



# SGT UNIVERSITY

SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY  
(UGC Approved) Gurugram, Delhi-NCR

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## Social Media Marketing

### Syllabus

- Digital & Physical Marketing
- Entrepreneurship with Digital marketing
- Introduction to Social Media
- Social Media Platforms (Facebook, Twitter, Instagram, LinkedIn, Others)
- Creation of Advertisement
- Purchase of Credits
- Launch of Campaign
- Monitoring of Results

### Outcomes of Social Media Marketing short Term Program

- Communication Skills: Social Media Marketing programs can help individuals develop their communication skills. Effective communication is essential to engage with customers, colleagues, and partners, and it can help individuals succeed in both their personal and professional lives.
- Time Management: Social Media Marketing programs require individuals to manage their time efficiently to stay on top of their social media campaigns. This skill can help individuals manage their personal and professional responsibilities effectively.
- Creativity: Social Media Marketing programs encourage creativity as it is an essential part of creating content that engages and inspires audiences. Learning how to think creatively can help individuals approach problems differently and find innovative solutions.
- Digital Literacy: Social Media Marketing programs can help individuals develop digital literacy skills, which are essential in today's digital world. These skills include using digital tools and technologies effectively and staying up-to-date with the latest trends and developments.
- Entrepreneurial Spirit: Social Media Marketing programs can inspire individuals to pursue entrepreneurship and start their businesses. Learning how to build an online presence, create and manage a brand, and generate revenue can help individuals turn their passion into a profitable business.

Registrar  
SGT University  
Budhera, Gurugram