शासकीय लघु उद्योग विकास महामंडळ

GOVERNMENT SMALL INDUSTRIES DEVELOPMENT CORPORATION

Skill Development & Vocational Training | www.gsidc.org.in

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COURSE CURRICULUM / पाठ्यक्रम

Social Media Marketing

Certificate Programme · Media & Communication Sector · Ref: GSIDC/CUR/1969

Course Type	**Certificate**	**Sector**	**Media & Communication**
Duration	**6 Months**	**Eligibility**	**10th Pass**
Total Subjects	**7**	**Total Marks**	**700**
Course Fee	**Rs. 15,000**	**Examination**	**Theory**

SUBJECT-WISE CURRICULUM & MARKING SCHEME

Sr.	Subject Code	Subject Name	Type	Theory		Total
				Max	Min	
1	CSM101	Social Media Marketing Fundamentals	Theory	100	35	**100**
2	CSM102	Platform Strategies (Instagram, Facebook, LinkedIn)	Theory	100	35	**100**
3	CSM103	Paid Advertising & Campaign Management	Theory	100	35	**100**
4	CSM104	Content Planning & Calendar Strategy	Theory	100	35	**100**
5	CSM105	Social Media Analytics & Insights	Theory	100	35	**100**
6	CSM106	Influencer & Brand Collaboration	Theory	100	35	**100**
7	CSM107	Social Media Project	Theory	100	35	**100**
		GRAND TOTAL		**700**		**700**

EXAMINATION & CERTIFICATION

- Course poora hone par GSIDC dwara nirdharit examination hoga.
- Har subject mein upar di gayi **Min (passing) marks** laana avashyak hai.
- Pass hone par GSIDC ki **marksheet** aur **course certificate** jaari kiya jaata hai.
- Certificate ka online verification **www.gsidc.org.in** par kiya ja sakta hai.
- Admission ke liye nazdeeki GSIDC authorised study centre se sampark karein ya website par Admission Form bharein.

Note: Course ki poori jaankari, fee aur admission ke liye upar diya QR code scan karein ya dekhein: **https://gsidc.org.in/courses/social-media-marketing**. Ye curriculum GSIDC website se generate kiya gaya hai (21-11-2026). Syllabus, fee aur niyamon mein samay-samay par badlav ho sakta hai; antim jaankari study centre / GSIDC office se prapt karein.