

Dnyansagar Arts & Commerce College & Digital Rohini



Digital Marketing

Rohini Gorde
(Resource Person)

Sig

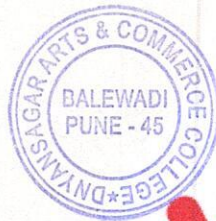
Principal
Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.



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



SKP Campus, Baner – Balewadi, Pune - 411045

✉ principal@dacc.edu.in



+91 - 8956238188/87

www.dacc.edu.in



DNYANSAGAR ARTS & COMMERCE COLLEGE

| Affiliated to Savitribai Phule Pune University |

(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.

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



SKP Campus, Baner-Balewadi, Pune-411045 ☎ : +91 7767800412/13

✉ principal@dacc.edu.in | 🌐 www.dacc.edu.in

DNYANSAGAR ARTS & COMMERCE COLLEGE

I Affiliated to Savitribai Phule Pune University I

(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

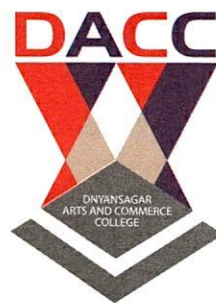

Principal
Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.



DNYANSAGAR ARTS & COMMERCE COLLEGE

| Affiliated to Savitribai Phule Pune University |

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



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



DNYANSAGAR ARTS & COMMERCE COLLEGE

| Affiliated to Savitribai Phule Pune University |
(AISHE Code : C - 41459, PUN Code : CAAP013650)



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



DNYANSAGAR ARTS & COMMERCE COLLEGE

I Affiliated to Savitribai Phule Pune University I

(AISHE Code: C- 41459)



Syllabus on Digital Marketing



S. Jadhav
Principal

Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.

SKP Campus, Baner – Balewadi, Pune - 411045

✉ principal@dacc.edu.in

☎ :+91 – 8956238188/87

🌐 www.dacc.edu.in



➤ **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.



S. J. Ghosh
Principal

Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.



DNYANSAGAR ARTS & COMMERCE COLLEGE

I Affiliated to Savitribai Phule Pune University I

(AISHE Code: C- 41459)



➤ **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



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



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.



DNYANSAGAR ARTS & COMMERCE COLLEGE

I Affiliated to Savitribai Phule Pune University I

(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.



S. J. D.

Principal

Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.



Dnyansagar Arts & Commerce College

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 KANNAN
21	JADHAV YOGITA GULAB
22	NILE MAYURI VIJAY
23	PARBATI NEPALI DALSING
24	PADYAL SAURABH RAVINDRA
25	SHINDE RUAPK BALU



S. J. K.

Principal

Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.



Dnyansagar Arts & Commerce College

Digital Marketing
(2019-2020)

Attendance

Sr. No.	Student Name	20/7/2019	21/07/2019	22/07/2019	23/07/2019	24/07/2019	25/07/2019
1	BERNARD SHAMA SUBASH	Shama	Shama	Shama	Shama	Shama	Shama
2	GOSWAMI POOJA UDAY	uday	uday	uday	uday	uday	uday
3	PRASAD KOMAL KUMARI SURESH	Prasad	Prasad	Prasad	Prasad	Prasad	Prasad
4	PAWAR PRAGATI ASHOK	Pragati	Pragati	Pragati	Pragati	Pragati	Pragati
5	GAWALI SUKANYA PRABHUDAS	Gawali	Gawali	Gawali	Gawali	Gawali	Gawali
6	SUSALADI SUGANDHA SHRISHAIL	Sushail	Sushail	Sushail	Sushail	Sushail	Sushail
7	HIVRE AKSHADA SHANKAR	Shankar	Shankar	Shankar	Shankar	Shankar	Shankar
8	GOGAWALE NEHA NITIN	Nitin	Nitin	Nitin	Nitin	Nitin	Nitin
9	BATHEJA NIKITA JITENDRA	Jitendra	Jitendra	Jitendra	Jitendra	Jitendra	Jitendra
10	FERWANI PRERNA DEEPAK	Prerna	Prerna	Prerna	Prerna	Prerna	Prerna
11	BAVISKAR DEVEN MILIND	Milind	Milind	Milind	Milind	Milind	Milind
12	BALWADKAR KSHITIJA MAHENDRA	Mahendra	Mahendra	Mahendra	Mahendra	Mahendra	Mahendra
13	SINGH SHRISHTI KAMAL	Kamal	Kamal	Kamal	Kamal	Kamal	Kamal
14	KHADSE GAURAV VITTHAL	Vitthal	Vitthal	Vitthal	Vitthal	Vitthal	Vitthal
15	KHAN SANA MEHMOOD	Sana	Sana	Sana	Sana	Sana	Sana
16	PATEL SANIYA SADAF	Sadaf	Sadaf	Sadaf	Sadaf	Sadaf	Sadaf
17	KASHMIRE SURAJ DEEPAK	Suraj	Suraj	Suraj	Suraj	Suraj	Suraj
18	SHUBHAM JAIN	Jain	Jain	Jain	Jain	Jain	Jain
19	RANA WADE ASHISH MARUTI	Maruti	Maruti	Maruti	Maruti	Maruti	Maruti
20	ADITYA KAMALA KANNAN	Kannan	Kannan	Kannan	Kannan	Kannan	Kannan
21	JADHAV YOGITA GULAB	Gulab	Gulab	Gulab	Gulab	Gulab	Gulab

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





Dnyansagar Arts & Commerce College

Digital Marketing
(2019-2020)

Attendance

		20/7/2019	21/7/2019	22/7/2019	23/7/2019	24/07/2019	25/7/2019
22	NILE MAYURI VIJAY	NILESH	NILESH	NILESH	NILESH	NILESH	NILESH
23	PARBATI NEPALI DALSING	Parbati	Parbati	Parbati	Parbati	Parbati	Parbati
24	PADYAL SAURABH RAVINDRA	S.R. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal
25	SHINDE RUAPK BALU	RSBalu	RSBalu	RSBalu	RSBalu	RSBalu	RSBalu



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



S. Jadhav

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



Dnyansagar Arts & Commerce College

Digital Marketing (2019-2020)

Attendance

Sr. No.	Student Name	26/7/2019	29/7/2019	30/7/2019	31/7/2019	1/08/2019	2/08/2019
1	BERNARD SHAMA SUBASH	Shama	Shama	Shama	Shama	Shama	Shama
2	GOSWAMI POOJA UDAY	uday	uday	uday	uday	uday	uday
3	PRASAD KOMAL KUMARI SURESH	Prasad	Prasad	Prasad	Prasad	Prasad	Prasad
4	PAWAR PRAGATI ASHOK	Pragati	Pragati	Pragati	Pragati	Pragati	Pragati
5	GAWALI SUKANYA PRABHUDAS	Gawali	Gawali	Gawali	Gawali	Gawali	Gawali
6	SUSALADI SUGANDHA SHRISHAIL	Sushail	Sushail	Sushail	Sushail	Sushail	Sushail
7	HIVRE AKSHADA SHANKAR	Shankar	Shankar	Shankar	Shankar	Shankar	Shankar
8	GOGAWALE NEHA NITIN	Nitin	Nitin	Nitin	Nitin	Nitin	Nitin
9	BATHEJA NIKITA JITENDRA	Jitendra	Jitendra	Jitendra	Jitendra	Jitendra	Jitendra
10	FERWANI PRERNA DEEPAK	Prerna	Prerna	Prerna	Prerna	Prerna	Prerna
11	BAVISKAR DEVEN MILIND	Milind	Milind	Milind	Milind	Milind	Milind
12	BALWADKAR KSHITIJ MAHENDRA	Mahendra	Mahendra	Mahendra	Mahendra	Mahendra	Mahendra
13	SINGH SHRISHTI KAMAL	Kamal	Kamal	Kamal	Kamal	Kamal	Kamal
14	KHADSE GAURAV VITTHAL	Vithal	Vithal	Vithal	Vithal	Vithal	Vithal
15	KHAN SANA MEHMOOD	Sana	Sana	Sana	Sana	Sana	Sana
16	PATEL SANIYA SADAF	Sadaf	Sadaf	Sadaf	Sadaf	Sadaf	Sadaf
17	KASHMIRE SURAJ DEEPAK	Suraj	Suraj	Suraj	Suraj	Suraj	Suraj
18	SHUBHAM JAIN	Jain	Jain	Jain	Jain	Jain	Jain
19	RANA WADE ASHISH MARUTI	M.A.	M.A.	M.A.	M.A.	M.A.	M.A.
20	ADITYA KAMALA KANNAN	Kannan	Kannan	Kannan	Kannan	Kannan	Kannan
21	JADHAV YOGITA GULAB	Gulab	Gulab	Gulab	Gulab	Gulab	Gulab

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

Principal

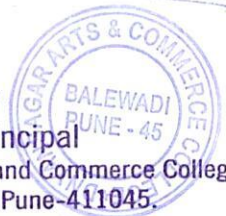



Dnyansagar Arts & Commerce College

Digital Marketing (2019-2020)

		Attendance					
		26/7/2019	29/7/2019	30/7/2019	31/7/2019	1/8/2019	2/08/2019
22	NILE MAYURI VIJAY	NILESH	NILGSH	NILFSH	NILESH	NILESH	NILFSH
23	PARBATI NEPALI DALSING	Parbati	Parbati	Parbati	Parbati	Parbati	Parbati
24	PADYAL SAURABH RAVINDRA	S.R. Padyal	S.A. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal
25	SHINDE RUAPK BALU	RSBalu	RSBalu	RSBalu	RSBalu	RSBalu	RSBalu


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




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



Dnyansagar Arts & Commerce College

Digital Marketing
(2019-2020)

Attendance

Sr. No.	Student Name	5/8/2019	6/8/2019	7/8/2019	8/8/2019	9/8/2019	12/8/2019
1	BERNARD SHAMA SUBASH	Shama	Shama	Shama	Shama	Shama	Shama
2	GOSWAMI POOJA UDAY	uday	uday	uday	uday	uday	uday
3	PRASAD KOMAL KUMARI SURESH	Prasad	Prasad	Prasad	Prasad	Prasad	Prasad
4	PAWAR PRAGATI ASHOK	Pragati	Pragati	Pragati	Pragati	Pragati	Pragati
5	GAWALI SUKANYA PRABHUDAS	Gawal	Gawal	Gawal	Gawal	Gawal	Gawal
6	SUSALADI SUGANDHA SHRISHAIL	Sushail	Sushail	Sushail	Sushail	Sushail	Sushail
7	HIVRE AKSHADA SHANKAR	Shankar	Shankar	Shankar	Shankar	Shankar	Shankar
8	GOGAWALE NEHA NITIN	Nitin	Nitin	Nitin	Nitin	Nitin	Nitin
9	BATHEJA NIKITA JITENDRA	Jitendra	Jitendra	Jitendra	Jitendra	Jitendra	Jitendra
10	FERWANI PRERNA DEEPAK	Prerna	Prerna	Prerna	Prerna	Prerna	Prerna
11	BAVISKAR DEVEN MILIND	Milind	Milind	Milind	Milind	Milind	Milind
12	BALWADKAR KSHITIJ MAHENDRA	Mahendra	Mahendra	Mahendra	Mahendra	Mahendra	Mahendra
13	SINGH SHRISHTI KAMAL	Kamal	Kamal	Kamal	Kamal	Kamal	Kamal
14	KHADSE GAURAV VITTHAL	Vithal	Vithal	Vithal	Vithal	Vithal	Vithal
15	KHAN SANA MEHMOOD	Sana	Sana	Sana	Sana	Sana	Sana
16	PATEL SANIYA SADAF	Sadaf	Sadaf	Sadaf	Sadaf	Sadaf	Sadaf
17	KASHMIRE SURAJ DEEPAK	Suraj	Suraj	Suraj	Suraj	Suraj	Suraj
18	SHUBHAM JAIN	Jain	Jain	Jain	Jain	Jain	Jain
19	RANA WADE ASHISH MARUTI	M.A	M.A	M.A	M.A	M.A	M.A
20	ADITYA KAMALA KANNAN	Kannan	Kannan	Kannan	Kannan	Kannan	Kannan
21	JADHAV YOGITA GULAB	Gulab	Gulab	Gulab	Gulab	Gulab	Gulab

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

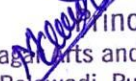
Principal




Dnyansagar Arts & Commerce College

Digital Marketing (2019-2020)

		Attendance					
		5/8/2019	6/8/2019	7/8/2019	8/8/2019	9/8/2019	12/8/2019
22	NILE MAYURI VIJAY	NILESH	NILESH	NILESH	NILESH	NILESH	NILESH
23	PARBATI NEPALI DALSING	Parbati	Parbati	Parbati	Parbati	Parbati	Parbati
24	PADYAL SAURABH RAVINDRA	S.R. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal
25	SHINDE RUAPK BALU	(RS) Balu	(RS) Balu	(RS) Balu	(RS) Balu	(RS) Balu	(RS) Balu


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




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

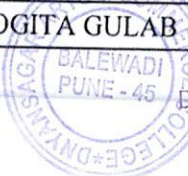


Dnyansagar Arts & Commerce College

Digital Marketing (2019-2020)

Attendance

Sr. No.	Student Name	13/8/2019	14/8/2019	16/8/2019	19/8/2019	20/8/2019	21/8/2019
1	BERNARD SHAMA SUBASH	Shama	Shama	Shama	Shama	Shama	Shama
2	GOSWAMI POOJA UDAY	uday	uday	uday	uday	uday	uday
3	PRASAD KOMAL KUMARI SURESH	Prasad	Prasad	Prasad	Prasad	Prasad	Prasad
4	PAWAR PRAGATI ASHOK	Pragati	Pragati	Pragati	Pragati	Pragati	Pragati
5	GAWALI SUKANYA PRABHUDAS	Gawali	Gawali	Gawali	Gawali	Gawali	Gawali
6	SUSALADI SUGANDHA SHRISHAIL	Sushail	Sushail	Sushail	Sushail	Sushail	Sushail
7	HIVRE AKSHADA SHANKAR	Shankar	Shankar	Shankar	Shankar	Shankar	Shankar
8	GOGAWALE NEHA NITIN	Nitin	Nitin	Nitin	Nitin	Nitin	Nitin
9	BATHEJA NIKITA JITENDRA	Jitendra	Jitendra	Jitendra	Jitendra	Jitendra	Jitendra
10	FERWANI PRERNA DEEPAK	Prerna	Prerna	Prerna	Prerna	Prerna	Prerna
11	BAVISKAR DEVEN MILIND	Milind	Milind	Milind	Milind	Milind	Milind
12	BALWADKAR KSHITIJ MAHENDRA	Kshitij	Kshitij	Kshitij	Kshitij	Kshitij	Kshitij
13	SINGH SHRISHTI KAMAL	Shrishti	Shrishti	Shrishti	Shrishti	Shrishti	Shrishti
14	KHADSE GAURAV VITTHAL	Vitthal	Vitthal	Vitthal	Vitthal	Vitthal	Vitthal
15	KHAN SANA MEHMOOD	Sana	Sana	Sana	Sana	Sana	Sana
16	PATEL SANIYA SADAF	Saniya	Saniya	Saniya	Saniya	Saniya	Saniya
17	KASHMIRE SURAJ DEEPAK	Suraj	Suraj	Suraj	Suraj	Suraj	Suraj
18	SHUBHAM JAIN	Jain	Jain	Jain	Jain	Jain	Jain
19	RANA WADE ASHISH MARUTI	M.A	M.A	M.A	M.A	M.A	M.A
20	ADITYA KAMALA KANNAN	Kannan	Kannan	Kannan	Kannan	Kannan	Kannan
21	JADHAV YOGITA GULAB	Gulab	Gulab	Gulab	Gulab	Gulab	Gulab



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

Principal



Dnyansagar Arts & Commerce College

Digital Marketing (2019-2020)

Attendance

		13/8/2019	14/8/2019	16/8/2019	19/8/2019	20/8/2019	21/8/2019
22	NILE MAYURI VIJAY	NILESH	NILGSH	NILFSH	NILESH	NILESH	NILFSH
23	PARBATI NEPALI DALSING	Parbati	Parbati	Parbati	Parbati	Parbati	Parbati
24	PADYAL SAURABH RAVINDRA	S.R. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal
25	SHINDE RUAPK BALU	RSBalu	RSBalu	RSBalu	RSBalu	RSBalu	RSBalu

Principal

Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.



Principal

Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.



Dnyansagar Arts & Commerce College

Digital Marketing (2019-2020)

Attendance

Sr. No.	Student Name	22/8/2019	23/8/2019	26/8/2019	27/8/2019	28/8/2019	29/8/2019
1	BERNARD SHAMA SUBASH	Shama	Shama	Shama	Shama	Shama	Shama
2	GOSWAMI POOJA UDAY	uday	uday	uday	uday	uday	uday
3	PRASAD KOMAL KUMARI SURESH	Prasad	Prasad	Prasad	Prasad	Prasad	Prasad
4	PAWAR PRAGATI ASHOK	Pragati	Pragati	Pragati	Pragati	Pragati	Pragati
5	GAWALI SUKANYA PRABHUDAS	Gawali	Gawali	Gawali	Gawali	Gawali	Gawali
6	SUSALADI SUGANDHA SHRISHAIL	Sushail	Sushail	Sushail	Sushail	Sushail	Sushail
7	HIVRE AKSHADA SHANKAR	Shankar	Shankar	Shankar	Shankar	Shankar	Shankar
8	GOGAWALE NEHA NITIN	Nitina	Nitina	Nitina	Nitina	Nitina	Nitina
9	BATHEJA NIKITA JITENDRA	Jitendra	Jitendra	Jitendra	Jitendra	Jitendra	Jitendra
10	FERWANI PRERNA DEEPAK	Prerna	Prerna	Prerna	Prerna	Prerna	Prerna
11	BAVISKAR DEVEN MILIND	Deven	Deven	Deven	Deven	Deven	Deven
12	BALWADKAR KSHITIJA MAHENDRA	Mahendra	Mahendra	Mahendra	Mahendra	Mahendra	Mahendra
13	SINGH SHRISHTI KAMAL	Kamal	Kamal	Kamal	Kamal	Kamal	Kamal
14	KHADSE GAURAV VITTHAL	Vitthal	Vitthal	Vitthal	Vitthal	Vitthal	Vitthal
15	KHAN SANA MEHMOOD	Sana	Sana	Sana	Sana	Sana	Sana
16	PATEL SANIYA SADAF	Sadaf	Sadaf	Sadaf	Sadaf	Sadaf	Sadaf
17	KASHMIRE SURAJ DEEPAK	Suraj	Suraj	Suraj	Suraj	Suraj	Suraj
18	SHUBHAM JAIN	Jain	Jain	Jain	Jain	Jain	Jain
19	RANA WADE ASHISH MARUTI	M.A	M.A	M.A	M.A	M.A	M.A
20	ADITYA KAMALA KANNAN	Kannan	Kannan	Kannan	Kannan	Kannan	Kannan
21	JADHAV YOGITA GULAB	Gulab	Gulab	Gulab	Gulab	Gulab	Gulab

Principal
Dnyansagar Arts and Commerce College
Balewadi, Pune-411045

Principal



Dnyansagar Arts & Commerce College

Digital Marketing
(2019-2020)

Attendance

		22/8/2019	23/8/2019	26/8/2019	27/8/2019	28/8/2019	29/8/2019
22	NILE MAYURI VIJAY	NILESH	NILESH	NILESH	NILESH	NILESH	NILESH
23	PARBATI NEPALI DALSING	Parbati	Parbati	Parbati	Parbati	Parbati	Parbati
24	PADYAL SAURABH RAVINDRA	S.R. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal
25	SHINDE RUAPK BALU	RS Balu	RS Balu	RS Balu	RS Balu	RS Balu	RS Balu

M. S. Jadhav

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



S. Jadhav

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



Dnyansagar Arts & Commerce College

Digital Marketing
(2019-2020)

Attendance

Sr. No.	Student Name	30/8/2019	31/8/2019	1/9/2019	5/9/2019	9/9/2019	10/9/2019
1	BERNARD SHAMA SUBASH	Shama	Shama	Shama	Shama	Shama	Shama
2	GOSWAMI POOJA UDAY	uday	uday	uday	uday	uday	uday
3	PRASAD KOMAL KUMARI SURESH	Prasad	Prasad	Prasad	Prasad	Prasad	Prasad
4	PAWAR PRAGATI ASHOK	Pragati	Pragati	Pragati	Pragati	Pragati	Pragati
5	GAWALI SUKANYA PRABHUDAS	Gawali	Gawali	Gawali	Gawali	Gawali	Gawali
6	SUSALADI SUGANDHA SHRISHAIL	Sushail	Sushail	Sushail	Sushail	Sushail	Sushail
7	HIVRE AKSHADA SHANKAR	Shankar	Shankar	Shankar	Shankar	Shankar	Shankar
8	GOGAWALE NEHA NITIN	Nitin	Nitin	Nitin	Nitin	Nitin	Nitin
9	BATHEJA NIKITA JITENDRA	Jitendra	Jitendra	Jitendra	Jitendra	Jitendra	Jitendra
10	FERWANI PRERNA DEEPAK	Prerna	Prerna	Prerna	Prerna	Prerna	Prerna
11	BAVISKAR DEVEN MILIND	Milind	Milind	Milind	Milind	Milind	Milind
12	BALWADKAR KSHITIJA MAHENDRA	Mahendra	Mahendra	Mahendra	Mahendra	Mahendra	Mahendra
13	SINGH SHRISHTI KAMAL	Kamal	Kamal	Kamal	Kamal	Kamal	Kamal
14	KHADSE GAURAV VITTHAL	Vitthal	Vitthal	Vitthal	Vitthal	Vitthal	Vitthal
15	KHAN SANA MEHMOOD	Sana	Sana	Sana	Sana	Sana	Sana
16	PATEL SANIYA SADAF	Sadaf	Sadaf	Sadaf	Sadaf	Sadaf	Sadaf
17	KASHMIRE SURAJ DEEPAK	Suraj	Suraj	Suraj	Suraj	Suraj	Suraj
18	SHUBHAM JAIN	Jain	Jain	Jain	Jain	Jain	Jain
19	RANA WADE ASHISH MARUTI	M.A	M.A	M.A	M.A	M.A	M.A
20	ADITYA KAMALA KANNAN	Kannan	Kannan	Kannan	Kannan	Kannan	Kannan
21	JADHAV YOGITA GULAB	Gulab	Gulab	Gulab	Gulab	Gulab	Gulab

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

Principal



Dnyansagar Arts & Commerce College

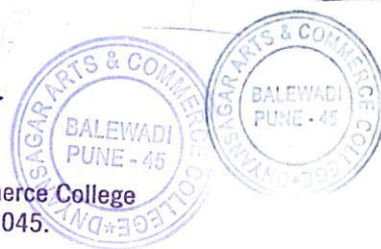
Digital Marketing (2019-2020)

Attendance

		30/8/2019	31/9/2019	4/10/2019	5/10/2019	9/10/2019	10/10/2019
22	NILE MAYURI VIJAY	NILESH	NILESH	NILESH	NILESH	NILESH	NILESH
23	PARBATI NEPALI DALSING	Parbati	Parbati	Parbati	Parbati	Parbati	Parbati
24	PADYAL SAURABH RAVINDRA	S.R. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal
25	SHINDE RUAPK BALU	RS Balu	RS Balu	RS Balu	RS Balu	RS Balu	RS Balu

[Signature]
Principal

Dnyansagar Arts and Commerce College
Balewadi, Pune-411045.



[Signature]

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



Dnyansagar Arts & Commerce College

Digital Marketing
(2019-2020)

Attendance

Sr. No.	Student Name	11/9/2019	16/9/2019	17/9/2019	18/9/2019	19/9/2019	20/9/2019
1	BERNARD SHAMA SUBASH	Shama	Shama	Shama	Shama	Shama	Shama
2	GOSWAMI POOJA UDAY	uday	uday	uday	uday	uday	uday
3	PRASAD KOMAL KUMARI SURESH	Prasad	Prasad	Prasad	Prasad	Prasad	Prasad
4	PAWAR PRAGATI ASHOK	Pragati	Pragati	Pragati	Pragati	Pragati	Pragati
5	GAWALI SUKANYA PRABHUDAS	Gawali	Gawali	Gawali	Gawali	Gawali	Gawali
6	SUSALADI SUGANDHA SHRISHAIL	Sushail	Sushail	Sushail	Sushail	Sushail	Sushail
7	HIVRE AKSHADA SHANKAR	Shankar	Shankar	Shankar	Shankar	Shankar	Shankar
8	GOGAWALE NEHA NITIN	Nitin	Nitin	Nitin	Nitin	Nitin	Nitin
9	BATHEJA NIKITA JITENDRA	Jitendra	Jitendra	Jitendra	Jitendra	Jitendra	Jitendra
10	FERWANI PRERNA DEEPAK	Prerna	Prerna	Prerna	Prerna	Prerna	Prerna
11	BAVISKAR DEVEN MILIND	Milind	Milind	Milind	Milind	Milind	Milind
12	BALWADKAR KSHITIJA MAHENDRA	Mahendra	Mahendra	Mahendra	Mahendra	Mahendra	Mahendra
13	SINGH SHRISHTI KAMAL	Kamal	Kamal	Kamal	Kamal	Kamal	Kamal
14	KHADSE GAURAV VITTHAL	Vitthal	Vitthal	Vitthal	Vitthal	Vitthal	Vitthal
15	KHAN SANA MEHMOOD	Sana	Sana	Sana	Sana	Sana	Sana
16	PATEL SANIYA SADAF	Sadaf	Sadaf	Sadaf	Sadaf	Sadaf	Sadaf
17	KASHMIRE SURAJ DEEPAK	Suraj	Suraj	Suraj	Suraj	Suraj	Suraj
18	SHUBHAM JAIN	Jain	Jain	Jain	Jain	Jain	Jain
19	RANA WADE ASHISH MARUTI	Maruti	Maruti	Maruti	Maruti	Maruti	Maruti
20	ADITYA KAMALA KANNAN	Kannan	Kannan	Kannan	Kannan	Kannan	Kannan
21	JADHAV YOGITA GULAB	Gulab	Gulab	Gulab	Gulab	Gulab	Gulab

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

Principal



Dnyansagar Arts & Commerce College


Digital Marketing (2019-2020)

Attendance

		11/9/2019	16/9/2019	17/9/2019	18/9/2019	19/9/2019	20/9/2019
22	NILE MAYURI VIJAY	NILESH	NILESH	NILESH	NILESH	NILESH	NILESH
23	PARBATI NEPALI DALSING	Parbati	Parbati	Parbati	Parbati	Parbati	Parbati
24	PADYAL SAURABH RAVINDRA	S.R. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal	S.R. Padyal
25	SHINDE RUAPK BALU	RSBalu	RSBalu	RSBalu	RSBalu	RSBalu	RSBalu


Principal
Dnyansagar Arts and Commerce College
Balewadi, Pune-411045




Principal
Dnyansagar Arts and Commerce College
Balewadi, Pune-411045



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.

Sydv



Dnyansagar Arts and Commerce College
Balewadi, Pune-411045

DNYANSAGAR ARTS & COMMERCE COLLEGE

I Affiliated to Savitribai Phule Pune University I

(AISHE Code: C- 41459)



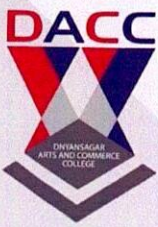
➤ **Affiliate Marketing:**

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



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



DNYANSAGAR ART & COMMERCE COLLEGE

CERTIFICATE

This is to certify that

Mr. / Ms. _____

has completed certification course in

Digital Marketing

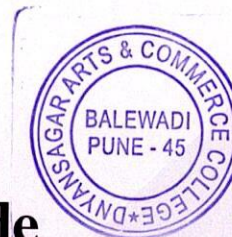
during academic year 2019 -2020

at Dnyansagar Arts and Commerce College.

Date: 20/09/2019

Place: Pune

Rohini
Rohini Gorde
(TRAINER)



S. J. K.

PRINCIPAL
Dnyansagar Arts and Commerce College
Balewadi, Pune-411043.