

From: Goutam Sadhu <gsadhu@iihmr.edu.in>
Sent: 29 October 2023 13:26
To: MBAHM 28; MBAPM 15; MBADM 3; IIHMRU Academics; Hitendra Singh Rathore; Shivani Arora
Cc: P. R. Sodani; IIHMR Registrar; Kirti Agarwal; Kajal Sitlani; S.P.Chattopadhyay; COE IIHMR
Subject: Select one course from second basket on value added course : Management Skill Lab

Dear Students,

We appreciate your active participation, enthusiasms and interest shown in the 1st value added course of language lab. Hope you all have a good learning on your 1st value added course. The feedback of the respective language faculty member was also very positive. Majority of the students have done good in their respective language course of English, Germany, French and Spanish.

Each of the course is of 8 days *6 hours=48 hours. All the language course of 48 hours has been completed on 27th October and after the class on 3rd November 2023 (Friday) French course will also going to be complete 48 hours.

All the students who have maintained at least 75% attendance and got minimum 50% marks will get the certificate on language course.

As you know your second basket on value added course is on Management Skill Lab. In the basket there are 6 different courses as follow in which you have to select any one of your choices.

Basket 2: Management Skill Lab (Coordinator: Dr. Kajal Sitlani)		
Sn	Course	Faculty
1	Personal Growth and Team Building	Dr. Tripti Bisawa
2	Lean Management	Dr. Susmit Jain
3	Digital and Social Media Marketing	Dr. Seema Mehta
4	Negotiation & Conflict Management Skills	Dr. Deepti Sharma
5	Investment Management	Dr. Rajesh Kothari
6	Soft Skill and Personality Traits	Dr. Kajal Sitlani

The second value added course will start from 8th December 2023. This course will be of 48 hours to be covered in 8 Friday.

Academic section and IT department will float the above course of Basket-2 in Coll poll on 30th October 2023 and you have to select any one course of your interest from Basket-2 till 1st November 5.30 pm.

It will not be possible to change your option once you select the course. Hence think twice and then select only one course of your interest.

Best Wishes to ALL.

Dr. Goutam Sadhu
Coordinator- Value Added Course

Dear Mr. Hitendra Singh Rathore, Head, IT, IIHMR University is requested to float the above basket of second value added course on 30th October 2023 in the coll-poll so that students could select the course of their choice from Basket-2 of Management Skill Lab.



Goutam Sadhu

Dr. Goutam Sadhu

Professor and Proctor, IIHMR University
and

Adjunct Faculty, Johns Hopkins University, USA

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MBA (Hospital and Health Management)
MBA (Pharmaceutical Management)
MBA (Development Management)

2023-24

Digital and Social Media Marketing

Dec 08,15,22,29, 2023

Jan 05,12,18,19, 2024

Course Plan

1. Course Information

Course Title: Digital and Social Media Marketing

Course Code-VAC-008

Course Instructor- Dr Seema Mehta

2. Program Outcome (PO)

- To provide exposure to the essential management skills that managers ought to possess to perform their duties efficiently.
- To assess current level of skill competence and knowledge and create corporate readiness of students
- To apply approaches, tools and techniques to improve the effectiveness at individual and organizational level.
- To enhance team building skills and leadership skills to analyze and take decisions.
- Develop a professional demeanor, contributing positively to workplace culture and leadership.
- Analyze and optimize processes to improve productivity, reduce costs, and enhance overall organizational performance.

3. Course Description

The course covers the basic definition and concept behind digital marketing. It talks about the importance of digital marketing, how it is different from traditional marketing techniques and how it can be a successful tool in today's business world.

4. Course Objective

1. To understand the digital marketing tools
2. To design the digital marketing strategy for promotion of products

5. Course Outcome

After the course, students should be able to

CO 1	Understanding of digital marketing
CO 2	Designing digital strategy for promoting products and services

6. Course Articulation Matrix (Interrelation between CO and PO):

Outcomes	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
PO1	✓					
PO2		✓				
PO3						
PO4						
PO5						

Note: Enter 1, 2 or 3 in the cell if the respective CO is related to the respective PO. Here,
3 denotes **high** strength of correlation between CO and PO,
2 denotes **medium** strength of correlation between CO and PO and
1 denotes **weak** strength of correlation between CO and PO.

7. Course Pedagogy

The course will be covered by lectures, case study discussions and practical assignments for making of website, content writing etc.

8. Course Requirement

Effective learning requires the active participation of students in class, and it is therefore desired that every student report to the class well-prepared to present and defend his/her ideas. Preparation for the class calls for pre-reading the topics/cases to be discussed later. Further, for meaningful discussion of the cases, the students must come ready with their case analysis identification, genesis of, and recommendations to resolve the problem(s).

9. Course Syllabus

Unit	Content/ Topics	CO	Bloom's Learning (BL) Levels
Unit 1	Introduction to Digital Marketing	CO1	BL1
Unit 2	Search Engine Optimisation (SEO)&SEM	CO1	BL2
Unit 3	Content Marketing	CO2	BL3
Unit 4	Social media &Email Marketing	CO2	BL3
Unit 5	Planning and Creating a website	CO2	BL3

Note: Please enter appropriate BL levels against each unit in the above table. The Bloom's Taxonomy Levels are as follows:

BL1: Remember
BL2: Understand
BL3: Apply
BL4: Analyse
BL5: Evaluate
BL6: Create

10. Course Policies

This course abides by the University's policies, which can be found in the Student Handbook. Please note the following:

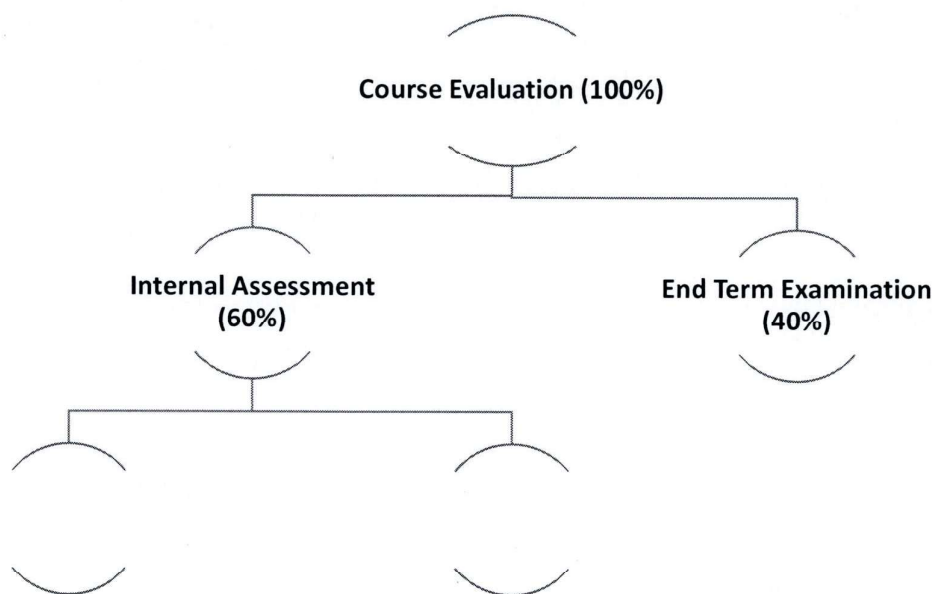
Attendance: Students must maintain a minimum attendance of 75% to be eligible to appear in the End-Term Examination of the course. Please refer to the student handbook for further details.

Email: Each student has an email id and a password provided by the University. Students will receive course-related information in this email. Students are advised to check this email for updates on the course regularly.

11.Course Assessment

Students' performance in the course will be evaluated by following two components, with 50% weightage to each component:

1. Internal Assessment (60%)
2. End-Term Examination (40%)



Continuous Internal Assessment (CIA): The Continuous Internal Assessment will be of 60 % weightage (30 marks). The faculty will conduct the Continuous Internal Assessment of the students by using at least two methods of Assessment from the methods given below:

1. Home Assignments (Individual / Group)
2. Viva-Voce
3. Case Study
4. Review Paper
5. Group Work
6. Presentations
7. Model Development Role-Play
8. Rapid Fire Questions

9. Quiz
10. Class Assignments (Individual / Group)
11. Posters
12. Class Participation

End-Term Examination (ETE): It carries 40 % weightage, covering the full syllabus of the course. The end-term examination will be of a maximum of 20 marks. The end-term examination will be conducted on the scheduled date published by the Controller of Examination.

12.CO and Assessment Alignment Matrix:

S. No.	Activity	CO1	CO2	CO3	CO4	CO5	CO6
1.	Home Assignments (Individual / Group)	√	√	√	√	√	√
2.	Viva-Voce						
3.	Case Study						
4.	Review Paper						
5.	Group Work						
6.	Presentations						
7.	Model Development Role-Play						
8.	Rapid Fire Questions						
9.	Quiz						
10.	Class Assignments (Individual / Group)	√	√	√	√	√	√
11.	Posters						
12.	Class Participation	√	√	√	√	√	√
13.	Internal Assessment						
14.	End Term Examination						

Note: Please tick the relevant cell to show the respective alignment

13.Session Plan

Normally, the teaching for each course is scheduled from every Friday (10:00 am - 5:00 pm). Each Friday, teaching is divided into four sessions: two before and two after the lunch break. The faculty (instructor) decides how to utilize these sessions.

Day/Date	Topic/Contents	Pedagogy
Day1	Introduction to digital marketing	Lecture and case
Day2	Difference between digital and traditional marketing	Lecture and case
Day3	Ways of digital marketing	Lecture and case
	What is digital strategies	Lecture and case
Day4	Content marketing	Lecture and Assignment
	Search engine optimization	Lecture and Assignment
Day5	Search engine management	Lecture and Assignment
Day 6	Email marketing	Lecture and Assignment
Day 7	Social media marketing	Lecture and Assignment
Day 8	Designing digital strategy	Lecture and Assignment

14. Readings

Digital Marketing Books

	Author
Digital Marketing for Dummies	Ryan Deiss & Russ Henneberry
Jab, Jab, Jab, Right Hook	Gary Vaynerchuk
Building a StoryBrand: Clarify Your Message So Customers Will Listen	Donald Miller
Digital Marketing Strategy: An Integrated Approach to Online Marketing	Simon Kingsnorth
Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less	Joe Pulizzi
The Art of SEO: Mastering Search Engine Optimization	Eric Enge, Jessie Stricchiola, Stephan Spencer
New Rules of Marketing and PR	David Meerman Scott


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Serial No.	Admission ID	Student Name	Program	Course	Batch	Period	Total Sessions	Total Present	Total Absent
1	IIHMR-U/01/2023-25/1656	Aash Adhikary	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	0	32
2	IIHMR-U/01/2023-25/1665	Aditi Kashyap Thakran	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	1	31
3	IIHMR-U/01/2023-25/1674	Amrit Raj Kar	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	4	28
4	IIHMR-U/01/2023-25/1685	Apuva Preeyam	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	20	12
5	IIHMR-U/01/2023-25/1693	B. Hari Hara Krishna	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	23	9
6	IIHMR-U/01/2023-25/1695	Bhandarkar Divya Parag	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	6	26
7	IIHMR-U/01/2023-25/1697	Bhawana Kaswan	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	22	10
8	IIHMR-U/01/2023-25/1699	Deep Dey	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	1	31
9	IIHMR-U/01/2023-25/1705	Enanpreet Kaur	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	2	30
10	IIHMR-U/01/2023-25/1710	Garima Sharma	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	22	10
11	IIHMR-U/01/2023-25/1712	Gujar Sanskruti Prashant	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	1	31
12	IIHMR-U/01/2023-25/1716	Himani Sharma	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	2	30
13	IIHMR-U/01/2023-25/1717	Ila Gupta	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	8	24
14	IIHMR-U/01/2023-25/1719	Isha Agarwal	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	19	13
15	IIHMR-U/01/2023-25/1722	Jangade Uttara Vijay	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	18	14
16	IIHMR-U/01/2023-25/1727	Karan Tripathi	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	17	15
17	IIHMR-U/01/2023-25/1729	Khan Tabassum Jahan Abdul Hamid	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	24	8
18	IIHMR-U/01/2023-25/1732	Kondekar Shruti Bhalkhandra	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	15	17
19	IIHMR-U/01/2023-25/1746	Mayank Khandelwal	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	21	11
20	IIHMR-U/01/2023-25/1751	Meri Paul	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	19	13
21	IIHMR-U/01/2023-25/1759	Najeelha Khan	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	25	7
22	IIHMR-U/01/2023-25/1764	Nidhi Kulshrestha	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	12	20
23	IIHMR-U/01/2023-25/1765	Nidhi Sharma	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	1	31
24	IIHMR-U/01/2023-25/1770	Nivedita Goyal	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	1	31
25	IIHMR-U/01/2023-25/1776	Pankaj	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	20	12
26	IIHMR-U/01/2023-25/1778	Patilkar Parikshit Ganeshrao	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	20	12
27	IIHMR-U/01/2023-25/1780	Pranjal Kaundal	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	2	30
28	IIHMR-U/01/2023-25/1794	Richa Singh	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	23	9
29	IIHMR-U/01/2023-25/1796	Rishika Bhatia	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	19	13
30	IIHMR-U/01/2023-25/1798	Ritika Ritesh Jaiswal	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	16	16
31	IIHMR-U/01/2023-25/1801	Riya Shekhawat	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	3	29
32	IIHMR-U/01/2023-25/1806	Sakshi	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	5	27
33	IIHMR-U/01/2023-25/1807	Sakshi Dashora	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	4	28
34	IIHMR-U/01/2023-25/1823	Shaleen Khare	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	21	11
35	IIHMR-U/01/2023-25/1828	Shikha Singh	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	12	20
36	IIHMR-U/01/2023-25/1830	Shivam Verma	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	5	27
37	IIHMR-U/01/2023-25/1838	Shreya Pathak	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	7	25
38	IIHMR-U/01/2023-25/1841	Shubhi Mishra	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	26	6
39	IIHMR-U/01/2023-25/1842	Shweta Panda	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	24	8
40	IIHMR-U/01/2023-25/1845	Sneha Jadon	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	3	29
41	IIHMR-U/01/2023-25/1863	Sneha Samantary	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	25	7
42	IIHMR-U/01/2023-25/1875	Tisha Tanwar	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	26	6
43	IIHMR-U/01/2023-25/1881	Vedanshi Sharma	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	1	31
44	IIHMR-U/01/2023-25/1885	Virat Dey	MBA (Hospital and Health Management)	Digital and Social Media Marketing	28 Batch (2023-25)	Term-2 32	32	13	19
45	IIHMR-U/02/2023-25/0469	Abhishek Bari	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2 32	32	22	10

Serial No.	Admission ID	Student Name	Program	Course	Batch	Period	Total Sessions	Total Present	Total Absent
46	IIHMR-U/02/2023-25/0480	Anjum Naaz	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	12	20
47	IIHMR-U/02/2023-25/0483	Anshuman Singh	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	16	16
48	IIHMR-U/02/2023-25/0488	Bal Rajendraprasad Prakash	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	16	16
49	IIHMR-U/02/2023-25/0509	Harshal Bagherwal	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	16	16
50	IIHMR-U/02/2023-25/0522	Koustav Sarkar	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	12	20
51	IIHMR-U/02/2023-25/0523	Madhekar Shrinivas Pandurang	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	20	12
52	IIHMR-U/02/2023-25/0527	Manvi Munshiram Rana	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	26	6
53	IIHMR-U/02/2023-25/0531	Mishra Suyash Sanjay	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	17	15
54	IIHMR-U/02/2023-25/0534	Naina Soni	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	1	31
55	IIHMR-U/02/2023-25/0538	Naveen Rawat	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	11	21
56	IIHMR-U/02/2023-25/0539	Neel Sisodia	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	2	30
57	IIHMR-U/02/2023-25/0543	Pardeep Arya	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	1	31
58	IIHMR-U/02/2023-25/0553	Rajat Saini	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	26	6
59	IIHMR-U/02/2023-25/0555	Nitin Madhav Rodge	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	20	12
60	IIHMR-U/02/2023-25/0558	Sachdeo Singh	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	11	21
61	IIHMR-U/02/2023-25/0559	Saharsh Tak	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	0	32
62	IIHMR-U/02/2023-25/0568	Samiksha Vivek Sankhe	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	20	12
63	IIHMR-U/02/2023-25/0571	Sourabh Sunderlal Sharma	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	21	11
64	IIHMR-U/02/2023-25/0573	Shafali Bharat Karmore	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	11	21
65	IIHMR-U/02/2023-25/0574	Shende Shantanu Sanjay	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	16	16
66	IIHMR-U/02/2023-25/0575	Shetty Vinamrata Shivashankar	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	12	20
67	IIHMR-U/02/2023-25/0581	Sudip Guchhait	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	16	16
68	IIHMR-U/02/2023-25/0583	Sumit Patel	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	2	30
69	IIHMR-U/02/2023-25/0586	Sakshi Ajay Tamore	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	16	16
70	IIHMR-U/02/2023-25/0590	Vaishnavi Shrivastava	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	4	28
71	IIHMR-U/02/2023-25/0593	Yash Chouhan	MBA (Pharmaceutical Management)	Digital and Social Media Marketing	15 Batch (2023-25)	Term-2	32	24	8
72	IIHMR-U/10/2023-25/0040	Anushka Acharya	MBA (Development: Management)	Digital and Social Media Marketing	03 Batch (2023-25)	Term-2	32	17	15
73	IIHMR-U/10/2023-25/0041	Ashok	MBA (Development: Management)	Digital and Social Media Marketing	03 Batch (2023-25)	Term-2	32	5	27
74	IIHMR-U/10/2023-25/0043	Ishika Agrawal	MBA (Development: Management)	Digital and Social Media Marketing	03 Batch (2023-25)	Term-2	32	24	8
75	IIHMR-U/10/2023-25/0044	Jai Singh Chauhan	MBA (Development: Management)	Digital and Social Media Marketing	03 Batch (2023-25)	Term-2	32	13	19
76	IIHMR-U/10/2023-25/0050	Sarthak Sharma	MBA (Development: Management)	Digital and Social Media Marketing	03 Batch (2023-25)	Term-2	32	12	20


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Certification of Completion

This certifies that

Najeeha Khan

Master of Business Administration (Hospital and Health Management)

2023-25

has successfully completed Value Added Course (VAC) on

Digital and Social Media Marketing

Conducted during **December 2023-January 2024**, accumulating a total of 48 hours
with **Grade A**

Dr. Goutam Sadhu
Professor and Coordinator (VAC)

Dr. P.R. Sodani
President

Date of issue: May 31, 2024



Certification of Completion

This certifies that

Rishika Bhatia

Master of Business Administration (Hospital and Health Management)

2023-25

has successfully completed Value Added Course (VAC) on

Digital and Social Media Marketing

Conducted during **December 2023-January 2024**, accumulating a total of 48 hours
with **Grade B+**

Dr. Goutam Sadhu
Professor and Coordinator (VAC)

Dr. P.R. Sodani
President

Date of issue: May 31, 2024



Certification of Completion

This certifies that

Abhishek Bari

Master of Business Administration (Pharmaceutical Management)

2023-25

has successfully completed Value Added Course (VAC) on

Digital and Social Media Marketing

Conducted during **December 2023-January 2024**, accumulating a total of 48 hours
with **Grade B+**

Dr. Goutam Sadhu

Professor and Coordinator (VAC)

Dr. P.R. Sodani

President

Date of issue: May 31, 2024


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1, Prabhu Dayal Marg
Near Sanganer Airport, Jaipur-302029



Certification of Completion

This certifies that

Ishika Agrawal

Master of Business Administration (Development Management)

2023-25

has successfully completed Value Added Course (VAC) on

Digital and Social Media Marketing

Conducted during **December 2023-January 2024**, accumulating a total of 48 hours
with **Grade B+**

Dr. Goutam Sadhu

Professor and Coordinator (VAC)

Dr. P.R. Sodani

President

Date of issue: May 31, 2024


Registrar
The IIHMR University
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