

VAC034	SOCIAL MEDIA MARKETING
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course equips students with the knowledge and skills to excel in the dynamic field of social media marketing. Through a blend of theoretical insights, hands-on exercises, and real-world case studies, students will learn to create effective social media campaigns, engage audiences, and leverage digital platforms for brand growth.

Course Objectives

Students will be able to:

- Understand the role and significance of social media in contemporary marketing.
- Develop social media strategies aligned with organizational goals.
- Implement influencer marketing and user-generated content strategies.
- Manage social media crises and reputation challenges.

Course Outcomes

On completion of the course students will be able to:

CO 1: Utilize various social media platforms for effective brand communication.

CO 2: Analyze social media metrics to assess campaign performance.

CO 3: Create engaging content that resonates with target audiences.

CO 4: Develop a comprehensive social media marketing plan.

Course Outline

Module 1: Introduction to Social Media Marketing

3 hours

- Defining social media marketing and its impact on businesses
- Evolution of social media platforms and trends
- Ethical considerations in digital marketing

Module 2: Developing Social Media Strategies

3 hours

- Aligning social media goals with business objectives
- Target audience identification and persona development

- Crafting a social media marketing plan
- Module 3: Effective Content Creation** **3 hours**
- Creating engaging and shareable content
 - Visual storytelling and multimedia content
 - Strategies for maintaining a consistent brand voice
- Module 4: Leveraging Different Social Media Platforms** **3 hours**
- Strategies for Facebook, Instagram, Twitter, LinkedIn, YouTube, and more
 - Platform-specific content optimization and posting schedules
 - Adapting to new platform features and algorithms
- Module 5: Social Media Advertising and Promotion** **3 hours**
- Understanding paid social media advertising
 - Setting up and managing social media ad campaigns
 - Budget allocation and targeting options
- Module 6: Influencer Marketing and User-Generated Content** **3 hours**
- Collaborating with influencers for brand promotion
 - Encouraging user-generated content and building brand advocacy
 - Assessing the authenticity and impact of influencer partnerships
- Module 7: Social Media Analytics and Measurement** **3 hours**
- Key performance indicators (KPIs) for social media marketing
 - Analyzing metrics and deriving actionable insights
 - Adjusting strategies based on performance data
- Module 8: Community Engagement and Customer Relations** **3 hours**
- Building an active and engaged online community
 - Handling customer inquiries, feedback, and complaints
 - Utilizing social media for customer service and support
- Module 9: Crisis Management and Reputation Building** **3 hours**
- Strategies for managing social media crises
 - Monitoring online reputation and addressing negative feedback
 - Turning challenges into opportunities for brand growth
- Module 10: Creating a Comprehensive Social Media Marketing Plan** **3 hours**
- Synthesizing concepts and strategies into a cohesive plan
 - Presenting a comprehensive social media marketing proposal
 - Incorporating feedback and continuous improvement strategies

Practicum

The course integrates practical exercises and hands-on projects to apply social media marketing concepts in real-world scenarios. Students will develop social media campaigns, create content, analyze metrics, and engage with platforms to simulate the role of a social media marketer. The practicum will culminate in a comprehensive social media marketing plan showcasing students' understanding and application of social media strategies.

Textbook

Zarella, D. (2010). The Social Media Marketing Book. O'Reilly Media.

Reference Books

Safko, L. (2010). The Social Media Bible: Tactics, Tools, and Strategies for Business Success. Wiley.

Smith, N., & Zook, Z. (2011). Complete Guide to B2B Marketing: New Tactics, Tools, and Techniques to Compete in the Digital Economy. Wiley.

Solis, B., & Breakenridge, D. (2019). Putting the Public Back in Public Relations: How Social Media Is Reinventing the Aging Business of PR. Pearson FT Press.

	Evaluation Component	Weightage (%)
1	Activities and Assignments	20
2	Project	20
3	Attendance	10
4	End Term Examination	50



Registrar
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K.R. MANGALAM UNIVERSITY

EDUCATION FOR LIFE

(Recognized by UGC and a member of AIU)

Ref.No.:KRMU/Admin./Notice/2019-20/1510(E)

Dated: 12th December, 2019

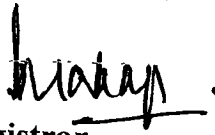
NOTICE

This is to put for information that School of Management & Commerce is offering Value-Added Course (VAC) for all interested students during Even Semester as per the following specifications.

Course Code	Course Title	Coordinating Department / School	Duration
VAC034	Social Media Marketing	SOMC	30 Hrs.
VAC 110	Time Management	SOMC	30 Hrs.

- Maximum 100 seats are available for the course.
- Course Start Date: 02 January 2020
- Course End Date: 19 March 2020

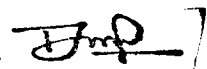
All interested students are required to confirm their registration with the Dean-School of Management & Commerce latest by 26th December, 2019.


Registrar

Copy to:

K.R. Mangalam University
Gurgaon (Haryana)

- Vice Chancellor
 - Dean (Academics Affairs)
 - Controller of Examinations
 - All Deans/ School Coordinators
 - All Faculty Members/ Mentors
 - Notice Board
 - Office Copy
- : For kind information


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ROLL NO	NAME	PROGRAMME	SEMESTER	2-Jan-20	3-Jan-20	4-Jan-20	7-Jan-20	9-Jan-20	10-Jan-20	11-Jan-20	14-Jan-20	15-Jan-20	16-Jan-20	18-Jan-20
1901720004	PIYUSH SHARMA	B.Sc. (H) CS	Semester II	P	P	P	P	P	P	P	P	P	P	P
1902070023	ARYAN AGGARWAL	B.Com (H)	Semester II	P	P	P	P	P	P	P	P	P	P	P
1902070024	SUMIT SHARMA	B.Com (H)	Semester II	P	P	P	P	P	P	P	P	P	P	P
1902080006	PRIVANKA	BBA	Semester II	P	P	P	P	P	P	P	P	P	P	P
1902080008	ISHAN SHARMA	BBA	Semester II	P	P	P	P	P	P	P	P	P	P	P
1902080016	INSHU KUMAR	BBA	Semester II	P	P	P	P	P	P	P	P	P	P	P
1902570003	SUMIT WADHWA	MBA	Semester II	P	P	P	P	P	P	P	P	P	P	P
1902570014	DEEPAKSH J CHOUDHARY	MBA	Semester II	P	P	P	P	P	P	P	P	P	P	P
1903090001	KANISHKA GUPTA	B.Sc. (H) Phys	Semester II	P	P	P	P	P	P	P	P	P	P	P
1903100002	PRIVIA GARG	B.Sc. (H) Chem	Semester II	P	P	P	P	P	P	P	P	P	P	P
1903110001	AGNIVI SH TIWARI	B.Sc. (H) Math	Semester II	P	P	P	P	P	P	P	P	P	P	P
1903590003	JUHI ARYA	M.Sc. Phys	Semester II	P	P	P	P	P	P	P	P	P	P	P
1903680001	KARUNA DAGAR	M.Sc. Chem	Semester II	P	P	P	P	P	P	P	P	P	P	P
1903680003	NIKITA YADAV	M.Sc. Chem	Semester II	P	P	P	P	P	P	P	P	P	P	P
1903680004	DEEPSHIKA JAIN	M.Sc. Chem	Semester II	P	P	P	P	P	P	P	P	P	P	P
1903680008	PRIVIA KHARETA	M.Sc. Chem	Semester II	P	P	P	P	P	P	P	P	P	P	P
1705230017	SANDEEP	LLB (Hons.)	Semester IV	P	P	P	P	P	P	P	P	P	P	P
1705230005	KRISHNA AZAD	LLB (Hons.)	Semester IV	P	P	P	P	P	P	P	P	P	P	P
1704120047	NAMAN PARMAR	B.Pharm	Semester IV	P	P	P	P	P	P	P	P	P	P	P
1704120059	PARAS ARORA	B.Pharm	Semester IV	P	P	P	P	P	P	P	P	P	P	P
1704121065	RISHASH GUPTA	B.Pharm	Semester IV	P	P	P	P	P	P	P	P	P	P	P

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COURSE INCHARGE

DEAN
School of Management & Commerce (SOMC)
K.R. Mangalam University
Gurgaon, Haryana



ATTENDANCE SHEET

VAC COURSE FOR ACADEMIC YEAR 2019-20

COURSE CODE: VAC034

COURSE TITLE: SOCIAL MEDIA MARKETING

ROLL NO	NAME	21-Jan-20	24-Jan-20	28-Jan-20	30-Jan-20	1-Feb-20	4-Feb-20	5-Feb-20	6-Feb-20	7-Feb-20	8-Feb-20	11-Feb-20	12-Feb-20	14-Feb-20	15-Feb-20
1901720004	PIYUSH SHARMA	P	P	P	P	P	P	P	P	P	P	P	P	P	P
1902070023	ARYAN AGRAHARI	P	P	P	P	P	P	P	P	P	P	P	P	P	P
1902070024	SUMIT SHARMA	P	A	P	P	P	P	P	P	P	P	P	P	P	P
1902080006	PIYANKA	P	P	P	P	P	P	P	P	P	P	P	P	P	P
1902080008	SHAN SHARMA	P	P	P	P	P	P	P	P	P	P	P	P	P	P
*1902080016	INSHU KUMAR	P	P	P	P	P	P	P	P	P	P	P	P	P	P
1902570003	SUMIT WADHWA	P	P	P	P	P	P	P	P	P	P	P	P	P	P
1902570014	DEEPANSHU CHOUHARY	P	P	P	P	P	P	P	P	P	P	P	P	P	P
1903090001	KANISHKA GUPTA	P	P	P	P	P	P	P	P	P	P	P	P	P	P
1903100002	PRIVA GARG	P	P	P	P	P	P	P	P	P	P	P	P	P	P
1903110001	AGNIVESH TIWARI	P	P	P	P	P	P	P	P	P	P	P	P	P	P
1903150001	JIJHI ARYA	P	P	P	P	P	P	P	P	P	P	P	P	P	P
1903160001	KARUNA DAGAR	P	A	P	P	P	P	P	P	P	P	P	P	P	P
1903160003	NIKITA YADAV	P	P	P	P	P	P	P	P	P	P	P	P	P	P
1903160004	DEEPSHIKHA JAIN	P	P	P	P	P	P	P	P	P	P	P	P	P	P
1903160008	PRIYA KHARETA	P	P	P	P	P	P	P	P	P	P	P	P	P	P
1705230017	SANDEEP	P	P	P	P	P	P	P	P	P	P	P	P	P	P
1705230005	KRISHNA AZAD	P	P	P	P	P	P	P	P	P	P	P	P	P	P
1704120047	NAMAN PARMAR	P	P	P	P	P	P	P	P	P	P	P	P	P	P
1704120059	PARAS ARORA	P	P	P	P	P	P	P	P	P	P	P	P	P	P
1704121065	RISHABH GUPTA	P	A	P	P	P	P	P	P	P	P	P	P	P	A

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Sohna Road, Gurugram



ROLL NO	NAME	19-Feb-20	22-Feb-20	25-Feb-20	1-Mar-20	6-Mar-20	12-Mar-20	14-Mar-20	15-Mar-20	18-Mar-20	19-Mar-20	TOTAL	Present	%
1901720004	PIYUSH SHARMA	A	P	P	P	A	P	P	A	P	P	35	28	80.00
1902070023	ARYAN AGRAHARI	P	P	P	A	P	P	P	P	P	P	35	31	88.57
1902070024	SUMIT SHARMA	P	P	P	P	P	P	P	P	P	P	35	31	88.57
1902080006	PRIVANKA	A	P	P	P	P	P	P	A	P	P	35	27	77.14
1902080008	ISHAN SHARMA	P	P	P	P	P	P	P	A	A	P	35	31	88.57
1902080016	INSHU KUMAR	P	P	P	P	P	P	P	P	P	P	35	32	91.43
1902570003	SUMIT WADHWA	A	P	P	P	P	P	P	P	P	P	35	27	77.14
1902570014	DEEPAK SINGH CHAUDHARY	P	P	P	P	P	P	P	A	A	P	35	31	88.57
1903090001	KANISHKA GUPTA	A	P	P	A	P	P	P	P	P	P	35	28	80.00
1903100002	PRIVA GARG	A	P	P	P	A	P	P	P	P	P	35	30	85.71
1903110001	AGNIVESH TIWARI	P	P	P	P	P	P	P	P	P	P	35	30	85.71
1903590001	LUHI ARYA	P	P	P	P	P	P	P	P	P	P	35	31	88.57
1903680001	KARUNA DAGAR	P	P	P	P	P	P	P	P	P	P	35	30	85.71
1903680003	NIKITA YADAV	P	P	P	P	P	P	P	P	P	P	35	33	94.29
1903680004	DEEPSHIKHA JAIN	P	P	P	P	P	P	P	P	P	P	35	34	97.14
1903680008	PRIVA KHARETA	P	P	P	P	P	P	P	P	P	P	35	28	80.00
1705230017	SANDEEP	A	P	P	P	P	P	P	P	P	P	35	31	88.57
1705230005	KRISHNA AZAD	P	P	P	P	P	P	P	A	A	P	35	33	94.29
1704120087	INAMAN PARMAR	P	P	P	P	P	P	P	P	P	P	35	34	97.14
1704120059	PARAS ARORA	P	P	P	P	P	P	P	P	P	P	35	35	100.00
1704121065	RISHABH GUPTA	P	P	P	P	P	P	P	P	P	P	35	28	80.00

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VALUE ADDED COURSE (VAC)
ACADEMIC YEAR 2019-20
COURSE CODE: VAC034
COURSE TITLE: SOCIAL MEDIA MARKETING
COURSE OFFERED BY: SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
LIST OF STUDENTS COMPLETING THE COURSE

S.NO	SESSION	ROLL NO	NAME	PROGRAMME	SEMESTER	COURSE C	COURSE TITLE	SCHOOL
1	2019-20	1901720004	PIYUSH SHARMA	B.Sc. (H) CS	Semester II	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF ENGINEERING AND TECHNOLOGY (SOET)
2	2019-20	1902070023	ARYAN AGRAHARI	B.Com (H)	Semester II	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
3	2019-20	1902070024	SUMIT SHARMA	B.Com (H)	Semester II	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
4	2019-20	1902080006	PRIYANKA	BBA	Semester II	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
5	2019-20	1902080008	ISHAN SHARMA	BBA	Semester II	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
6	2019-20	1902080016	INSHU KUMAR	BBA	Semester II	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
7	2019-20	1902570003	SUMIT WADHWA	MBA	Semester II	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
8	2019-20	1902570014	DEEPANSHU CHOUDHARY	MBA	Semester II	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
9	2019-20	1903090001	KANISHKA GUPTA	B.Sc (H) Phys	Semester II	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF BASIC AND APPLIED SCIENCES (SBAS)
10	2019-20	1903100002	PRIYA GARG	B.Sc (H) Chem	Semester II	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF BASIC AND APPLIED SCIENCES (SBAS)
11	2019-20	1903110001	AGNIVESH TIWARI	B.Sc (H) Math	Semester II	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF BASIC AND APPLIED SCIENCES (SBAS)
12	2019-20	1903590001	JUHI ARYA	M.Sc Phys	Semester II	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF BASIC AND APPLIED SCIENCES (SBAS)
13	2019-20	1903680001	KARUNA DAGAR	M.Sc Chem	Semester II	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF BASIC AND APPLIED SCIENCES (SBAS)
14	2019-20	1903680003	NIKITA YADAV	M.Sc Chem	Semester II	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF BASIC AND APPLIED SCIENCES (SBAS)
15	2019-20	1903680004	DEEPSHIKHA JAIN	M.Sc Chem	Semester II	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF BASIC AND APPLIED SCIENCES (SBAS)
16	2019-20	1903680008	PRIYA KHARETA	M.Sc Chem	Semester II	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF BASIC AND APPLIED SCIENCES (SBAS)
17	2019-20	1705230017	SANDEEP	LLB (Hons.)	Semester IV	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF BASIC AND APPLIED SCIENCES (SBAS)
18	2019-20	1705230005	KRISHNA AZAD	LLB (Hons.)	Semester IV	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF LEGAL STUDIES (SOLS)
19	2019-20	1704120047	NAMAN PARMAR	B.Pharm	Semester IV	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF LEGAL STUDIES (SOLS)
20	2019-20	1704120059	PARAS ARORA	B.Pharm	Semester IV	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF MEDICAL AND APPLIED SCIENCES (SMAS)
21	2019-20	1704121065	RISHABH GUPTA	B.Pharm	Semester IV	VAC034	SOCIAL MEDIA MARKETING	SCHOOL OF MEDICAL AND APPLIED SCIENCES (SMAS)

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CERTIFICATE OF COMPLETION

This is to certify that **PIYUSH SHARMA**, University Enrolment No **1901720004** of **B.Sc. (H) CS** programme has successfully qualified **VALUE ADDED COURSE VAC034 (Social Media Marketing)** during Academic Session **2019-20 (Even Semester)**.

Date: 10.07.2020

h. mahajan

Controller of Examination

J. P.

Registrar

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This is to certify that **ARYAN AGRAHARI**, University Enrolment No **1902070023** of **B.Com (H)** programme has successfully qualified **VALUE ADDED COURSE VAC034** (**Social Media Marketing**) during Academic Session **2019-20** (**Even Semester**).

Date: 10.07.2020

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This is to certify that **SUMIT SHARMA**, University Enrolment No **1902070024** of **B.Com (H)** programme has successfully qualified **VALUE ADDED COURSE VAC034 (Social Media Marketing)** during Academic Session **2019-20 (Even Semester)**.

Date: 10.07.2020

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This is to certify that **PRIYANKA**, University Enrolment No **1902080006** of **BBA** programme has successfully qualified **VALUE ADDED COURSE VAC034 (Social Media Marketing)** during Academic Session **2019-20 (Even Semester)**.

Date: 10.07.2020

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This is to certify that **ISHAN SHARMA**, University Enrolment No **1902080008** of **BBA** programme has successfully qualified **VALUE ADDED COURSE VAC034 (Social Media Marketing)** during Academic Session **2019-20 (Even Semester)**.

Date: 10.07.2020

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This is to certify that **INSHU KUMAR**, University Enrolment No **1902080016** of **BBA** programme has successfully qualified **VALUE ADDED COURSE VAC034 (Social Media Marketing)** during Academic Session **2019-20 (Even Semester)**.

Date: 10.07.2020

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This is to certify that **SUMIT WADHWA**, University Enrolment No **1902570003** of **MBA** programme has successfully qualified **VALUE ADDED COURSE VAC034 (Social Media Marketing)** during Academic Session **2019-20 (Even Semester)**.

Date: 10.07.2020

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This is to certify that **DEEPANSHU CHOUDHARY**, University Enrolment No **1902570014** of **MBA** programme has successfully qualified **VALUE ADDED COURSE VAC034** (**Social Media Marketing**) during Academic Session **2019-20** (Even Semester).

Date: 10.07.2020

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This is to certify that **KANISHKA GUPTA**, University Enrolment No **1903090001** of **B.Sc (H) Phys** programme has successfully qualified **VALUE ADDED COURSE VAC034 (Social Media Marketing)** during Academic Session **2019-20 (Even Semester)**.

Date: 10.07.2020

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This is to certify that **PRIYA GARG**, University Enrolment No **1903100002** of **B.Sc (H) Chem** programme has successfully qualified **VALUE ADDED COURSE VAC034 (Social Media Marketing)** during Academic Session **2019-20 (Even Semester)**.

Date: 10.07.2020

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This is to certify that **AGNIVESH TIWARI**, University Enrolment No **1903110001** of **B.Sc (H) Math** programme has successfully qualified **VALUE ADDED COURSE VAC034 (Social Media Marketing)** during Academic Session **2019-20 (Even Semester)**.

Date: 10.07.2020

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This is to certify that **JUHI ARYA**, University Enrolment No **1903590001** of **M.Sc Phys programme** has successfully qualified **VALUE ADDED COURSE VAC034 (Social Media Marketing)** during Academic Session **2019-20 (Even Semester)**.

Date: 10.07.2020

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This is to certify that **KARUNA DAGAR**, University Enrolment No **1903680001** of **M.Sc Chem** programme has successfully qualified **VALUE ADDED COURSE VAC034 (Social Media Marketing)** during Academic Session **2019-20 (Even Semester)**.

Date: 10.07.2020

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This is to certify that **NIKITA YADAV**, University Enrolment No **1903680003** of **M.Sc Chem** programme has successfully qualified **VALUE ADDED COURSE VAC034 (Social Media Marketing)** during Academic Session **2019-20 (Even Semester)**.

Date: 10.07.2020

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This is to certify that **DEEPSHIKHA JAIN**, University Enrolment No **1903680004** of **M.Sc Chem** programme has successfully qualified **VALUE ADDED COURSE VAC034 (Social Media Marketing)** during Academic Session **2019-20 (Even Semester)**.

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This is to certify that **PRIYA KHARETA**, University Enrolment No **1903680008** of **M.Sc Chem** programme has successfully qualified **VALUE ADDED COURSE VAC034 (Social Media Marketing)** during Academic Session **2019-20 (Even Semester)**.

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This is to certify that **KRISHNA AZAD**, University Enrolment No **1705230005** of **LLB (Hons.)** programme has successfully qualified **VALUE ADDED COURSE VAC034 (Social Media Marketing)** during Academic Session **2019-20 (Even Semester)**.

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This is to certify that **NAMAN PARMAR**, University Enrolment No **1704120047** of **B.Pharm** programme has successfully qualified **VALUE ADDED COURSE VAC034** (**Social Media Marketing**) during Academic Session **2019-20** (**Even Semester**).

Date: 10.07.2020

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This is to certify that **PARAS ARORA**, University Enrolment No **1704120059** of **B.Pharma** programme has successfully qualified **VALUE ADDED COURSE VAC034 (Social Media Marketing)** during Academic Session **2019-20 (Even Semester)**.

Date: 10.07.2020

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This is to certify that **RISHABH GUPTA**, University Enrolment No **1704121065** of **B.Pharm** programme has successfully qualified **VALUE ADDED COURSE VAC034** (**Social Media Marketing**) during Academic Session **2019-20** (Even Semester).

Date: 10.07.2020

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