



Certificate Course

DIGITAL MARKETING (CC- IV)

Duration: 04 weeks (32 hours)

Incharge Teacher: Prof. Dhiresh A. More

Course Learning Outcomes (CLOs):

After completing the course, the student teacher will be competent in:

1. DEFINE various concepts related to Digital Marketing
2. EXPLAIN the role of Facebook, Google Ad words, Youtube and Email in digital marketing.
3. MAKE USE OF Facebook, Google Ad words, Youtube and Email for carrying out digital marketing of real life products.

| S.Nos. | DESCRIPTION | Theory | Practical | Total |
|--------|--|--------|-----------|-------|
| 1 | <ul style="list-style-type: none">➤ Digital Marketing Planning and Structure• Inbound vs Outbound Marketing,• Understanding Traffic, Understanding Leads,• Strategic Flow for Marketing Activities.• One Page Website• Strategic Design of Home Page,• Strategic Design of Products & Services Page, | 5 | 7 | 12 |
| 2. | <ul style="list-style-type: none">➤ Facebook Marketing Fundamentals• Creating Facebook Page• Creating facebook A• | 6 | 6 | 12 |
| 3 | <ul style="list-style-type: none">➤ Google Adwords• Understanding Adwords,• Google Ad Types,• Pricing Models, PPC Cost Formula, Ad Page Rank,• Billing and Payments,• Adwords User Interface,• Keyword Planning, Keywords Control,• Creating Ad Campaigns,• Creating Text Ads,• Creating Ad Groups, Bidding Strategy for CPC, Case Studies. PPC, CPM, CPA,• | 6 | 6 | 12 |

| | | | | |
|--------------|--|-----------|-----------|-----------|
| 4 | <p>➤ You Tube Marketing</p> <ul style="list-style-type: none"> • Video Flow, • Google Pages for YouTube Channel, • Verify Channel, • Webmaster Tool –Adding Asset, • Associated Website Linking, • Custom Channel URL, Channel ART, Channel Links, • Channel Keywords Leadership Styles • | 4 | 8 | 12 |
| 5 | <p>➤ E-mail Marketing content writing</p> <ul style="list-style-type: none"> • Email Software and Tools, • Importing Email Lists, • Planning Email Campaign, • Email Templates and Designs, • Sending HTML • Email Campaigns | 5 | 7 | 12 |
| TOTAL | | 26 | 34 | 60 |

References:

1. Google Adwords for Beginners: A Do-It-Yourself Guide to PPC Advertising, Cory Rabazinsky,


 IQAC
 Mahatma Phule Institute Of
 Management & C.S.
 Hadapsar, Pune-28,


 I/C DIRECTOR
 Mahatma Phule Institute of Mgmt & C.S
 Hadapsar, Pune-28







Pune District Education Association's
**MAHATMA PHULE INSTITUTE OF
MANAGEMENT & COMPUTER STUDIES**

(Affiliated to Savitribai Phule Pune University, Recognised by D.T.E. Govt. of Maharashtra, Approved by A.I.C.T.E. New Delhi)



Annasaheb Magar College Campus, Manjari Road, Hadapsar, Pune-411 028.

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PUN Code - IMMP010720

DTE Code - MB6107

AISHE Code : C - 41697

Yearwise Students Enrolment List 2022-23

| Pune District Education Association's MAHATMA PHULE INSTITUTE OF MANAGEMENT & COMPUTER STUDIES (Affiliated to Savitribai Phule Pune University, Recognised by D.T.E. Govt. of Maharashtra, Approved by A.I.C.T.E. New Delhi) Annasaheb Magar College Campus, Manjari Road, Hadapsar, Pune-411 028. Tel. : (020) 26993020, 26992611 E-mail : directorpdeampim@gmail.com Web : pdeampim.edu.in PUN Code - IMMP010720 DTE Code - MB6107 AISHE Code : C - 41697 | | | |
|---|-------------------------------|-------------------|-----------|
| MAHATMA PHULE INSTITUTE OF MANAGEMENT AND COMPUTER STUDIES HADAPSAR PUNE- 28 ADD ON COURSES CERTIFICATE – Digital Marketing MBA II 2022-23 | | | |
| Sr. NO | Student Name | Course Name | Signature |
| 1 | GITTE RAMKRISHNA PANDHARINATH | Digital Marketing | |
| 2 | JADHAV AVADHUT DILIP | Digital Marketing | |
| 3 | LADKAT SHYAMRAV ANIL | Digital Marketing | |
| 4 | PAWAR RAJENDRA KADUBA | Digital Marketing | |
| 5 | BHOSALE ASHOK SHAHAJI | Digital Marketing | |
| 6 | ZENDE YUVRAJ CHINTAMAN | Digital Marketing | |
| 7 | JADHAV ULHAS SHRIRAM | Digital Marketing | |
| 8 | JAGTAP RENUKA SANJAY | Digital Marketing | |
| 9 | TALEKAR MAHESH TRAMBAK | Digital Marketing | |
| 10 | DIWATE PRADYUMNA KASHINATH | Digital Marketing | |
| 11 | GABALE SHRIPAD SHRIKRASHNA | Digital Marketing | |
| 12 | DESHMUKH GANESH BHARAT | Digital Marketing | |
| 13 | PAWAR RAJENDRA KADUBA | Digital Marketing | |
| 14 | PAWAR YUVRAJ NAMDEV | Digital Marketing | |
| 15 | PANDURE YOGITA MOTILAL | Digital Marketing | |
| 16 | RAWAT LOKESH | Digital Marketing | |
| 17 | MORADE MADHURI | Digital Marketing | |
| 18 | SHINDE DEVENDRA | Digital Marketing | |
| 19 | SONAWANE PRAFUL | Digital Marketing | |
| 20 | ZARE KRUSHNA MADNESHWAR | Digital Marketing | |



S.S. Bhargadwaj
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Sample Course Completion Certificate

2022-23



S.S. Bharadwaj

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A.Y. 2022-2023



**PDEA's Mahatma Phule Institute of management &
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Offers following Certificate Courses**

**Bridge course for
English Communication (CC - I)**

Basic Computer Education (CC - II)

Soft Skills (CC – III)

Digital Marketing CC- IV MBA II

Introduction to labour laws CC-V MBA II

Income tax CC- VI MBA II

Course Duration 04 weeks

**Each participating student will get certificate
after
course completion**



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