

Bunts Sangha's

S.M. Shetty College of Science, Commerce and Management Studies, Powai.

Student Enrichment Activity Approval Form 2018-19

Department: DEPARTMENT OF MANAGEMENT STUDIES

Program: SOCIAL MEDIA MARKETING

Objectives: Developing an understanding for the shift in Marketing strategies from online to offline

Need: Students need to understand the basic concepts related to social media presence

Content:

Resource Person: Ms Jaspreet Kaur (Pearl Academy)

Date: 29/6/2020 Time: 11 am Venue: Zoom

Cost/Budget: Nil

Proposed by: Virendra Singh & Nidhi Chandorkar

Verified by: Virendra Singh & Nidhi Chandorkar





Bunts Sangha's
S.M. Shetty College of Science, Commerce and Management Studies,
Powai, Mumbai - 76
(Affiliated to University of Mumbai)



NAAC ACCREDITED 'A' GRADE
IMC RBNQ CERTIFICATE OF MERIT 2019
ISO 9001:2015 CERTIFIED

PLACEMENT CELL
&
DEPARTMENT OF MANAGEMENT STUDIES
IN COLLABORATION WITH

PEARL ACADEMY

organizes a National Webinar on

"SOCIAL MEDIA MARKETING"

29th June, 2020

Registration Fees: **FREE**

11:00 am to 12:30 pm

E-certificates Will Be Given

(Zoom Webinar)

Registration Link:

<https://forms.gle/oXque9aBUnm3ku4v6>

Telegram Group Link

<https://t.me/joinchat/Ss36zFDKbYSxR29YXt2K8A>

For Queries Email us at:

virendras@smshettyinstitute.org

nidhic@smshettyinstitute.org

REPORT
ON
“SOCIAL MEDIA MARKETING”
NATIONAL WEBINAR

The Placement Cell and the Department of Management Studies of Bunts Sangha’s S.M. Shetty College of Science, Commerce and Management Studies, organized a national level webinar on Zoom platform on SOCIAL MEDIA MARKETING on 29th June, 2020 at 11 am. This National Webinar was organised in association with Pearl Academy.

The resource person for the webinar was Ms. Jaspreet Kaur, faculty at Pearl Academy. She introduced the participants with the concept and importance of Social Media Marketing. She stressed on its importance especially in context with current scenario when the consumers look for online information about the products and services.

The participants were addressed by the Principal of the college and also by the Vice-Chairman of Powai Education Committee, Sh. B.R. Shetty.

The session was attended by 502 participants from across the country. E-certificate was issued to these students at the end of the session.

