

Frequently Asked Questions

Facebook For Business Marketing

1. What will be the mode of lecture delivery?

All the sessions will be delivered online in a Synchronous mode (online) using the Zoom platform

2. What is expected during each session?

Hands-on practice, LBDs, Case Studies, Quizzes, and discussion

3. How many classes will be held in a week and what is the duration of the course?

Two classes (75 minutes each) on Saturday and Sunday, 8 weeks

4. What will be the size of the class?

25-30 participants

5. What will be the certification Criteria?

- a. 80% attendance
- b. 60% marks in Final Quiz
- c. Successful completion of the assignment

6. Who will be our instructor?

Dr Tejinderpal Singh, Associate Professor, University Business School, Panjab University Chandigarh

7. What is the experience of an Instructor in the field of Digital Marketing

Dr Singh has 16 years of teaching and research experience in the field of marketing and digital marketing. He is a successful MOOC instructor having developed and delivered the ‘Digital Marketing’ MOOC ranked amongst the top 15 online courses worldwide (amongst top 5 in India) by the Class Central on the SWAYAM platform of the Ministry of Education, Government of India. He has also developed and delivered a MOOC on ‘Introduction to Social Media Marketing’ sponsored by the Commonwealth of Learning Canada. He is also managing many consultancy projects in the domain of digital marketing and has conducted a number of workshops for students, faculty, start-ups, and MSMEs in the domain of digital marketing.

8. What will be the benefits of this course?

SICI offer a range of quality, intense courses taught by experienced professionals. Your CV will gain more value and will be helpful for those starting a completely new career. Additionally, it will help refresh old skills

9. What is Shastri Indo-Canadian Institute (SICI)?

SICI is a member-centric organization. It has a strong base of 142 Indian and 37 Canadian member institutions. All the top-ranking universities/ institutions and centres of Excellence are associated with Shastri Indo-Canadian Institute as its members, including all top-ranking state and central universities as well as the IITs/IIMs.

10. Whether my institute is a SICI member

Please check here:

Indian Institutes: <https://www.shastriinstitute.org/indian-member-institutions>

Canadian Institutes: <https://www.shastriinstitute.org/canadian-member-institutions>