



S.I.W.S.

**N. R. SWAMY COLLEGE OF COMMERCE & ECONOMICS
AND
SMT. THIRUMALAI COLLEGE OF SCIENCE**

Plot No. 337, Sewri - Wadala Estate,
Major R. Parameshwaran Marg, Wadala, Mumbai - 400 031

'Online Business Setup & Online Marketing Live Course'

In Collaboration with

Institute for Design of Electrical Measuring Instruments

8th July, 2020

The Department of Computer Science in Collaboration with IDEMI, Mumbai (Under Ministry of MSME, Govt of India) organized a Certificate Course on '**Online Business Setup & Online Marketing Live Course**' from 26th June to 7th July, 2020. The course helped to understand the digital customer behavior, build digital marketing strategies, and identify in-demand metrics to effectively measure and optimize ROI.

Objective: At the end of the Programme, participants were able to

- Gain an analytical and functional understanding of digital marketing strategies
- Develop marketing skill simulation
- Learn strategic marketing tactics
- Explore cutting-edge digital marketing trends and techniques

Syllabus

- Introduction to Digital Marketing
- Website Planning and E-Commerce Development
- Search Marketing and Blogging
- Creating Marketing Content and Campaign Planning
- Social Media Marketing
- Managerial and Soft Skills



[Signature]
PRINCIPAL
S.I.W.S. N.R. Swamy College of
Commerce & Economics and
Smt. Thirumalai College of Science,
Wadala, Mumbai - 400 031

Resource Person

Mr. Mukund is a Resource Person - member in the Marketing Area of IDEMI. He has an end-to-end perspective of the digital marketing ecosystem and helps to plan revenue-generating strategies.

Job Opportunity

- Digital Marketing Manager
- Web Developer & Web Designer
- Social Media Executive and Social Media Manager
- SEO Executive/Expert
- PPC/SEM Expert
- Content Marketer and many more

Report

The Online Course was conducted on 'Google Meet' a safe and secure google platform with our esteemed speaker, Mr. Mukund who is well experienced in the field. The core areas of digital marketing were explained and the participants gained a superior strategic edge. The participants were explained how a marketer with online marketing techniques have the synergistic power to supercharge growth of any business. The participants were taught how one can carve out a space for the brand and business online. An interactive roadmap to growing the business through digital marketing, including online advertising, lead generation, ecommerce was explained with live examples. The participants found the session very interesting with Real Time Practical knowledge and became confident that 'Yes.... we can start our Online business now'

No. of Student Participated:05

Examination Process and Passing Criteria

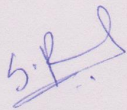
The students who have attended 90% of the class were eligible to appear for the exam. The Practical and Viva exam was conducted and students above 50% were considered under the Passing Criteria.




OUTCOME

At the end of the Programme, participants were able to-

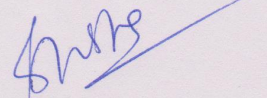
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Course Convener



Vice principal



Principal



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