



Course Objective, Key Learning Outcomes and Course Syllabus

Social Media Executive

- **Objective:** To equip students with the skills to manage and strategize social media campaigns effectively.
- **Key Learning Outcomes:**
 - Develop and implement social media strategies.
 - Create and manage social media campaigns.
 - Analyze social media metrics and prepare reports.
- **Course Syllabus :**
 1. Introduction.
 2. Create workflow for social media.
 3. Plan and organise work to meet expected outcome.
 4. Manage online tools.
 5. Design the content for social media.
 6. Implement the social media strategy.
 7. Maintain workplace Health and safety.
 8. Employability Skills.