



ST. WILFRED'S COLLEGE OF ARTS, COMMERCE & SCIENCE

(Affiliated to Mumbai University)

Opp. Ayush Resort, Near Shedung Toll Plaza, Old Mumbai-Pune Highway, Panvel, Navi Mumbai-410206
Ph. No. +91-8655678500, 9699625148 • College Code 1033 • E-mail: stwilfred.acs@gmail.com • website : www.stwilfreds.org

Value Added Course

“Social Media Marketing Certificate”

July 10, 2023 to August 26, 2023

Coordinated By- Department of Computer Science

Faculty Name-Dr. Madhav Mathur



St. Wilfred's College of Arts, Commerce & Science

Value Added Course




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[Signature]
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Date 03/07/2023

NOTICE

It is to inform all the members of Program Academic Advisory Cell (PAAC) that there will be a meeting on Date: 03/07/2023 at 11.00 AM in Seminar Room to discuss about the various academic activities for the upcoming session. All concerned are requested to attend the meeting on time and be prepared to contribute to the discussion.

Principal

CC :-

1. All members of IQAC



Principal
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Date: 03/07/2023

Circular

It is to inform all the members of Program/Academic advisory cell (PAC) that there will be a meeting on Date: 03/07/2023 at 11.00 AM in Seminar Room to discuss about the various academic activities for the upcoming session. All concerned are requested to attend the meeting on time and be prepared to contribute to the discussion.

S. No.	Name	Designation	Signature

CC :-

1. All members of IQAC

Anmolika
Principal



Anmolika
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Meeting Minutes

Date: 03/07/2023

Time: 11:00 AM

Place: Seminar Room

Attendees:

S.No.	Name	Designation	Signature
1.			
2.			
3.			
4.			
5.			

Agendas:

1. To frame time table for UG and PG courses.
2. Discussion on last year result.
3. Framing of academic planner.
4. FDP for faculty development.
5. Discuss admission policies, syllabus of value added course.
6. Discussion of teaching methodology and to incorporate new teaching method.
7. Promote teachers to participate in conferences and seminar
8. To organize guest lectures department wise to reach students development cell and plan to organize maximum activities by the student to organize.
9. Motivational Guest Speakers, Guest lectures department wise.
10. To organize Value added courses for Semester 1st Students.

Minutes:

The meeting was called to order by Principal at 11.AM in Seminar Room. The attendees were welcomed, and the agenda for the meeting was presented.

Frame time table for UG and PG courses:

The Principal proposed the framing of a comprehensive time table for undergraduate (UG) and postgraduate (PG) courses. It was suggested to ensure a balanced distribution of subjects, taking into account the availability of faculty members and minimizing scheduling conflicts. The faculty members responsible for each course were assigned the task of collaborating and finalizing the time table in consultation with the Principal.

Discussion on last year's results:

The Principal initiated a discussion on the previous year's results to analyze and assess the academic performance of students. Faculty members were encouraged to provide insights and identify areas for improvement, both at the individual student level and within specific courses.



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This discussion aimed to identify strategies and interventions to enhance student outcomes in the future.

Framing of academic planner:

The Principal emphasized the importance of a well-structured academic planner to ensure smooth functioning of the institution. It was proposed to frame an academic planner that includes key academic events, examination schedules, assignment deadlines, and other important dates. The faculty members were requested to collaborate and contribute to the development of the academic planner.

Faculty Development Program (FDP) for faculty development:

Recognizing the significance of faculty development, the Principal proposed organizing a Faculty Development Program (FDP). The FDP will provide opportunities for faculty members to enhance their teaching skills, explore innovative pedagogical approaches, and stay updated with the latest developments in their respective fields. The specific topics and duration of the FDP will be determined in consultation with the concerned faculty members.

Discuss admission policies and syllabus of value-added courses:

The Principal called for a discussion on admission policies, specifically focusing on ensuring transparency and fairness in the admission process. Additionally, the syllabus of value-added courses, designed to provide additional skills and knowledge to students, was brought forward for review and refinement. Faculty members were encouraged to contribute their suggestions and insights to improve the admission policies and syllabus.

Discussion of teaching methodology and incorporating new teaching methods:

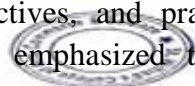
The Principal emphasized the need to continuously evolve teaching methodologies to enhance the learning experience of students. Faculty members were encouraged to share innovative teaching methods and techniques that have proven effective in their respective domains. It was proposed to incorporate new teaching methods into the curriculum to promote student engagement, critical thinking, and active learning.

Promotion of teachers' participation in conferences and seminars:

To foster professional growth and keep up with the latest developments in their fields, the Principal highlighted the importance of teachers' participation in conferences and seminars. Faculty members were encouraged to attend and present papers at relevant academic events to exchange knowledge, gain exposure, and establish collaborations with professionals from other institutions.

Organizing guest lectures department-wise and promoting student activities:

The Principal proposed organizing guest lectures by experts and professionals in each department to enrich students' learning experience. These guest lectures would provide students with valuable insights, industry perspectives, and practical applications of their academic knowledge. Furthermore, the Principal emphasized the importance of promoting student



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development by encouraging them to organize maximum activities under the guidance of the Student Development Cell.

Action Items:

- Faculty members responsible for UG and PG courses will collaborate to frame a comprehensive time table.
- Faculty members will analyze and provide insights on the previous year's results, identifying areas for improvement.
- Faculty members will collaborate to develop an academic planner, incorporating key academic events and deadlines.
- The administration will organize a Faculty Development Program (FDP) for faculty members, focusing on their professional growth.
- The admission policies and syllabus of value-added courses will be reviewed and refined based on faculty members' suggestions.
- Faculty members will explore and incorporate new teaching methodologies into the curriculum.
- Faculty members will be encouraged to participate in conferences and seminars relevant to their areas of expertise.
- The administration will organize department-wise guest lectures, inviting experts and professionals to share their knowledge.
- The Student Development Cell will work with students to plan and organize a maximum number of activities to promote their holistic development.
- These action items will be followed up on in subsequent meetings to track progress and ensure the successful implementation of the proposed agendas.

Closing:

Principal expressed gratitude to the staff members for their active participation and valuable input during the meeting. It was emphasized that their collaboration and dedication are essential in implementing the discussed agendas successfully. The staff members were encouraged to further develop and refine these proposals and work collectively towards the holistic development of the students.

The meeting concluded at 01.00 PM. The next meeting will be scheduled and communicated to the committee members accordingly.

Anirulla
Principal

CC :-

1. All members of IQAC



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Date- 08/07/2023

Notice

We are pleased to inform all the students that the Value Added Course (VAC)-
Social Media Marketing Certificate classes will commence from **July10, 2023**.

This course is designed to provide additional skills and knowledge beyond the regular curriculum, enhancing your learning experience and improving your career prospects.

Details of the VAC Classes:

Start Date: July10, 2023

Timings: 3:00 PM to 4:00 PM (Monday to Saturday)

Faculty Coordinator- Ms. SupriyaKamble

CC-
IQAC Head
HOD of all departments

Arinella
Principal



Arinella
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Date- 08/07/2023

Program Academic Advisory Cell (PAAC)

Circular

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This course is designed to provide additional skills and knowledge beyond the regular curriculum, enhancing your learning experience and improving your career prospects.

Details of the VAC Classes:

Start Date: July10, 2023

Timings: 3:00 PM to 4:00 PM (Monday to Saturday)

Faculty Coordinator- Ms. SupriyaKamble

PAAC Coordinator

CC-

Principal

IQAC Head

HOD of all departments



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Value Added Course: Social Media Marketing Certificate

Program

Expected Outcomes

On completion of the course, student will be able to-

- Certificate programs typically provide comprehensive training in social media marketing strategies, tools, and best practices.
- Certification can make you more attractive to employers seeking candidates with specialized skills in social media marketing.
- A Social Media Marketing Certificate can open doors to a variety of career opportunities in digital marketing,
- Certification provides external validation of your expertise and competency in social media marketing.
- Completing a certificate program often involves practical projects and assignments that can be added to your portfolio.
- Upon completion of the certificate program, you'll have gained a comprehensive understanding of social media marketing strategies.
- For individuals already working in marketing or related fields, obtaining a social media marketing certificate can lead to career advancement opportunities.
- Certificate programs often involve hands-on projects and assignments that allow you to demonstrate your skills in creating and executing social media campaigns.
- Certificate programs may provide opportunities to network with industry professionals, instructors, and fellow students. can further your career.



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Value Added Course: Social Media Marketing Certificate Program COURSE OUTCOME

Subject	Social Media Marketing Certificate
CO1	The Learn strategies for developing engaging and relevant content for social media, including text, images, videos, and infographics.
CO2	Understand principles of social media advertising, including targeting options, ad formats, bidding strategies, and budget allocation.
CO3	Explore influencer marketing strategies and best practices for identifying, engaging, and collaborating with influencers to amplify brand reach, credibility.




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Value Added Course of Social Media Marketing Certificate (July 10, 2023 to August 26, 2023)

Syllabus

Topic	Week Days
<ul style="list-style-type: none">• Overview of Social Media Platforms• Evolution of Social Media Marketing• Key Metrics and KPIs	Monday-Saturday
<ul style="list-style-type: none">• Defining Target Audience and Buyer Personas• Setting Marketing Objectives and Goals• Creating a Content Strategy	Monday-Saturday
<ul style="list-style-type: none">• Types of Content for Social Media Platforms• Content Creation Tools and Resources• Techniques for Visual Storytelling	Monday-Saturday
<ul style="list-style-type: none">• Creating and Optimizing Ad Campaigns• Targeting Options and Audience Segmentation• Budgeting and Bidding Strategies	Monday-Saturday
<ul style="list-style-type: none">• Understanding Influencer Marketing• Identifying and Partnering with Influencers• Negotiating Contracts and Agreements	Monday-Saturday



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Syllabus: Social Media Marketing Certificate

Unit-I

1. Overview of Social Media Platforms
2. Evolution of Social Media Marketing
3. Key Metrics and KPIs

Unit-II

1. Defining Target Audience and Buyer Personas
2. Setting Marketing Objectives and Goals
3. Creating a Content Strategy

Unit-III

1. Types of Content for Social Media Platforms
2. Content Creation Tools and Resources
3. Techniques for Visual Storytelling

Unit-IV

1. Creating and Optimizing Ad Campaigns
2. Targeting Options and Audience Segmentation
3. Budgeting and Bidding Strategies

Unit-V

1. Understanding Influencer Marketing
2. Identifying and Partnering with Influencers
3. Negotiating Contracts and Agreements



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Social Media Marketing Certificate Time Table

Days	Subject	Time
Monday	Social Media Marketing Certificate	03:00-04:00PM
Tuesday	Social Media Marketing Certificate	03:00-04:00PM
Wednesday	Social Media Marketing Certificate	03:00-04:00PM
Thursday	Social Media Marketing Certificate	03:00-04:00PM
Friday	Social Media Marketing Certificate	03:00-04:00PM
Saturday	Social Media Marketing Certificate	03:00-04:00PM

Aniruddha
Principal

Copy to:

- Vice Principal
- IQAC Head
- HOD's of all Departments



Aniruddha
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Lesson Plan Social Media Marketing Certificate

Unit	Topic	Weekdays	Allotment
Unit-I	Overview of Social Media Platforms Evolution of Social Media Marketing	Monday-Saturday	03:00-04:00PM
Unit-I	Key Metrics and KPIs	Monday-Saturday	03:00-04:00PM
Unit-II	Defining Target Audience and Buyer Personas Setting Marketing Objectives and Goals	Monday-Saturday	03:00-04:00PM
Unit-II	Creating a Content Strategy	Monday-Saturday	03:00-04:00PM
Unit-III	Types of Content for Social Media Platforms Content Creation Tools and Resources	Monday-Saturday	03:00-04:00PM
Unit-III	Techniques for Visual Storytelling	Monday-Saturday	03:00-04:00PM
Unit-IV	Creating and Optimizing Ad Campaigns Targeting Options and Audience Segmentation	Monday-Saturday	03:00-04:00PM
Unit-IV	Budgeting and Bidding Strategies	Monday-Saturday	03:00-04:00PM
Unit-V	Understanding Influencer Marketing Identifying and Partnering with Influencers	Monday-Saturday	03:00-04:00PM
Unit-V	Negotiating Contracts and Agreements	Monday-Saturday	03:00-04:00PM



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APPLICATION FORM

Add On Course-"Social Media Marketing Certificate"

Student's Name :

Father's Name :

Class :

Percentage of Marks obtained in Last Qualifying Examination:

Date of Admission in this Institution:

Phone No. :

Mobile :

DETAILS OF ADD ON COURSES

Parent's Signature:Student's Signature:

Date:

Date:

Reference

Signature of Counsellor:

Name of Counsellor :

Remarks of Counsellor :

Remarks of Principal :



[Signature]
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“Social Media Marketing Certificate”

July 10,2023 to August 26,2023

Enrolled List:-

S. No.	Class	Name
1.	B.A.	AyushiUmesh Patel
2.	B.A.	Solomon Faustina Stanislaus
3.	B.A.	JamadarIfraMehiboob
4.	B.A.	JiyaBapna
5.	B.A.	KurangaleMehul Deepak
6.	B.A.	RehmanNamiraShafiqur
7.	B.A.	JadhavNikarshRavindra
8.	B.A.	ShanglooShikhar Sanjay
9.	B.A.	Desai ShivangiChandrashekhar
10.	B.Com. (A&F)	ChorgheAachalMahadev
11.	B.Com. (A&F)	DeshmukhDarshana Mohan
12.	B.Com. (A&F)	HulgundeGovindaDhondiram
13.	B.Com. (A&F)	AllikattiJagdishMallikarjun
14.	B.Com. (A&F)	ShaikhMasira Sameer
15.	B.Com. (A&F)	RathodPallaviBhimrao
16.	B.Com. (A&F)	NikamPradnyaRaghuveer
17.	B.Com. (A&F)	ChavhanSahil Sanjay
18.	B.Com. (A&F)	PaithankarSamruddheeRakesh
19.	B.Com. (A&F)	IshwarkattiSarswatiBalbhim
20.	B.Com. (A&F)	DeshmukhVaibhaviVasant
21.	B.Com. (B&I)	BavkarAditya Vidyadhar
22.	B.Com. (B&I)	BhagatAkanksha Ashok
23.	B.Com. (B&I)	Singh Anjali Arun
24.	B.Com. (B&I)	ShindeGajananSambhaji
25.	B.Com. (B&I)	Bind KhushbuKamlesh
26.	B.Com. (B&I)	ChowdhariKrutikaPrakash
27.	B.Com.	GaikwadAishwaryaSantosh
28.	B.Com.	More AnshuJayesh
29.	B.Com.	NandeChaitraliShailesh
30.	B.Com.	RautChaitraliDatta
31.	B.Com.	DebayanGoswami
32.	B.Com.	ShrimaliDipeshAshwin
33.	B.Com.	GangasagarSakhahariRasve
34.	B.Com.	ShindeGopinathSambhaji
35.	B.Com.	LamtureHeenaMunna
36.	B.Com.	Sharma Hitesh Mohanlal
37.	B.Com.	ChoudharyKailashHari
38.	B.Com.	BhalekarKomalManoj
39.	B.Com.	KurangaleMayuriNandkumar
40.	B.Com.	GaikarMayushaDilip



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S. No.	Class	Name
41.	B.Sc. (CS)	ShrivastavDhirajShrivastav
42.	B.Sc. (CS)	HambirPrathameshPratish
43.	B.Sc. (CS)	Ansari Sameer Usman
44.	B.Sc. (CS)	ChoudharySattyam Kumar
45.	B.Sc. (CS)	ChaudhariSayali Hanuman
46.	B.Sc. (CS)	Lotankar Siddhi Nandkumar
47.	B.Sc. (CS)	Sharma Sonal Prasad
48.	B.Sc. (IT)	YadavAshishGhanshyam
49.	B.Sc. (IT)	ShedgeShrikantShantaram
50.	B.Sc. (IT)	SalviSuraj Narayan
51.	B.Sc.	NikamPrem Deepak
52.	B.Sc.	Sirkhot Sana Altaf
53.	B.Sc.	ParulekarShivaniVinayak
54.	B.Sc.	SumitJaiswal
55.	B.Sc.	ChauguleTanviDashrath
56.	B.Sc.	KondilkarVaibhavi Ashok
57.	B.M.S.	Gaud RajanSomaiprasad
58.	B.M.S.	PatilRuchika Rajesh
59.	B.M.S.	Jain SahilRajmal
60.	B.M.S.	KalamkarSahil Deepak



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S. No.	Class	Name	Signature	July/ August																			
101.	B.Sc. (CS)	ShrivastavDhirajShrivastav																					
102.	B.Sc. (CS)	HambirPrathameshPratish																					
103.	B.Sc. (CS)	Ansari Sameer Usman																					
104.	B.Sc. (CS)	ChoudharySattyam Kumar																					
105.	B.Sc. (CS)	ChaudhariSayali Hanuman																					
106.	B.Sc. (CS)	Lotankar Siddhi Nandkumar																					
107.	B.Sc. (CS)	Sharma Sonal Prasad																					
108.	B.Sc. (IT)	YadavAshishGhanshyam																					
109.	B.Sc. (IT)	ShedgeShrikantShantaram																					
110.	B.Sc. (IT)	SalviSuraj Narayan																					
111.	B.Sc.	NikamPrem Deepak																					
112.	B.Sc.	Sirkhot Sana Altaf																					
113.	B.Sc.	ParulekarShivani Vinayak																					
114.	B.Sc.	SumitJaiswal																					
115.	B.Sc.	ChauguleTanviDashrath																					
116.	B.Sc.	KondilkarVaibhavi Ashok																					
117.	B.M.S.	Gaud RajanSomaiprasad																					
118.	B.M.S.	PatilRuchika Rajesh																					
119.	B.M.S.	Jain SahilRajmal																					
120.	B.M.S.	KalamkarSahil Deepak																					

Teacher's Signature



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