



PIMPRI CHINCHWAD EDUCATION TRUST  
A Trusted Brand in Education Since 1990..

# Topic: **ADVANCED DIGITAL MARKETING CERTIFICATION COURSE**

Date: July 10,2021- August 16,2021



**Activity: Advanced Digital Marketing Certification Program**

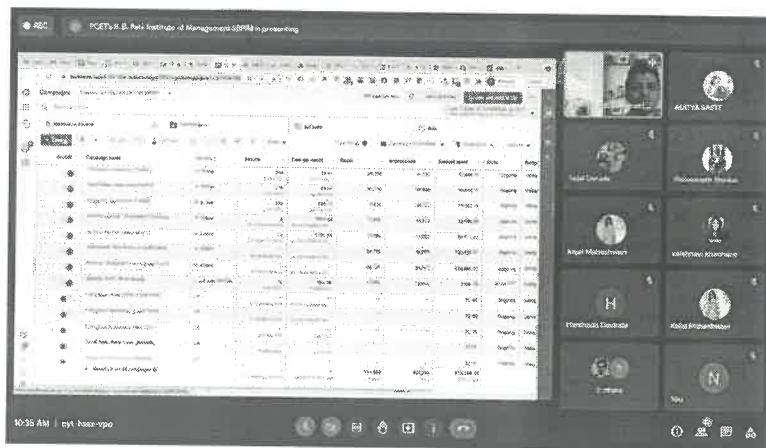
**Student Coordinators': Mr. Nikhil Shinde, Ms. Vaishnavi Khachane, Ms. Sejal Darade**

**Faculty Coordinator: Dr. Kajal Maheshwari & Dr. Swapnali Kulkarni**

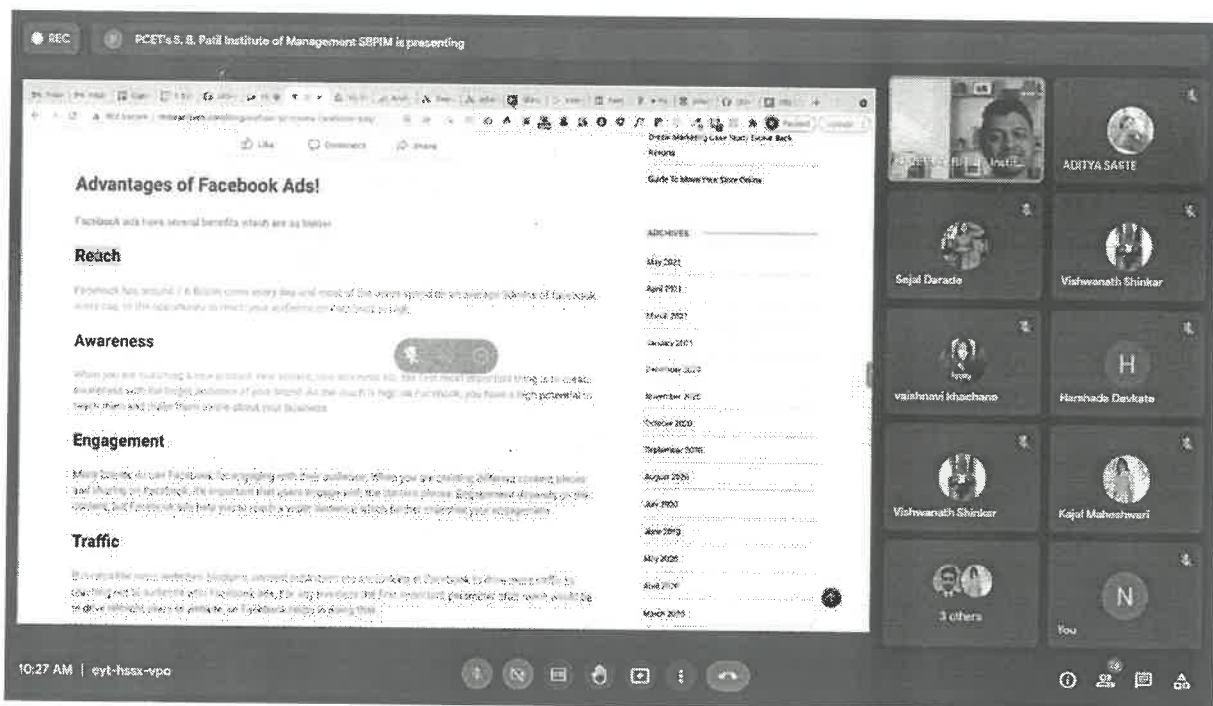
**Number of Students: 09**

**Venue: Online (Google Meet)**

**September 2, 2019:** SBPIM has organized a certification program on “Advanced Digital Marketing” course for marketing specialization. This is a consecutive fifth year this course was organized. In today’s digital world the marketing has changed for better with expanding Internet populace in India, and booming prevalence of Digital India. The digital revolution has led to a titanic shift in the landscape of the marketing communication, while also creating new opportunities for businesses to reach and engage consumers through smart, social, and mobile media technologies.



This course is introduced aiming students to learn the impact of digital technologies on marketing communication strategies and practices. As per the reports by the year 2020, all the companies around the world will have a presence on the internet and that will consecutively create a lot of career opportunities. The objective of this course was to bridge the gap between industry and academia and make students well versed with the concepts and practical exposure of Digital Marketing. The course was conducted by external agency of Pune, Mr. Rahul Gadekar, Director from R- Academy has a rich experience with more than 9 years with diverse role in Digital Media arena, tackling issues of E Commerce Marketing, Performance Marketing, Worked with brands including Logitech, Cox & Kings, ICICI Pru, Universal Films of India, Richfeel, Gitanjali, Orange County, ZEE TV, Sony TV, Colors TV, Scindia School etc. Film Marketing: Fast & Furious 6, Minions 2, Jurassic Park (2015), Despicable Me 2 etc. Television Content Producer: India's Got Talent 3 & 4, Kaun Banega Crorepati 5, Indian Idol 5, Boogie Woogie, Filmfare, Food Food etc. The course was designed for 50 hours and broadly the module covered were Digital Marketing Domains- Search Engine Marketing, Search Engine Optimization, Social Media Optimization, Email Marketing, Mobile Marketing, Analytics, Ad Server etc..



**Mr. Rahul Gadekar Director, R Interactives Conducting Sessions**



REC PCET's S. B. Patil Institute of Management SBPIM is presenting

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**CRACKING THE CAMPAIGN THOUGHT**

**BRAND PERSONALITY**  
 ✓ Trustworthy, Credible, Simple & Easy, Well Organized, Inclusive

**WHAT DOES OUR TARGET AUDIENCE CURRENTLY THINK?**  
 Bill payment is a not something people enjoy doing. So the more comforting & less cumbersome it is, the better it would be for them.  
 Urban Areas only for Incentivisation & rural areas ease of payment.

**What do we want them to THINK? (Brand Positioning Statement)**  
 The cumbersome habit payment of bills made easy & comfortable. Bills payment is a #GOODHABIT and one which can be easily followed religiously.

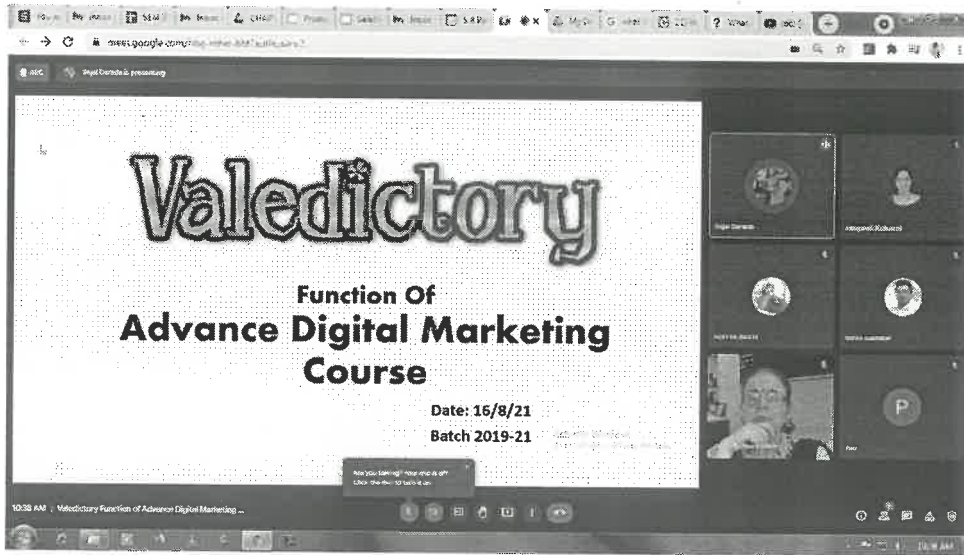
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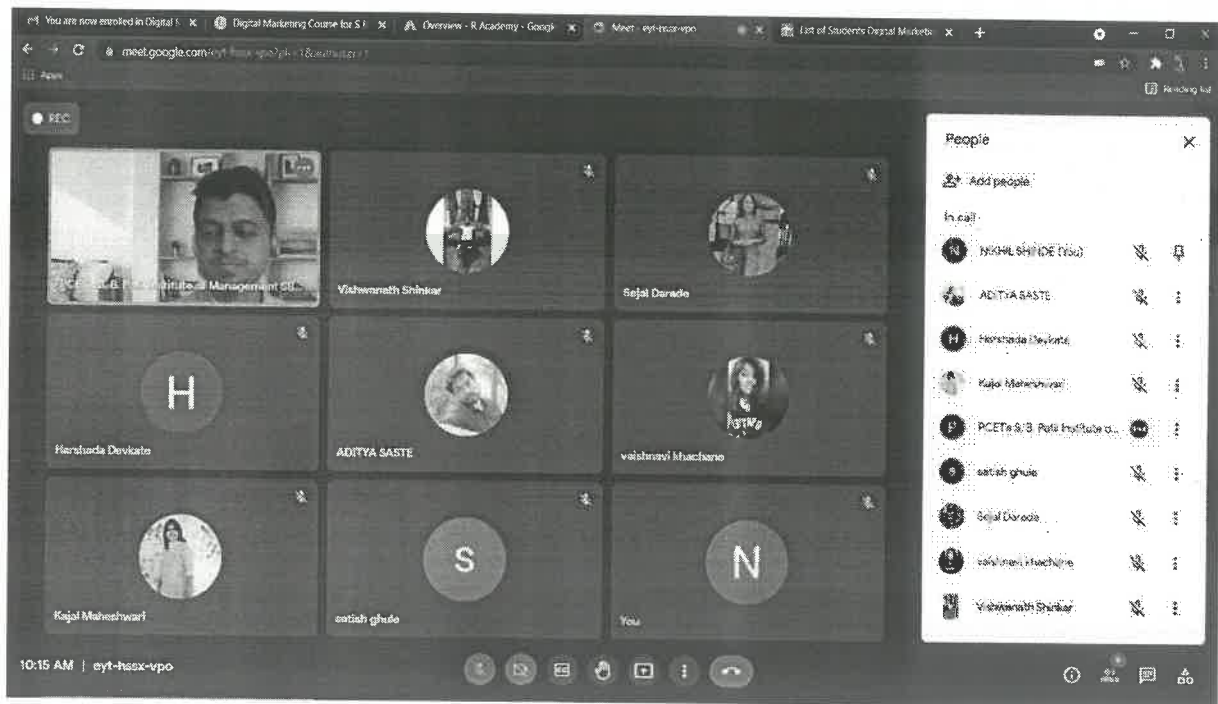
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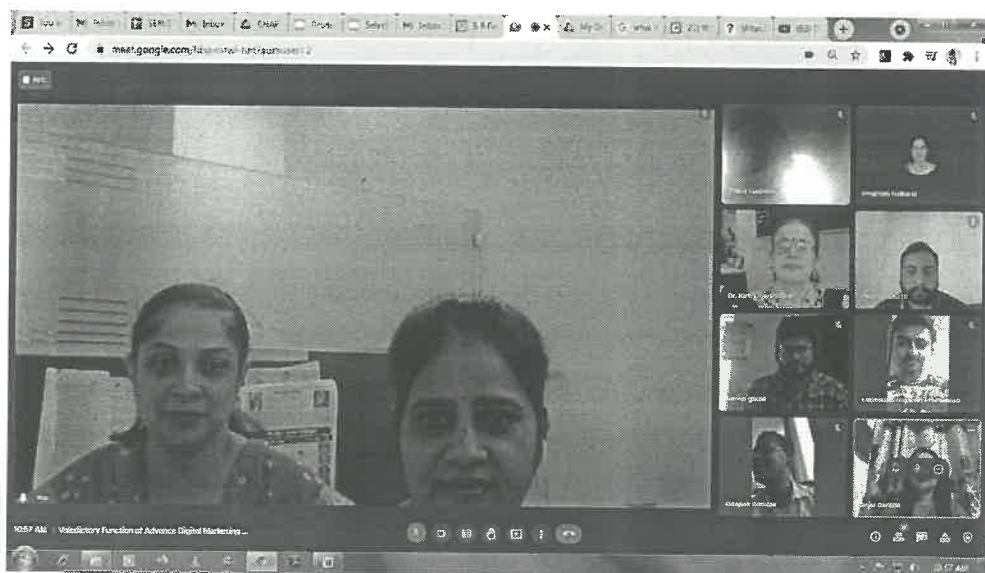
## VALEDICTORY FUNCTION: AUGUST 16, 2021

A valedictory function was organized online to felicitate students on successful completion of their 50 hours program in “Advanced Digital Marketing”. Students were felicitated for completing the course; certificates were presented by Mr. Rahul Gadekar, Director, R- Interactives, Pune.

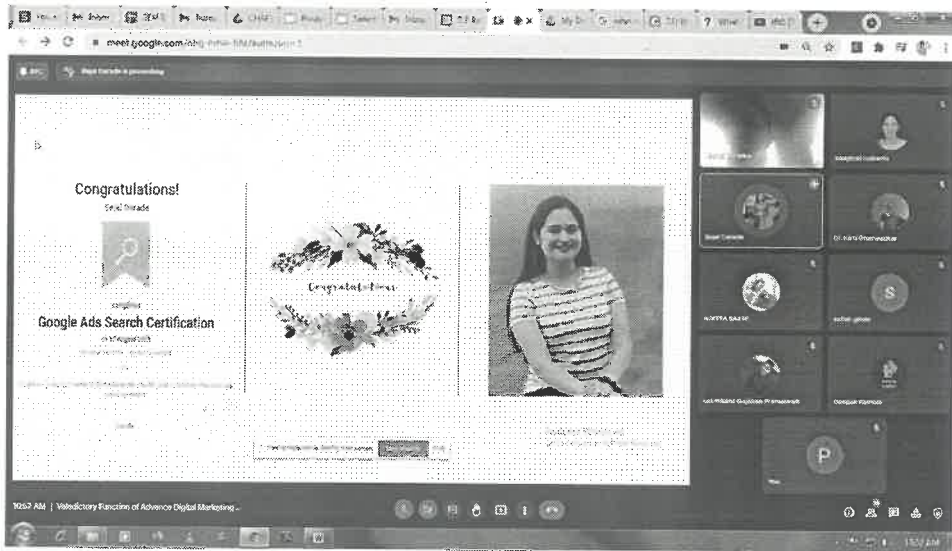
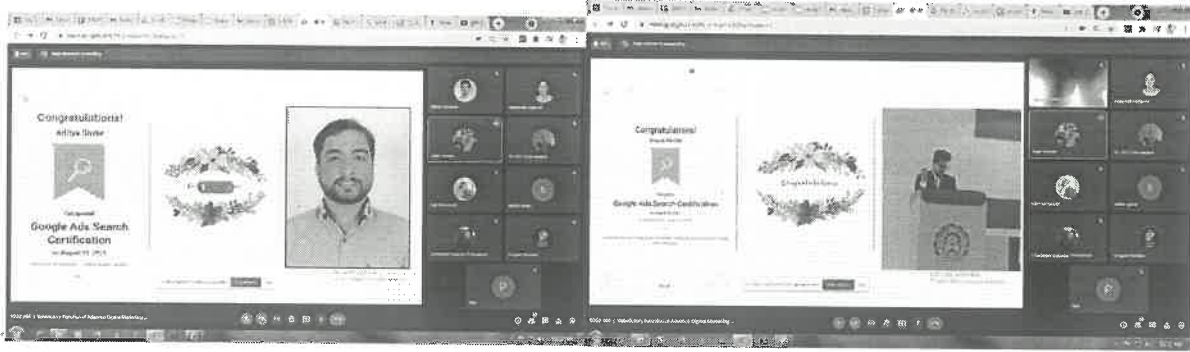




Mr. Rahul Gadekar shared his experience with students and SBPIM. Dr. Kirti Dharwadkar Director, SBPIM congratulated all the students and emphasis on students' holistic development. Sir said this certification program is a great step to develop and enhance students' skill for their academic and professional growth. Sir said SBPIM is really delighted that students have cleared online exam of Google Analytics where passing percentage were 80 percentage. This is a key differentiator, giving the students an upper edge. Sir thanked Mr. Rahul Gadekar for the efforts taken and reflected greater confidence in him. Students also shared their experiences. At last, Sejal Darade has gave vote of thanks.









**Dr. Kajal Maheshwari**

**Coordinator**



**Dr. Kirti Dharwadkar**

**Director**

