024

Dr: P. V. Yadav
Course Teacher



Dr. M. A. Lahori
Director



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CERTIFICATE OF COMPLETION

This is to certify that

Mr. /Ms Lunkad Rohit Rajendra

Roll Number 673123076

**has successfully completed Add on Course in Social Media Marketing
from 20/01/2024 to 21/03/2024**

Dr: P. V. Yadav
Course Teacher



Dr. M. A. Lahori
Director



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CERTIFICATE OF COMPLETION

This is to certify that

Mr. /Ms Pol Mahesh Rajendra

Roll Number 673123095

has successfully completed Add on Course in Social Media Marketing
from 20/01/2024 to 21/03/2024

Dr. P. V. Yadav
Course Teacher



Dr. M. A. Lahori
Director



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CERTIFICATE OF COMPLETION

This is to certify that

Mr. /Ms Shah Janhavi Milind

Roll Number 673123106

**has successfully completed Add on Course in Social Media Marketing
from 20/01/2024 to 21/03/2024**

Dr. P. V. Yadav
Course Teacher



Dr. M. A. Lahori
Director



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CERTIFICATE OF COMPLETION

This is to certify that

Mr. /Ms Sul Vipul Vijay

Roll Number 673123118

**has successfully completed Add on Course in Social Media Marketing
from 20/01/2024 to 21/03/2024**

Dr: P. V. Yadav
Course Teacher



Dr. M. A. Lahori
Director

Feedback Form

1. Name of the Student:
2. Gender: 1) Male 2) Female
3. Roll No./Aadhar No.....
4. Mobile No.....
5. Email Id.....
6. Class: 1) MBA-I 2) MBA-II
7. Semester:
8. Batch: 20....- 20....

A) Tick in the appropriate box on the basis of your Satisfaction Level on AIMS Resources and Practices.

The scale of satisfaction level is given below:

I = Highly Dissatisfied

II = Moderately Dissatisfied

III = Neutral

IV = Moderately Satisfied

V = Highly Satisfied

Sr.No.	Parameters	Satisfaction Level				
		I	II	III	IV	V
1.	Teaching Pedagogy					
2.	Evaluation System					
3.	Lab Assignments					
4.	Guest Lectures					
5.	Interaction with faculty					
6.	Computer/Internet facilities					
7.	This course develop you professionally					
8.	The course met my expectations					
9.	The course met my needs					
10.	The topics covered were relevant to the course					

B) Give your suggestions for improvement of above mentioned parameter.

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Feedback Analysis Report

Sr.No.	Parameters	Rank
1.	Teaching Pedagogy	4
2.	Evaluation System	5
3.	Lab Assignments	8
4.	Guest Lectures	9
5.	Interaction with faculty	10
6.	Computer/Internet facilities	7
7.	This course develop you professionally	1
8.	The course met my expectations	3
9.	The course met my needs	2
10.	The topics covered were relevant to the course	6

