



## 720 Degree Entertainment

DEPARTMENT OF COMMERCE

OFFERS VALUE ADDED COURSE ON

### Social Media Marketing Course (SMM)

FROM 14<sup>th</sup> NOVEMBER 2019 TO 20<sup>th</sup> NOVEMBER 2019

VENUE: DEPARTMENT LIBRARY COMMERCE, PMIST TIME: 9.00 am TO 1.30 pm

#### RESOURCE PERSON

BALAMUGESH NAVANEETHA KRISHNAN  
FOUNDER AND CEO, 720 DEGREE ENTERTAINMENT  
THANJAVUR

#### COURSE DESCRIPTION AND OBJECTIVES

- Definition of social media
- Types of social media
- Key terms to understand
- How Social Media influences audience
- How Social Media is affecting Google Search
- How to choose right social media
- Developing unique content, positioning and voice
- How to generate Word of mouth
- Integrating social media into your website and blogs
- Basic Website on E-Commerce
- How to amplify content with multiple Social Media channels – Viral Marketing

- SMM Using Facebook
- SMM Using Instagram
- SMM Using Youtube
- SMM Using Memes
- Do and Don't of Social Networking
- Behavioral and cultural standard for Social Media interaction
- Linking all Social Media Accounts
- Optimizing Social Media content for Search Engine
- Case studies

## SOCIAL MEDIA MARKETING COURSE (SMM)

### COURSE DESCRIPTION

Sl.No	Topics	Hours
1.	Definition of social media Types of social media Key terms to understand How Social Media influences audience	6

2.	How Social Media is affecting Google Search How to choose right social media Developing unique content, positioning and voice How to generate Word of mouth	6
3.	Integrating social media into your website and blogs Basic Website on E-Commerce How to amplify content with multiple Social Media channels – Viral Marketing SMM Using Facebook	6
4.	SMM Using Instagram SMM Using Youtube SMM Using Memes Do and Don't of Social Networking	6
5.	Behavioral and cultural standard for Social Media Interaction Linking all Social Media Accounts Optimizing Social Media content for Search Engine Case studies	6

**DEPARTMENT OF COMMERCE**  
Value-Added Course on  
**Practical Exposure in Social Media Marketing**  
From 14th November to 20th November, 2019  
Time: 2.00am to 5.00pm  
Academic year 2019-2020

Sl.No	Register number	Name	Programme
1.	119012151167	Abdul Fazith	I B.Com (Hons)
2.	119011151168	Abinaya. K	I B.Com (Hons)
3.	119011151169	Abitha. M	I B.Com (Hons)
4.	119011151170	Akshaya P	I B.Com (Hons)
5.	119012151171	Al Ameen M	I B.Com (Hons)
6.	119011151172	Balashivani R	I B.Com (Hons)
7.	119011151173	Bavithra. B	I B.Com (Hons)
8.	119011151174	Buvaneshwari R	I B.Com (Hons)
9.	119012151176	Dharmendra. A	I B.Com (Hons)

10.	119011151178	Elakiya S	I B.Com (Hons)
11.	119011151179	Gayathri Devi. P	I B.Com (Hons)
12.	119011151180	Harsha Varthini S	I B.Com (Hons)
13.	119011151182	Helen Angelica N	I B.Com (Hons)
14.	119011151183	Jamuna P	I B.Com (Hons)
15.	119012151184	Jeeva S	I B.Com (Hons)
16.	119011151185	Kavya. J	I B.Com (Hons)
17.	119012151187	Kumaresan S	I B.Com (Hons)
18.	119011151189	Madhumitha T	I B.Com (Hons)
19.	119011151190	Mahalakshmi D	I B.Com (Hons)
20.	119011151191	Maline. K.R	I B.Com (Hons)
21.	119012151193	Manosidhan.R	I B.Com (Hons)
22.	119012151194	Mohamed Ashik B	I B.Com (Hons)
23.	119012151195	Mohamed Asif S	I B.Com (Hons)
24.	119012151196	Mukesh M	I B.Com (Hons)
25.	119012151198	Naveena Chander R	I B.Com (Hons)
26.	119011151199	Niroshiga K	I B.Com (Hons)
27.	119011151200	Nisha M	I B.Com (Hons)
28.	119011151201	Nithitha G	I B.Com (Hons)
29.	119012151202	Parthasarathy K	I B.Com (Hons)
30.	119011151203	Pavithra. M	I B.Com (Hons)
31.	119012151204	Premji C	I B.Com (Hons)
32.	119011151205	Priyadharshika R	I B.Com (Hons)
33.	119011151206	Priyadharshini G	I B.Com (Hons)
34.	119011151207	Priyadharshini. S	I B.Com (Hons)
35.	119012151208	Raguram M	I B.Com (Hons)
36.	119011151209	Rajarajeswari. M	I B.Com (Hons)

37.	119012151210	Rajeshwara Rao. D	I B.Com (Hons)
38.	119012151211	Rambabu. S	I B.Com (Hons)
39.	119012151212	Ramkishore. B	I B.Com (Hons)
40.	119011151214	Sabariyah. A	I B.Com (Hons)
41.	119011151215	Samsunisha. A.R	I B.Com (Hons)
42.	119012151216	Sashi Kumar. P	I B.Com (Hons)
43.	119012151217	Sathishkumar C	I B.Com (Hons)
44.	119012151218	Shafiuddin	I B.Com (Hons)
45.	119011151219	Shalini Amala Jestina. J	I B.Com (Hons)
46.	119011151220	Shalini R	I B.Com (Hons)
47.	119012151222	Sriram S	I B.Com (Hons)
48.	119011151223	Subhiksha. A	I B.Com (Hons)
49.	119011151224	Tamil Thendral. P	I B.Com (Hons)