

&
Digital Rohini



Digital Marketing

Rohini Gorde

(Resource Person)



Principal
Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.



20/07/2019 to 20/09/2019









3.30pm to 5.00pm





VENUE: DACC, SKP CAMPUS, BALEWADI

Date: 2/07/2019

To

The Principal

DACC

Subject: Request for Approval to Offer Certification Course in Digital Marketing

Sir,

As part of our department's ongoing efforts to enhance the skills of our students and keep them competitive in today's digital economy, I am writing to request your approval to offer a Certification Course in Digital Marketing.

This course is designed to provide students with in-depth knowledge and practical skills in key areas of digital marketing, which are essential in today's fast-paced business world. The topics covered in the course will include Search Engine Optimization (SEO), Web Analytics, E-Commerce Management, Planning and Creating a Website, Email Marketing, Content Strategy, Affiliate Marketing.

We are pleased to have Ms. Rohini Gorde, as experienced professional in the field of Digital Marketing, as the resource person for this course. Ms. Gorde's expertise and hands-on experience will ensure the course offers both theoretical learning and practical insights, preparing our students for success in the digital marketing field.

I kindly request your approval to offer this course to our students, as I believe it will be a significant step toward their professional development.

Thank you for considering this request. I look forward to your approval.

Sincerely,

HOD.

B.Com Department

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1 +91 − 8956 www.daccec

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(AISHE Code: C - 41459, PUN Code: CAAP013650)



NOTICE

Date:10/07/2019

The college is pleased to announce the commencement of **Certification Courses** for the academic session 2019-2020. These courses are designed to equip students with additional skills, enhance employability, and broaden career prospects.

Details of the Certification Courses:

Course Name: Digital Marketing

Resource Person: Miss. Rohini Gorde

Duration: 20/07/2019 to 20/09/2019

Time: 3.30 pm to 5.00 pm

Note:

All interested students to register for the certification

We encourage all students to take advantage of these opportunities and enhance their skills for a brighter future.

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Balewadi, Pune-411045.



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(AISHE Code: C-41459)



Date:15/07/2019

Time Table Notice

Digital Marketing

Dear Students,

Please be informed that the Digital Marketing certification course will be conducted from 20/07/2019 to 20/09/2019. The classes will take place daily as per the following schedule:

Course Duration:

Dates: 20/07/2019 to 20/09/2019

Time: 3.30 pm to 5.00 pm

Kindly ensure your presence in all sessions as the course covers essential aspects of Digital Marketing, which will significantly enhance your skills.

Should you have any queries, feel free to contact the department.

Best regards,

Principal

DACC

Principal

Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.

SKP Campus, Baner – Balewadi, Pune – 411045

principal@dacc.edu.in

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Date: 15/07/2019

To.

Ms. Rohini Lamkhade Gorde

Balewadi, Pune

Subject: Invitation for conducting Digital Marketing course at DACC.

Dear Ms. Rohini Lamkhade Gorde,

We are excited to invite you to conduct a Digital Marketing Course at Dnyansagar Arts and Commerce College, Balewadi, Pune. The course is scheduled to run from to 20/7/2019 to 20/09/2019

Your expertise and experience will be invaluable to our students, and we are confident that your course will be a great success. We look forward to your positive response and to working with you.

Thank you for considering our invitation.

Warm regards,

Dr. Sajid Alvi

Principal

Dnyansagar Arts and Commerce College Balewadi, Pune

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Date: 20/09/2019

To,

Ms. Rohini Lamkhade Gorde

Balewadi, Pune

Subject: Appreciation for Conducting Certificate Course in Digital Marketing

Dear Ms. Gorde,

We extend our heartfelt gratitude for successfully conducting the Certificate Course in Digital Marketing from 20/7/2019 to 20/09/2019 at Dnyansagar Arts and Commerce College, Balewadi, Pune.

Your dedication and contribution have been invaluable to our students, and we are immensely grateful for your time and effort.

Thank you once again.

Warm regards,0

Dr. Sajid Alvi

Principal,

Dnyansagar Arts and Commerce College







Syllabus on Digital Marketing



Dnyansagar Arts and Commerce College Balewadi, Pune-411045.

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Introduction to Digital Marketing:

Defining digital marketing, how is it different from traditional marketing and why is it relevant now.

> Search Engine Optimization (SEO):

Techniques used to optimize any article, website, or blog for traffic & revenue generation.

➤ Web Analytics:

Analysing the behaviour of visitors to a website through reports based on traffic sources, referring sites, page views, and conversion rates of that website.

E-Commerce Management:

Maintenance of an online product-listing website through product keyword research, product pricing, positive reviews, and customer retention.

Planning and Creating a Website:

How to create a website on Word Press and later use website analytics to track the behaviour of visitors to a website.

Email Marketing:

How to create and send product-based emails in bulk, and ensure that all of the emails have a good open rate and conversion rate.

Content Strategy:

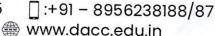
How to create content that matches the user intent and also your business goals.



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> Affiliate Marketing:

Generation of traffic via a third party (company/website). The third party is paid a commission fee to drive traffic to your website.

- > Product Marketing (Facebook, Instagram, Google Ads)
- Digital Marketing Budgeting, Planning & Forecast
- Website Data Analytics
- Neuro-Marketing Fundamentals
- > Competitor and Website Analysis
- > Content Creation, Management & Promotion



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(AISHE Code: C- 41459)



Report on Certificate Course in Digital Marketing

Course Name: Certificate Course in Digital Marketing

Resource Person: Ms. Rohini Gorde

Duration: 20/07/2019 to 20/09/2019

Course Overview

The Digital Marketing certification course is designed to provide comprehensive training in various aspects of digital marketing, including SEO (Search Engine Optimization), SEM (Search Engine Marketing), social media marketing, email marketing, content marketing, and data analytics. The course aims to equip participants with the skills required to promote businesses effectively in the online space and leverage digital tools for brand building and customer engagement

Course Implementation

The course is structured into modules that begin with the basics of digital marketing and progressively cover more advanced topics. It includes both theoretical learning and practical exercises, where students create campaigns, optimize websites for search engines, and analyze social media strategies. The course is delivered through a lectures, workshops, and hands-on projects. Industry experts and instructors guide students throughout, ensuring that the learning is both informative and practical.

Feedback of Students

Student feedback indicates a high level of satisfaction with the course content and delivery. Many participants appreciated the hands-on training and practical approach, which helped them grasp digital marketing concepts easily.

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(AISHE Code: C- 41459)



Outcome

- Enhanced practical skills in SEO, social media marketing, content creation, and data analysis.
- Students are able to design and execute effective digital marketing strategies across multiple platforms
- This prepares them for various roles such as Digital Marketing Manager, SEO Specialist, and Social Media Manager

Conclusion

The Certificate Course in Digital Marketing was a resounding success, largely due to Ms. Rohini dedication and effective teaching strategies. We extend our heartfelt gratitude to him for his invaluable contribution.



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Balewadi, Pune-411045.



Digital Marketing (2019-2020)

List of Registered Students

Sr. No.	Student Name						
1	BERNARD SHAMA SUBASH						
2	GOSWAMI POOJA UDAY						
3	PRASAD KOMAL KUMARI SURESH						
4	PAWAR PRAGATI ASHOK						
5	GAWALI SUKANYA PRABHUDAS						
6	SUSALADI SUGANDHA SHRISHAIL						
7	HIVRE AKSHADA SHANKAR						
8	GOGAWALE NEHA NITIN						
9	BATHEJA NIKITA JITENDRA						
10	FERWANI PRERNA DEEPAK						
11	BAVISKAR DEVEN MILIND						
12	BALWADKAR KSHITIJA MAHENDRA						
13	SINGH SHRISHTI KAMAL						
14	KHADSE GAURAV VITTHAL						
15	KHAN SANA MEHMOOD						
16	PATEL SANIYA SADAF						
17	KASHMIRE SURAJ DEEPAK						
18	SHUBHAM JAIN						
19	RANAWADE ASHISH MARUTI						
20	ADITYA KAMALA KANNNAN						
21	JADHAV YOGITA GULAB						
22	NILE MAYURI VIJAY						
23	PARBATI NEPALI DALSING						
24	PADYAL SAURABH RAVINDRA						
25	SHINDE RUAPK BALU						

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Digital Marketing (2019-2020)

Attendance

Sr. No.	Student Name	20/7/2019	21/07/2019	22/07/20/9	23/07/2019	24/07/2017	25/07/2019
1	BERNARD SHAMA SUBASH	Bansel	glama	Shans	Shave	Shana	Lune
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23	PARBATI NEPALI DALSING	Parbati	Parhati	Onthati	Parhati	Parhati	Parhati
24	PADYAL SAURABH RAVINDRA	G.R. Davely	S. R. Dadya	S. R. Padyal	S. R. Dadua	S.R. Padyal	S.R. Dudyal
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Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.





Digital Marketing (2019-2020)

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Digital Marketing (2019-2020)

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Digital Marketing (2019-2020)

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Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.

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Digital Marketing (2019-2020)

Attendance

Sr. No.	Student Name	22/8/2019	33 8 2019	26/8/2019	2718/2019	28/8/2019	29/8/2010
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24	PADYAL SAURABH RAVINDRA	S.R. Parly	C A Dala	Taran	CA Dalla	Par Dati	S.R. Dudyal
25	SHINDE RUAPK BALU		Ralu.		Roll.		(RSBall)





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Lianguage, Pune-4110-3.



Digital Marketing (2019-2020)

Attendance

Sr. No.	Student Name	30/8/2019	3 9 2019	4/9/2019	5/9/2019	91912019	10/9/2019
1	BERNARD SHAMA SUBASH	Barrel	glama	Shans	ghane	Slona	Lung
2	GOSWAMI POOJA UDAY	uday	uday	udung	uday	day	uday
3	PRASAD KOMAL KUMARI SURESH	poole	Porch	Parell	Bare	Prase	Press
4	PAWAR PRAGATI ASHOK	Jarbhar	Poits	Libb	Alle	Dible	Alasta.
5	GAWALI SUKANYA PRABHUDAS	Come	Cour	Cour	Come	Count	Coul
6	SUSALADI SUGANDHA SHRISHAIL	18/2	80×	Que	8/1/2	A_	Jan -
7	HIVRE AKSHADA SHANKAR	S	3			Sam	
8	GOGAWALE NEHA NITIN	Millin	Nition	Mitia	Mitia	Nilin	Nitito
9	BATHEJA NIKITA JITENDRA	ditendre	Titend	Jiendre	Jiterdan	Titerch	
10	FERWANI PRERNA DEEPAK	0	0	De	Q.	0	0-
11	BAVISKAR DEVEN MILIND	Adlan Dy	Mark	Durbusida	Due	Malan	Bles
12	BALWADKAR KSHITIJA MAHENDRA	M	(M)	Ma	May	MA	Me
13	SINGH SHRISHTI KAMAL	L	2m	2 -	8,-	San	Res
14	KHADSE GAURAV VITTHAL	Vithal	Vither	Vithed	Vithel	Vither	Vither
15	KHAN SANA MEHMOOD	Sana	Cana	Jara	Para	lano	dance
16	PATEL SANIYA SADAF	P	P	P	0	P	D
17	KASHMIRE SURAJ DEEPAK	Ko	Korp	KOUT	Was	@ 2/m	Vibra
18	SHUBHAM JAIN	Jaitz-	Hatte	Jaur	tout	dour	1
19 I	RANĄWADE ASHISH MARUTI	VI. A.	T/18	Dri A	MID	770	Jan D
20 A	ADITYA KAMALA KANNNAN		BALEWA!	01/6			7
21 J	ADHAV YOGITA GULAB	Carl	Col	12/12/10	0 -	(The	(5X

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22	NILE MAYURI VIJAY	NILESK	Nilesh	NILESH	Nilesh	Nilesh	NILESH
23	PARBATI NEPALI DALSING	Parbati	Parhati	On thati	Parhati	Parhati	Parhati
24	PADYAL SAURABH RAVINDRA	S.R. Darly	S.A. padya	S. A. Padyell	S. R. Padya	S.R. Deletyen	S. R. Padyal
25	SHINDE RUAPK BALU				Roll.		(RS Bales.

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Digital Marketing (2019-2020)

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Sr. No.	Student Name	11/9/2019	16/9/2019	17/9/2019	18 9 2019	19/9/2019	2019/2019
1	BERNARD SHAMA SUBASH	Barrel	Stems	Shaus	Shane	Stoma	Lung
2	GOSWAMI POOJA UDAY	uday	uday	udun	uday	iday	uday
3	PRASAD KOMAL KUMARI SURESH	Poole	Prock	Back	Bare	Prase	Prass
4	PAWAR PRAGATI ASHOK	Darbha	Poits	The	Alika	Q.62.	Ale .
5	GAWALI SUKANYA PRABHUDAS	Come	Cour	Carry	Come	Count	Gran
6	SUSALADI SUGANDHA SHRISHAIL	3)	Shirt .	Que	Spe	A_	Jan -
7	HIVRE AKSHADA SHANKAR	S	3	3	S	Su	C-
8	GOGAWALE NEHA NITIN	Mitim	Nilin	Mitin	Mitin	Milin	Nitrio
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10	FERWANI PRERNA DEEPAK	0	0-	D	0	D	0-
11	BAVISKAR DEVEN MILIND	Adlowa	Mark	Portwards	Que	Malu	Bloo
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13	SINGH SHRISHTI KAMAL	1	Sm	3	8-	S	Re-
14	KHADSE GAURAV VITTHAL	Vithal	Vither	Vithed	Vithed	Vither	Vither
15	KHAN SANA MEHMOOD	Sana	Cana	Jara	Para	lano	dance
16	PATEL SANIYA SADAF	P	P	®	®	P	P
17	KASHMIRE SURAJ DEEPAK	Ko	KAP	KONT	Vien	@ 2/w	Vibr
18	SHUBHAM JAIN	Jait2	Fatt	Jato	daily	Jour	done
19	RANĄWADE ASHISH MARUTI	Delen	7/12	TKIA	M.A	A.A.	000
20	ADITYA KAMALA KANNNAN	DE AR	BALEWA!	CE			1
21	JADHAV YOGITA GULAB	Gud	Cal	18 July	Carre	0	658

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22	NILE MAYURI VIJAY	NILESK	NilGsh	Hillesh	Nilesh	Nilesh	NILESH
23	PARBATI NEPALI DALSING	Parbati	Parhati	Pathati	Pathati	Parhati	Parhati
24	PADYAL SAURABH RAVINDRA	S.R. Pacly	S.A. padya	S. R. Padyell	S. R. Padya	S.R. Dallyer	S.R. Padyal
25	SHINDE RUAPK BALU				Polle.		(RSBales.

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L jamerar Aits and Communication Pune-4) is

I Affiliated to Savitribai Phule Pune University I

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Syllabus Covered Digital Marketing

> Introduction to Digital Marketing:

Defining digital marketing, how is it different from traditional marketing and why is it relevant now.

Search Engine Optimization (SEO):

Techniques used to optimize any article, website, or blog for traffic & revenue generation.

▶ Web Analytics:

Analysing the behaviour of visitors to a website through reports based on traffic sources, referring sites, page views, and conversion rates of that website.

E-Commerce Management:

Maintenance of an online product-listing website through product keyword research, product pricing, positive reviews, and customer retention.

Planning and Creating a Website:

How to create a website on Word Press and later use website analytics to track the behaviour of visitors to a website.

> Email Marketing:

How to create and send product-based emails in bulk, and ensure that all of the emails have a good open rate and conversion rate.

➤ Content Strategy:

How to create content that matches the user intent and also your business goals.

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> Affiliate Marketing:

Generation of traffic via a third party (company/website). The third party is paid a commission fee to drive traffic to your website.

- Product Marketing (Facebook, Instagram, Google Ads)
- Digital Marketing Budgeting, Planning & Forecast
- Website Data Analytics
- Neuro-Marketing Fundamentals
- Competitor and Website Analysis
- Content Creation, Management & Promotion

Balewadi, Pune-411045.



CERTIFICATE

This is to certify that

Mr. / Ms.

has completed certification course in

Digital Marketing

during academic year 2019 -2020

at Dnyansagar Arts and Commerce College.

Date: 20/09/2019

Place: Pune

Rohini Gorde
(TRAINER)

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PRINCIPAL
Dnyancegar Arts and Commorce College
Dalewadi, Pune-411