

St. Xavier's College (Autonomous), Mumbai invites quotations from Educational Institutes / Educational Service providers for conducting a workshop on Social Media Marketing with the content as given below in the table to be supported by RUSA 2.0 organized by Department of Management Studies.

|                                |   |
|--------------------------------|---|
| Description of course/workshop | Workshop on Social Media Marketing for the First Year students of BMS. Session to be approximately 15 hours to be completed by the last week of February/ 4 <sup>th</sup> of March 2020. The course should introduce the students to the concepts and practical applications of marketing through digital media and social media platforms. |
| Quotation to be addressed to   | Principal, St. Xavier's College (Autonomous) College  |
| Mode of submission             | Online*<br><ol style="list-style-type: none"> <li>1. Quotation on company letter head to be emailed to <a href="mailto:rusapurchase@xaviers.edu">rusapurchase@xaviers.edu</a> and <a href="mailto:soni.george@xaviers.edu">soni.george@xaviers.edu</a></li> <li>2. Scanned copy of GST registration,</li> <li>3. PAN Card</li> </ol>        |
| Last date of submission        | 26 <sup>th</sup> of February 2020   |

Details:

Duration of the Course/ workshop: Approx. 15 hours

Venue: St. Xavier's College (Autonomous), 5 Mahapalika Marg, Mumbai (Computer Lab)

Number of students: 30

Name of the Course/ Workshop: SOCIAL MEDIA MARKETING

| Objective of the course  | Content required  | Number of students             |
|--|---|--------------------------------|
| To equip the students with the conceptual and practical knowledge of Social Media Marketing and enabling them to use Digital Platforms for enhancing the reach and impact of marketing strategies. | <p>Overview of the concepts of Social Media Marketing and its impact on business</p> <p>Algorithms needed for marketing on Social Media Platforms.</p> <p>Methods to analyse big data collected through social media platforms.</p> <p>Understanding Case Studies and relevant examples of successful Digital Marketing exercises</p> | Atleast 30 from First Year BMS |

Note:

The workshop should be completed by the end of February 2020 or latest by the 4<sup>th</sup> of March 2020.

The details of the resource person should be sent to the college before the commencement of the course at the following email address:

[principal@xaviers.edu](mailto:principal@xaviers.edu)

[soni.george@xaviers.edu](mailto:soni.george@xaviers.edu)

On the completion of the course the conducting institute should issue a certificate of completion jointly by RUSA, St. Xavier's College and the Institute.

Please note that in case any staff members are interested, we request you to allow them to attend the course at no extra cost to the college.

Payment will be credited online within seven working days to the bank account details provided by the Service provider on submission of a tax invoice raised in the name of 'Principal, St. Xavier's College (Autonomous), Mumbai'.

**\*Kindly submit a copy of GST registration, PAN Card details of your company along with your quotation**

Principal

St. Xavier's College (Autonomous)

Mumbai