



ST. ANN'S COLLEGE FOR WOMEN

A Catholic Christian Minority Institution

Affiliated to Acharya Nagarjuna University & Approved by AICTE, New Delhi

Amaravathi Road, Gorantla, GUNTUR - 522 035. A.P.

Date : 28-01-2022

NOTICE


ADD-ON CERTIFICATE COURSE : 2021-2022

The Department of MBA proposes to enroll the students for Add-on Certificate course in "Social Media Marketing". This program is for the students of MCA. This course will commence from 1st February 2022 to 19th February 2022.

Details of the Course :

1. Venue of Registration : MBA Department
2. Duration of the course : 34 Hours
3. Time : 3:00 pm to 5:00 pm
4. Mode of Teaching : Off line
5. Course Coordinators : Mrs. G. Yasodhara & Mrs. G. Radhika.

Note : Minimum 80% Attendance and 70% Marks in Final assessment is Compulsory.


Head of the Department
Master of Business Administration
St. Ann's College for Women
GORANTLA, GUNTUR.




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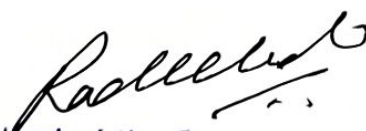
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DEPARTMENT OF MBA

SOCIAL MEDIA MARKETING SYLLABUS.

- ❖ What is Social Media
- ❖ What is Social Media Marketing
- ❖ Social media platforms
- ❖ A Quick Overview of Social Media Marketing
- ❖ The Five Core Pillars of Social Media Marketing
- ❖ Social Media Marketing Blog
- ❖ Social Media Marketing Guide
- ❖ Social Media Listening and Engagement Guide
- ❖ Social Media Analytics Guide
- ❖ Social Media Advertising Guide
- ❖ Benefits of Social Media Marketing
- ❖ Types of social media
- ❖ Organic Social Media
- ❖ Pros & Cons
- ❖ Ethics
- ❖ Code of Conduct


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Attendance sheet for Add-on Certificate course for the Academic year 2021-2022

(1st February 2022 to 19th February 2022- 34 hours)

"Social Media Marketing" Program for MCA students

SNO.	REGDNO.	NAME OF THE STUDENT	1/2	2/2	3/2	4/2	5/2	7/2	8/2	9/2	10/2	11/2	12/2	14/2	15/2	16/2	17/2	18/2	19/2	Total no. of days present
1	Y22MC58001	A.KALYANI	X	X	X	a	X	X	a	X	X	X	X	a	X	X	X	a	X	13
2	Y22MC58002	A.MOUNIKA	X	a	X	X	X	X	X	X	a	X	X	X	X	a	X	X	X	14
3	Y22MC58003	A.ESWAR BHAVANI	X	X	X	X	a	X	X	X	X	X	a	X	X	X	X	X	X	15
4	Y22MC58004	A.SIREESHA	X	X	a	a	X	X	X	a	X	X	X	X	X	X	X	X	X	14
5	Y22MC58005	A.LAKSHMI MALLIKA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	17
6	Y22MC58006	A.LAKSHMI	X	X	X	X	a	X	X	X	X	X	a	X	X	X	a	X	X	14
7	Y22MC58007	B.KAVYA	X	a	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	16
8	Y22MC58008	B.V.MANISHA	X	X	X	X	X	X	X	X	X	a	X	X	a	X	X	X	X	15
9	Y22MC58009	B.PRASANNA CHANDRIKA	X	X	X	a	X	X	X	X	X	X	X	X	X	X	a	a	X	14
10	Y22MC58010	B.VARSHINI	a	a	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	15
11	Y22MC58011	B.RANI PADMINI BAI	X	X	X	X	a	X	X	X	X	X	X	X	X	X	X	X	X	16
12	Y22MC58012	CH.ADI LAKSHMI	X	X	X	X	X	X	X	X	a	X	X	X	X	X	X	X	X	16
13	Y22MC58013	CH.NAGAMANI	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	17
14	Y22MC58014	D.RAMA DEVI	X	X	X	X	X	X	a	X	X	X	X	X	X	X	X	X	X	16
15	Y22MC58015	D.PURNA TEJASWINI	X	X	X	X	X	X	X	X	X	a	a	X	X	X	a	X	X	14
16	Y22MC58016	D.VASUNDHARA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	17
17	Y22MC58017	D.KAVYA	X	X	a	X	X	X	a	X	X	X	X	a	a	X	X	X	a	12
18	Y22MC58018	D.REVATHI	X	X	X	X	X	X	X	X	a	X	X	X	X	X	X	X	X	16
19	Y22MC58019	E.L.SUJANA	X	X	X	a	X	X	X	X	X	X	X	X	a	a	X	X	X	14
20	Y22MC58020	G.MANUSRI	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	17
21	Y22MC58021	G.PADMA	X	X	X	X	a	a	X	X	X	X	X	X	X	X	X	X	X	15
22	Y22MC58022	G.MALLESWARI	a	X	X	X	X	X	X	X	a	X	X	X	X	X	X	X	X	15
23	Y22MC58023	G.SOWJANYA	X	X	a	X	X	X	X	X	X	X	X	X	a	a	X	X	X	14
24	Y22MC58024	J.RUPA LAVYANA	X	X	X	X	a	X	X	X	X	X	X	X	X	X	X	X	X	16
25	Y22MC58025	K.NAVYA	a	X	X	X	X	X	X	X	X	a	a	a	X	X	X	X	a	12

26	Y22MC58026	K.SRAVANTHI	x	a	x	x	a	x	x	x	a	x	x	x	a	x	x	x	a	12
27	Y22MC58027	K.GOWTHAMI	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	17
28	Y22MC58028	K.PRASANNA	x	x	x	x	a	x	x	x	a	x	x	x	x	x	x	x	x	15
29	Y22MC58030	MANUSHA	a	x	x	x	x	x	a	x	x	x	x	x	a	x	a	x	x	14
30	Y22MC58031	MANANTHA LAKSHMI	a	x	x	x	x	x	x	x	x	x	x	x	a	x	x	x	x	15
31	Y22MC58032	M.SWAPNA	x	x	x	x	a	a	x	x	x	x	x	x	x	x	x	x	x	15
32	Y22MC58033	N.SHIVA KUMARI	x	x	x	x	x	x	x	x	a	x	x	x	x	x	x	x	x	16
33	Y22MC58034	P.APARNA	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	17
34	Y22MC58035	P.LAVYANA	x	x	x	x	x	a	x	x	x	x	x	x	x	x	x	x	x	16
35	Y22MC58036	P.SIREESHA	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	17
36	Y22MC58037	P.ANITHA	x	x	x	a	x	x	x	a	x	x	x	a	a	x	x	x	x	13
37	Y22MC58038	P.SRILATHA	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	17
38	Y22MC58039	P.ANUSHA	x	x	x	x	a	a	x	x	x	x	x	x	x	x	a	a	x	13
39	Y22MC58040	P.NAGA MALLESWARI	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	17
40	Y22MC58041	S.NAGA LAKSHMI BHARGAVI	a	x	a	x	x	x	a	a	x	x	x	x	x	x	x	x	x	14
41	Y22MC58042	S.DEETHI	x	x	x	x	x	a	x	x	x	x	x	x	x	x	x	x	x	16
42	Y22MC58043	SK.RAHAMTHUNNISH A	x	x	x	x	x	a	x	x	x	x	a	x	x	x	x	x	x	15
43	Y22MC58044	S.SRAVANI	x	x	x	a	x	x	x	a	x	x	x	x	a	a	x	x	x	13
44	Y22MC58045	T.SRI LAKSHMI	x	x	x	x	x	a	x	x	x	x	x	x	x	x	x	x	x	16
45	Y22MC58046	T.SANDHYA	x	x	x	x	x	x	x	x	a	x	x	a	x	x	x	x	x	15
46	Y22MC58047	T.LAKSHMI APARNA	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	17
47	Y22MC58048	V.YASASWINI	a	x	x	x	x	a	x	x	a	x	x	x	a	x	x	a	x	12
48	Y22MC58049	V.SUSHMA	x	x	x	x	a	x	x	x	x	x	x	x	x	x	x	x	x	16
49	Y22MC58050	V.TEJASRI	x	x	x	x	a	x	x	x	a	x	x	x	x	x	x	x	x	15
50	Y22MC58051	V.KALPANA	x	x	x	x	x	a	x	x	x	x	a	x	x	a	x	x	x	14
51	Y22MC58052	Y.PRADEEPTHI	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	17
52	Y22MC58053	J.LAKSHMI MANJUSHA	x	x	x	a	x	x	x	a	x	x	x	x	x	x	x	x	x	15
53	Y22MC58054	M.SAI SRAVANI	x	x	x	x	x	x	a	x	x	x	x	x	x	x	x	x	x	16
54	Y22MC58055	M.SRUTHIBHA	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	17

Radhakrishna
Head of the Department
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CERTIFICATE OF COMPLETION

This is to Certify that.....A. kalyani.....

Regd.No....Y22MC58001.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 01-02-2022 to

19-02-2022 at St. Ann's College for Women. Duration of the Course: 34 Hours

S. Yashodhara

Co-ordinator

Rasheed

HOD
Head of the Department
Master of Business Administration
St. Ann's College for Women



Dr. Sr. Fatima Rani.P
25/02/22
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This is to Certify that.....A. Mounika.....

Regd.No....V22MC58002.....has Successfully completed the ADD-ON CERTIFICATE COURSE On

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S. Yashodhara

Co-ordinator

Rasheed

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This is to Certify that.....A. Eswari Bhavani.....

Regd.No....Y22MC58003.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On

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CERTIFICATE OF COMPLETION

This is to Certify that.....A. Sineesha.....

Regd.No. 492.M.C.58004.....has Successfully completed the ADD-ON CERTIFICATE COURSE On

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CERTIFICATE OF COMPLETION

This is to Certify that.....A. Lakshmi. Mallika.....

Regd.No.....422.MC.58005.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on
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This is to Certify that.....A. Lakshmi.....

Regd.No.....Y22.MC.58006.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on
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This is to Certify that.....B. kavya.....

Regd.No.....Y22.MC.S.8007.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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This is to Certify that.....B.V. Manisha.....

Regd.No....Y22MC58008.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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This is to Certify that.....B. prasanna chandrika.....

Regd.No....Y22MC58009.....has Successfully completed the ADD-ON CERTIFICATE COURSE ON

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R. S. Rani

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This is to Certify that.....B. varshini.....

Regd.No....Y22.M.C.S.8010.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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Co-ordinator

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This is to Certify that.....B. Rani Padmini Bai.....

Regd.No.....422-MC-58011.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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This is to Certify that.....CH. Ad. Lakshmi.....

Regd.No....Y22MC58019.....has Successfully completed the ADD-ON CERTIFICATE COURSE On

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Vashodhara

Co-ordinator

Rasheed

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This is to Certify that.....CH.....NAGA MANI.....

Regd.No.....Y22MC58013.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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This is to Certify that.....D. Rama Devi.....

Regd.No....Y22M.C.S.B.014.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on
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This is to Certify that.....D. Pusina Tejaswini.....

Regd.No....422.MC580.15.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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CERTIFICATE OF COMPLETION

This is to Certify that.....P. Vasundhara.....

Regd.No.....Y22.M.C.S&O.16.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On

"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 01-02-2022 to
19-02-2022 at St. Ann's College for Women. Duration of the Course: 34 Hours

P. Vasundhara
Co-ordinator

Rasheed
HOD
Head of the Department
Master of Business Administration
St. Ann's College for Women



Dr. Sr. Fatima Rani.P
25/02/22
Dr. Sr. Fatima Rani.P

Principal
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CERTIFICATE OF COMPLETION

This is to Certify that.....D. Kavya.....

Regd.No.....Y22MC58017.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 01-02-2022 to

19-02-2022 at St. Ann's College for Women. Duration of the Course: 34 Hours

Yashodhara
Co-ordinator

Rasheed
HOD
Head of the Department
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CERTIFICATE OF COMPLETION

This is to Certify that.....D. Revathi.....

Regd.No....Y22.MC.S&O.18.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on
"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 01-02-2022 to
19-02-2022 at St. Ann's College for Women. Duration of the Course: 34 Hours

S. Yashodhara
Co-ordinator

Rasheed
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CERTIFICATE OF COMPLETION

This is to Certify that.....E.L. Sujana.....

Regd.No.....422.M.C.S.80.19.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 01-02-2022 to

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S. Yashodhara

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CERTIFICATE OF COMPLETION

This is to Certify that.....Gr. MANUSAI.....

Regd.No.....422.MC58020.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 01-02-2022 to

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S. Yashodhara

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CERTIFICATE OF COMPLETION

This is to Certify that.....*Gr. Padma*.....

Regd.No....*Y22.MC.58021*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on
"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 01-02-2022 to
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CERTIFICATE OF COMPLETION

This is to Certify that.....G. MALLESWARI.....

Regd.No.....422MC58022.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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CERTIFICATE OF COMPLETION

This is to Certify that.....Gr. Sowjanya.....

Regd.No.....422.M.C.S.B.O.23.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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Co-ordinator

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CERTIFICATE OF COMPLETION

This is to Certify that.....J. Rupa Lavanya.....

Regd.No.....422.MC.S.8024.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On

"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 01-02-2022 to

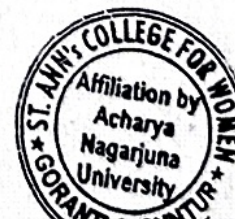
19-02-2022 at St. Ann's College for Women. Duration of the Course: 34 Hours

S. Yashodhara

Co-ordinator

Rasheed

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CERTIFICATE OF COMPLETION

This is to Certify that.....K. Navya.....

Regd.No.....422.MC58025.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on
"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 01-02-2022 to
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CERTIFICATE OF COMPLETION

This is to Certify that.....k. Sathavanthi.....

Regd.No.....Y22MC58026.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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CERTIFICATE OF COMPLETION

This is to Certify that.....k. Gowthami.....

Regd.No.....Y22.MC58027.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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CERTIFICATE OF COMPLETION

This is to Certify that.....K. Prasanna.....

Regd.No....Y22.MC.58028.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On

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CERTIFICATE OF COMPLETION

This is to Certify that.....M. Anusha.....

Regd.No....Y22.MC.S&O.30.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on
"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 01-02-2022 to
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Co-ordinator

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CERTIFICATE OF COMPLETION

This is to Certify that.....M. Anantha Lakshmi.....

Regd.No.Y22.M.C.S&O.31.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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Yashodhara
Co-ordinator

Rasheela
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CERTIFICATE OF COMPLETION

This is to Certify that.....M. SWAPNA.....

Regd.No....Y22MC580.32.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On

"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 01-02-2022 to

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S. Vashodhara

Co-ordinator

Rasheed

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CERTIFICATE OF COMPLETION

This is to Certify that.....N.....Shiva kumar.....

Regd.No.....Y22MC58033.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On

"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 01-02-2022 to

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Vashodhara
Co-ordinator

Rasheed
HOD
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25/02/22
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CERTIFICATE OF COMPLETION

This is to Certify that.....P: Aparna.....

Regd.No....Y22.MC58034.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On

"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 01-02-2022 to

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Yashodhara
Co-ordinator

Rasheed
HOD
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CERTIFICATE OF COMPLETION

This is to Certify that.....P. Lavanya.....

Regd.No.....Y22.MC58035.....has Successfully completed the ADD-ON CERTIFICATE COURSE ON

"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 01-02-2022 to

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S. Yashodhara
Co-ordinator

Rasheed
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CERTIFICATE OF COMPLETION

This is to Certify that.....P. Sireesha.....

Regd.No.....Y22MC58036.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 01-02-2022 to

19-02-2022 at St. Ann's College for Women. Duration of the Course: 34 Hours

S. Yashodhara

Co-ordinator

Rasheeda

HOD
Head of the Department
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25/02/22

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CERTIFICATE OF COMPLETION

This is to Certify that.....P. Anitha.....

Regd.No.....422.MC.58037.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On

"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 01-02-2022 to

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Co-ordinator

Rasheed
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CERTIFICATE OF COMPLETION

This is to Certify that.....P. Srilatha.....

Regd.No. 422.MCS8038.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On

"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 01-02-2022 to

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S. Yashodhara

Co-ordinator

Rasheed

HOD

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CERTIFICATE OF COMPLETION

This is to Certify that.....P. Anusha.....

Regd.No.....Y22.MC58039.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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Yashodhara

Co-ordinator

Rasheed

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CERTIFICATE OF COMPLETION

This is to Certify that.....P. Naga Malleswari.....

Regd.No. Y22MC58040.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 01-02-2022 to

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CERTIFICATE OF COMPLETION

This is to Certify that.....S: Naga Lakshmi Bhargavi.....

Regd.No.....Y22MC58041.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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CERTIFICATE OF COMPLETION

This is to Certify that.....S. Deepthi.....

Regd.No.....Y22.MC58042.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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CERTIFICATE OF COMPLETION

This is to Certify that.....Sk. Rahamthunnisha.....

Regd.No.....Y22MC58043.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on
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CERTIFICATE OF COMPLETION

This is to Certify that.....S: Snavani.....

Regd.No.....Y22MCS8044.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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CERTIFICATE OF COMPLETION

This is to Certify that.....T. Sri Lakshmi.....

Regd.No. 422 MC 580 H5.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on
"SOCIAL MEDIA MARKETING" Organized by the Department of M.B.A conducted from 01-02-2022 to
19-02-2022 at St. Ann's College for Women. Duration of the Course: 34 Hours

S. Yashodhara
Co-ordinator

Rasheed
HOD
Head of the Department
Master of Business Administration
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Dr. Sr. Fatima Rani.P
25/02/22
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CERTIFICATE OF COMPLETION

This is to Certify that.....T. sandhya.....

Regd.No...Y22MC58046.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on
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This is to Certify that.....T: Lakshmi. Aparna.....

Regd.No. Y22MC58047.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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Co-ordinator

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This is to Certify that.....v: Yasaswini.....

Regd.No...Y22.MCS8048.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on
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This is to Certify that.....v. sushma.....

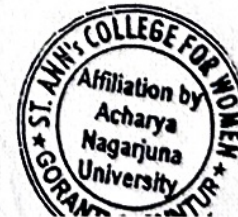
Regd.No.....Y22.MC.58049.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On

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This is to Certify that.....V. T. E. S. Sai.....

Regd.No...422.MC.580.50.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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Co-ordinator

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This is to Certify that.....*v. kalpana*.....

Regd.No....*Y22MC58051*.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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This is to Certify that.....Y. Priadeepthi.....

Regd.No...Y22.MC580.52.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on
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This is to Certify that.....J. Lakshmi Manisha.....

Regd.No.....422.MC580.53.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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This is to Certify that.....M. Sai. Savani.....

Regd.No.....422.MC.58054.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** on

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Co-ordinator

Rasheed

HOD

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CERTIFICATE OF COMPLETION

This is to Certify that.....M: Saithibha.....

Regd.No.....Y22.MC.SSD.S.S.....has Successfully completed the **ADD-ON CERTIFICATE COURSE** On

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Co-ordinator

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