

Project report on .

*A Study on the Role of Social Media Marketing in
Promoting Cultural Events in Botswana*

Project report submitted to the University of Mysore in partial fulfillment of the
requirements of IV semester

MBA Degree Examination 2023

By

Patricia Salome Kejafela

Reg no: P01ZZ21M0214

IV Semester MBA

Project Guide:

Prof. Mahesh R

MBA Ph.D.

B N BAHADUR INSTITUTE OF MANAGEMENT SCIENCES

University of Mysore, Manasagangothri

Mysore - 570006

University of Mysore

B N BAHADUR INSTITUTE OF MANAGEMENT SCIENCES

University of Mysore, Manasagangothri

Mysore - 570006

GUIDANCE CERTIFICATE

The project report titled "*the Role of Social Media Marketing in Promoting Cultural Events in Botswana*" is prepared by Patricia Salome Kejafela under the guidance of Prof Mahesh R. This report is submitted to University of Mysore in partial fulfillment of the requirement of IV semester MBA degree examination of 2022-23.

Date:


Prof. Mahesh R

Place: Mysore

(Project guide)

University of Mysore

B N BAHADUR INSTITUTE OF MANAGEMENT SCIENCES

University of Mysore, Manasagangothri
Mysore - 570006

CERTIFICATE

This is to certify that **Patricia Salome Kejafela**, student of IV semester MBA course in this institute has prepared the project report titled "*The Role of Social Media Marketing in Promoting Cultural Events in Botswana*" in partial fulfillment of the requirement of IV semester MBA degree examination – 2022-2023

Date :

Place : Mysore


CHAIRMAN

CHAIRMAN

DOS in Business Administration (BIMS)
UNIVERSITY OF MYSORE
Manasagangothri, MYSORE-570006