



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

**Short Term Certification Course on 'Digital Marketing'
In Collaboration with
Institute for Design of Electrical Measuring Instruments**

23rd August, 2019

The Department of Computer Science in collaboration with IDEMI, Mumbai (Under Ministry of MSME, Govt of India) organized a Short Term Certification Course on 'Digital Marketing' from 10th August to 23rd August, 2019. As internet becomes a seamless part of the day & life of a prime population, the bar for marketing touch points is constantly shifting and evolving. Consumers, empowered by information, are demanding unique-value-attributed communication across platforms & mediums. The course will help students to develop expertise in every facet of digital marketing, from strategy and organizational design to customer impact and scalable execution.

Objective

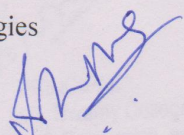
- ✓ Gain a strategic understanding of **Digital Marketing**.
- ✓ Understand how to use it for branding and sales.
- ✓ Learn best practices, tools, and techniques of SEO.
- ✓ Master Search Engine **Marketing** using Google Ads.

Syllabus

- ✓ Aligning digital marketing strategies with business goals to enhance ROI
- ✓ Apply the principles of online advertising through a real-world scenario in a simulated environment
- ✓ Search Engine Optimization
- ✓ On-Page & Off-Page SEO Practices
- ✓ Understand Community Building & Develop Facebook Marketing Strategies

Page 1 of 3




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

- ✓ Understand Twitter Marketing & Types of Twitter Ads
- ✓ Understand LinkedIn Marketing in B2B Businesses
- ✓ Understand Pinterest, Instagram, Snapchat & Other Social Media Marketing

Resource Person

The Resource Person was Mr. Nitin Khandare empowered with the knowledge of digital marketing.

Job Opportunity

- ✓ Digital Marketing Manager
- ✓ Web developer and web designer
- ✓ Social Media Executive and Social Media Manager
- ✓ SEO Executive/Expert
- ✓ Content Marketer
- ✓ Analytics Manager
- ✓ CRM Manager
- ✓ Email Marketing Manager
- ✓ E-Commerce Manager

Report

The Complete Knowledge about **Marketing using social Media** was given, using **live demonstration** of website. Also **Virtual Classroom** was created for better learning of the course. The course completion certificate will be issued by **IDEMI** in association with **SIWS College** to the students. Students found this course very useful for **startups** and jobs in the marketing field.

No. of Students participated: 12

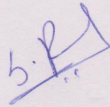
Examination Process and Passing Criteria

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

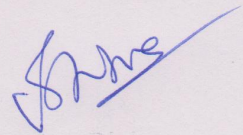
- The participants were able to understand the principles of Digital Marketing and its tools
- The back-end business process in digital mode.
- To understand the importance of paperless marketing through social media platforms.
- To understand marketing strategy in digital mode.



Course Convener



Vice Principal



Principal

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

