

13-12-2018

NOTICE

PROFESSIONAL SECTION

{ BMM }

Career guidance & Placement cell is organizing a practical workshop. Details are as under:

Topic: How to launch a social media campaign

It has following objective:

- Hands on experience of launching the promotion campaign on social media platforms such as Facebook, Instagram and google.

Resource Person: Dr Hanif Lakdawala

Date: 20th December 2018

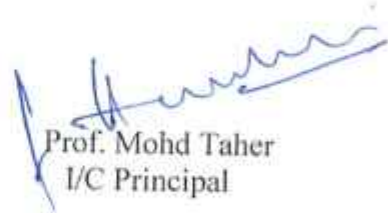
Time: 11:00

Venue: Room no: 28



Prof. Hemant Kumar Jonnala
Chairman

Career guidance & Placement cell




Prof. Mohd Taher
I/C Principal

Anjuman-I-Islam's
AKBAR PEERBHOY COLLEGE OF COMMERCE AND ECONOMICS
NAAC ACCREDITED COLLEGE
M. S. ALI ROAD, DO TAKI, MUMBAI-400 008.

22nd December 2018

ACTIVITY REPORT			
Name of the Activity:	How to launch a social media campaign		
Date: 20 th December 2018			
Name of the Depart / Committee:	Career guidance & Placement cell		
Convenor of the Activity:	Dr Hanif Lakdawala		
Target Audience	BMM	No's of Students Participated	18
Name of the student coordinator	Malkani Rukaiya		
Brief Summary of the activity conducted:			
<p>The Program started by welcoming speech by Prof Haya Shaikh Dr Hanif Lakdawala explained to students the basics of launching a successful social media campaign. Explain that it involves strategic planning, creative content development, targeted execution, and thorough analysis. Students were practically guided on the following:</p> <ul style="list-style-type: none">• Students were guided to launching a social media campaign with Live demonstration. the following aspects were covered:• Defining Your Goals• Understanding Your Audience• Choosing the Right Platforms• Developing a Content Strategy• Creating Compelling Content• Planing campaign Budget• Schedule and Launch• Promoting Your Campaign on social media• Amplify your campaign's reach through targeted ads, influencer collaborations, and by encouraging shares within your community. Adjust your promotional strategies based on the platform and audience.			


Prof. Hemant Kumar Jonnala
Chairman
Career guidance & Placement cell


Prof. Mohd Taher
I/C Principal

ANJUMAN-I-ISLAM'S
AKBAR PEERBHAIY COLLEGE OF COMMERCE & ECONOMICS
Academic Year - 2018-19

Name of The Event - Social Media Campaign

Program In charge - Dr. Hanif Lakdawala

Date: _____

Venue - A.P. Winge

Student coordinator: _____

Attendance Sheet

Sr.No	Name Of student	Class/Div/Rollno	Sign
1	Ansari Afifa	FY BMM - 01	Afifa
2	Bhurecha Sohrab	FY BMM - 02	Sohrab.
3	Rangrez Afzal	FY BMM - 10	Afzal.
4	Shaikh Sameer	FY BMM - 18	Sameer
5	Singh Vinuk Sujay	FY BMM - 29	Vinuk
6	Shaikh Bikal Rafiq	FY BMM - 32	Bikal
7	Shaikh Namir	FY BMM - 34	Namir
8	Shaikh Usba	SY BMM - 07	Usba
9	Shaikh Tahira	SY BMM - 09	Tahira
10	Shishgar Kashif	SY BMM - 11	Kashif
11	Redwan Aaron	SY BMM - 17	Aaron.
12	Khan Adiba	SY BMM - 22	Adiba.
13	Rimi Tazeem	SY BMM - 25	Rimi.
14	Jadhav Akash	TY BMM - 08	Akash.
15	Pawar Arshi	TY BMM - 14	Arshi.
16	Shaikh Fizan	TY BMM - 20	Fizan.
17	Shaikh Sharad	TY BMM - 26	Sharad.
18	Syed Muzaffar	TY BMM - 28	Muzaffar



Anguman Education

Akbar Peerbhoy College of Commerce and Economics
(*NMAC Accredited College*)

MS Ali Road, Two Tank Grant(E), Mumbai - 08

Name of Student : _____ Roll No. : 01 Class : FYBMM Div. : _____

Name of Faculty : prof. Dr. Hanif Sub. : Social media Campaign Date : _____

Kindly help us to evaluate the performance of the above faculty by tick marking the appropriate box. Please feel free to express yourselves as your replies will be kept confidential.

Evaluation Criteria :

	EXC	GOOD	SAT	POOR	V. POOR
1) Putting across the matter. (Subject / Presentation)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2) Communication skills.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3) Generating interest among student ?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4) Subject knowledge (As perceived by you)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5) Usage of Black board.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6) Ability to encourage student participation in the class.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7) Accessibility of the teacher in and out of the class room.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8) Punctuality (In reaching the class and leaving the class)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Any Other Suggestions / Comments :

It was good



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(NMAC Accredited College)

MS Ali Road, Two Tank Grant(E), Mumbai - 08

Name of Student : _____ Roll No. : 10 Class : FYBMM Div. : _____

Name of Faculty : Prof. Dr. Anif Sub. : Social media Campaign Date : _____

Kindly help us to evaluate the performance of the above faculty by tick marking the appropriate box. Please feel free to express yourselves as your replies will be kept confidential.

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8) Punctuality (In reaching the class and leaving the class)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Any Other Suggestions / Comments :

It was perfect



Anglo-Indian Education

Akbar Peerbhoy College of Commerce and Economics
(NMAC Accredited College)

MS Ali Road, Two Tank Grant(E), Mumbai - 08

Name of Student : _____ Roll No. : 29 Class : EYBMM Div. : _____

Name of Faculty : Prof. Dr. Harif Sub. : Social media Campaign Date : _____

Kindly help us to evaluate the performance of the above faculty by tick marking the appropriate box. Please feel free to express yourselves as your replies will be kept confidential.

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Any Other Suggestions / Comments :

It was fabulous.



Anguman i Edam

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(NMAC Accredited College)

MS Ali Road, Two Tank Grant(E), Mumbai - 08

Name of Student : _____ Roll No. : 07 Class : Sy BMM Div. : _____

Name of Faculty : Prof. Dr. Hanif Sub. : Sexual media campaign Date : _____

Kindly help us to evaluate the performance of the above faculty by tick marking the appropriate box. Please feel free to express yourselves as your replies will be kept confidential.

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8) Punctuality (In reaching the class and leaving the class)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Any Other Suggestions / Comments :

It was nice



Anguman Islam's

Akbar Peerbhoy College of Commerce and Economics

(NAAC Accredited College)

MS Ali Road, Two Tank Grant(E), Mumbai - 08

Name of Student : _____ Roll No. : 17 Class : SYBMM Div. : _____

Name of Faculty : Prof. Dr. Hafiz Sub. : Social media campaign Date : _____

Kindly help us to evaluate the performance of the above faculty by tick marking the appropriate box. Please feel free to express yourselves as your replies will be kept confidential.

Evaluation Criteria :

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1) Putting across the matter. (Subject / Presentation)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Any Other Suggestions / Comments :

It was best



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MS Ali Road, Two Tank Grant(E), Mumbai - 08

Name of Student : _____ Roll No. : 25 Class : SYBMM Div. : _____

Name of Faculty : Prof. Dr. Hanif Sub. : Social media language Date : _____

Kindly help us to evaluate the performance of the above faculty by tick marking the appropriate box. Please feel free to express yourselves as your replies will be kept confidential.

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Angpanan (E)am :

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MS Ali Road, Two Tank Grant(E), Mumbai - 08

Name of Student : _____ Roll No. : 20 Class : T.Y BMM Div. : _____

Name of Faculty : Prof. Dr. Anif Sub. : Social media campaign Date : _____

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Any Other Suggestions / Comments :

It was superb.



Anglo-Indian Education

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(NMAC Accredited College)

MS Ali Road, Two Tank Grant(E), Mumbai - 08

Name of Student : _____ Roll No. : 28 Class : TYBMM Div. : _____

Name of Faculty : Prof. M. Hanif Sub. : Social media Campaign Date : _____

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Any Other Suggestions / Comments :

It was Interesting