

	<p>Topic: ADVANCED DIGITAL MARKETING CERTIFICATION COURSE</p> <p>Date: July 10,2021- August 16,2021</p>	
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Activity: Advanced Digital Marketing Certification Program

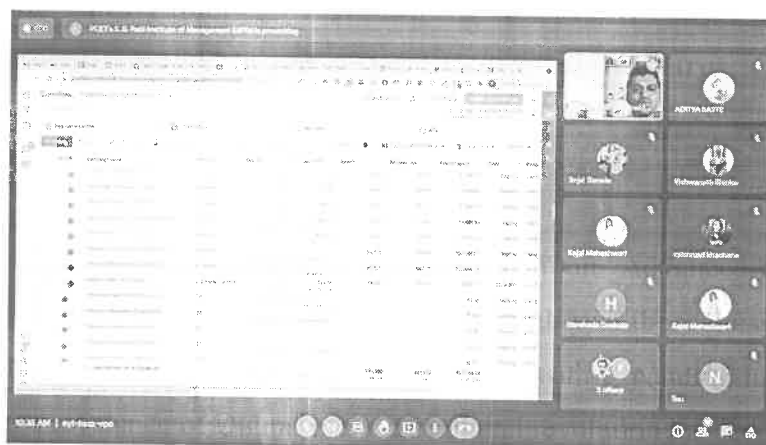
Student Coordinators': Mr. Nikhil Shinde, Ms. Vaishnavi Khachane, Ms. Sejal Darade

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

Number of Students: 09

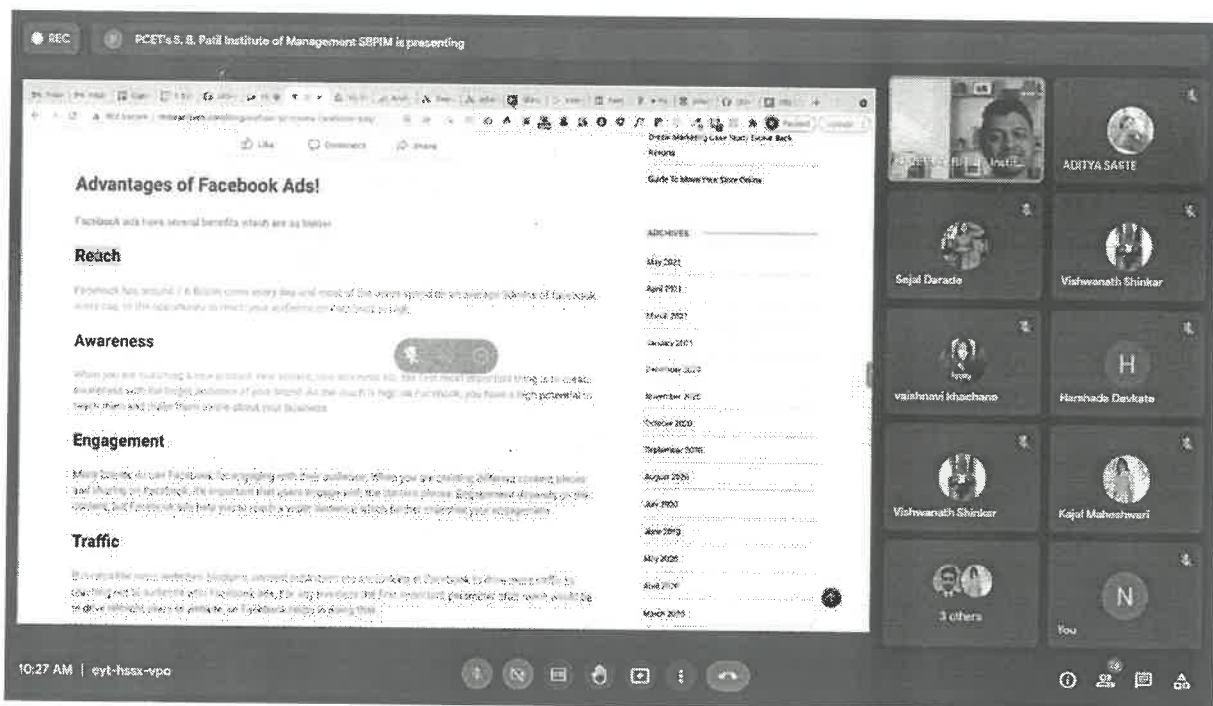
Venue: Online (Google Meet)

July 10, 2021: 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

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

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.

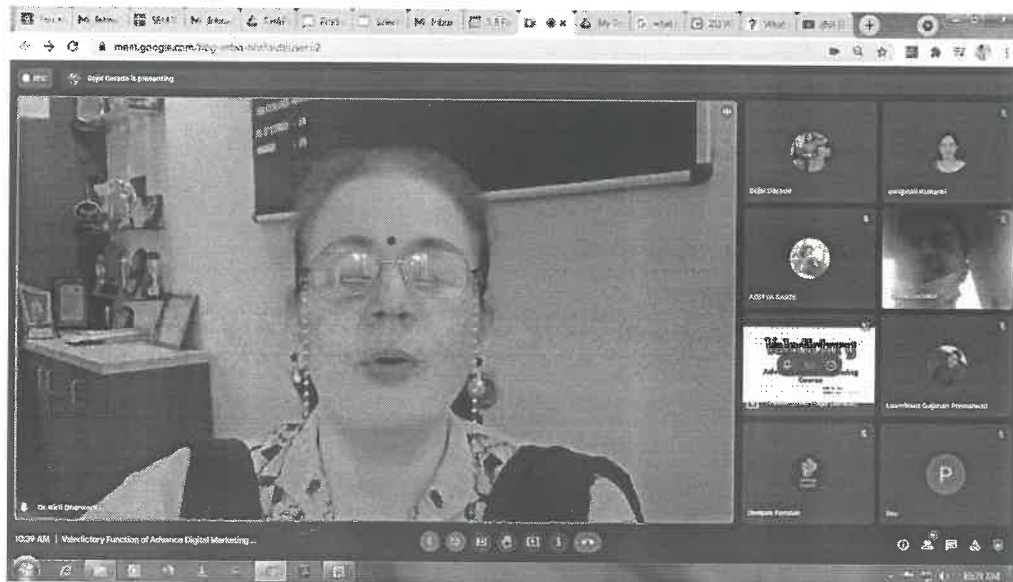
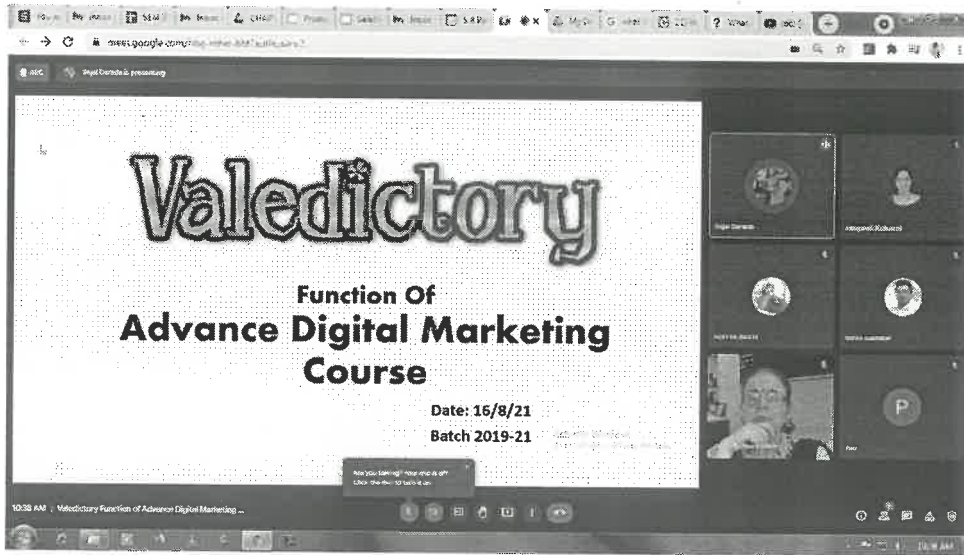
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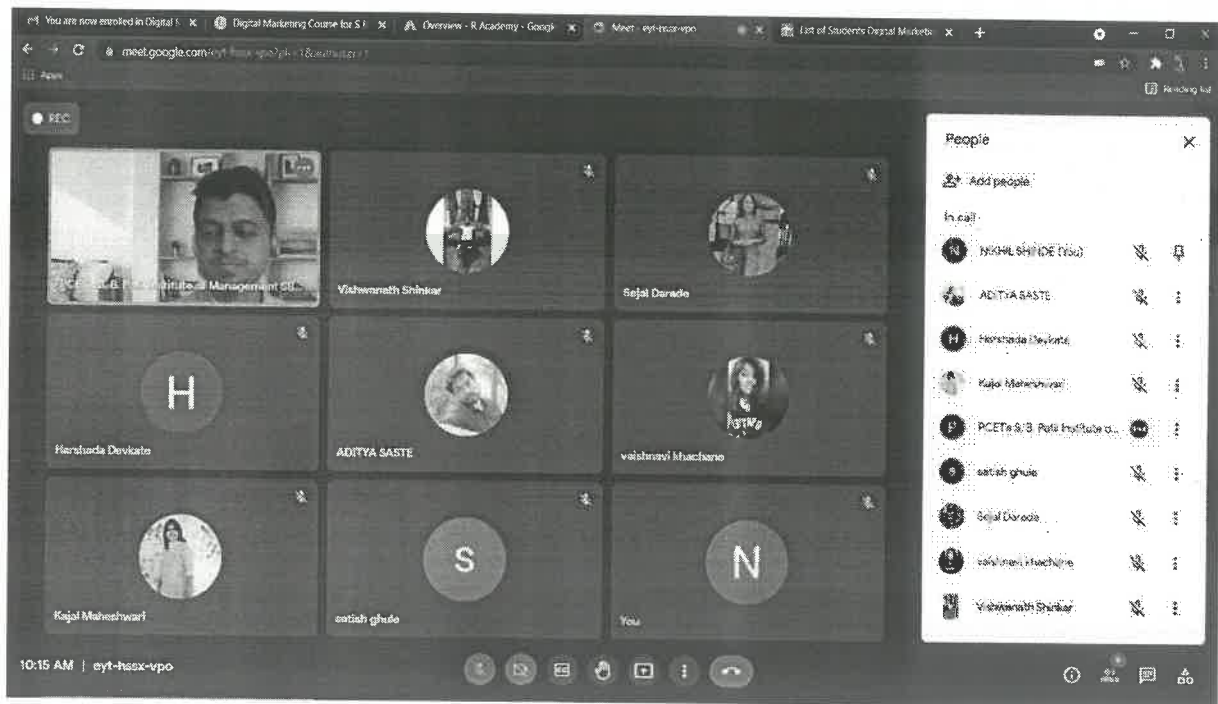
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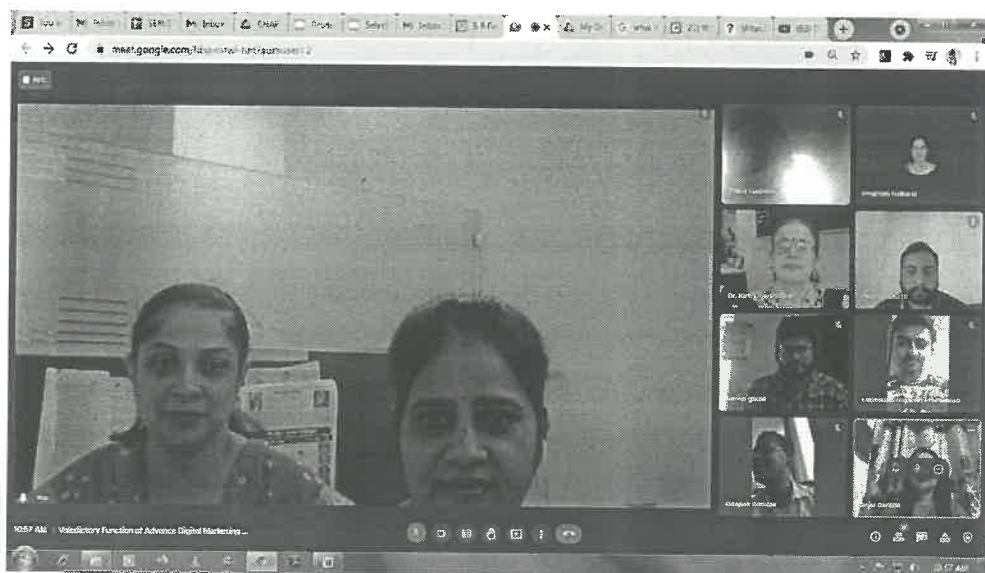
VALEDICTORY FUNCTION: AUGUST 16, 2021

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.



Congratulations!

Sejal Darade



Completed

Google Ads Search Certification

on 15 August 2021

Completion ID: 88888888 | Expires: 15 August 2022

Google recognizes your mastery of the fundamental skills of building and customizing effective Google Search campaigns.

Google

Congratulations!

Vishwanath Shinkar



Completed

Google Ads Search Certification

on 15 August 2021

Completion ID: 88888888 | Expires: 15 August 2022

Google recognizes your mastery of the fundamental skills of building and customizing effective Google Search campaigns.

Congratulations!

Aditya Saste



Completed

Google Ads Search Certification

on August 15, 2021

Completion ID: 88888888 | Expires: August 15, 2022

Congratulations!

Sejal Darade



Completed

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Google

Congratulations!

Deepak Kamble



Completed

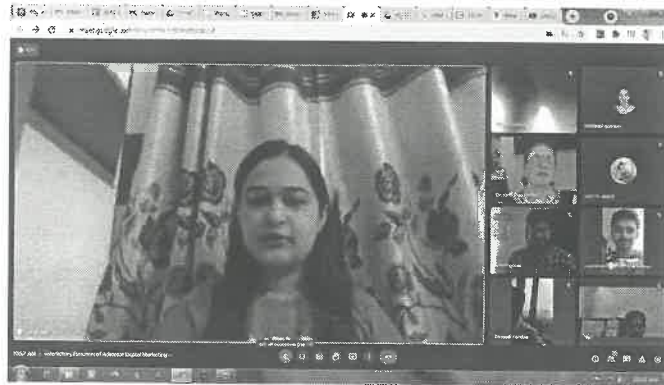
Google Ads Search Certification

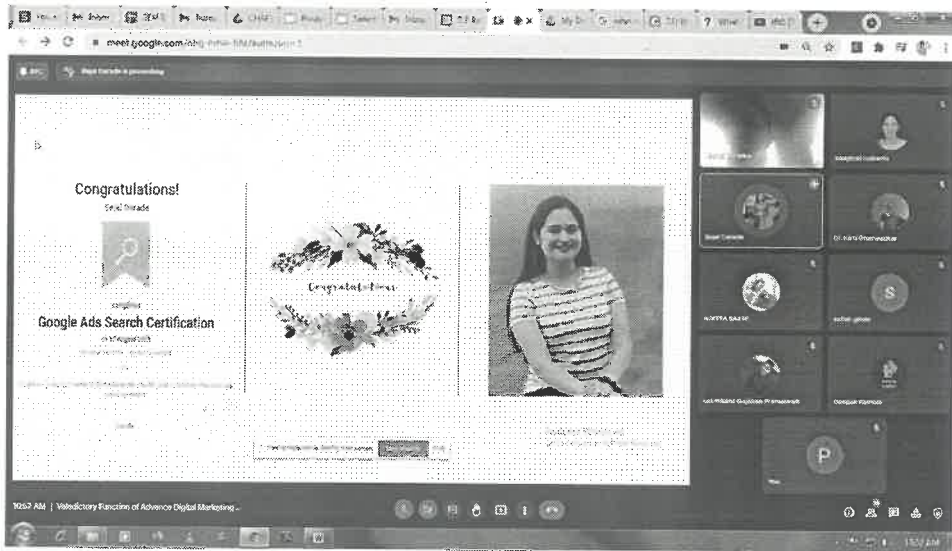
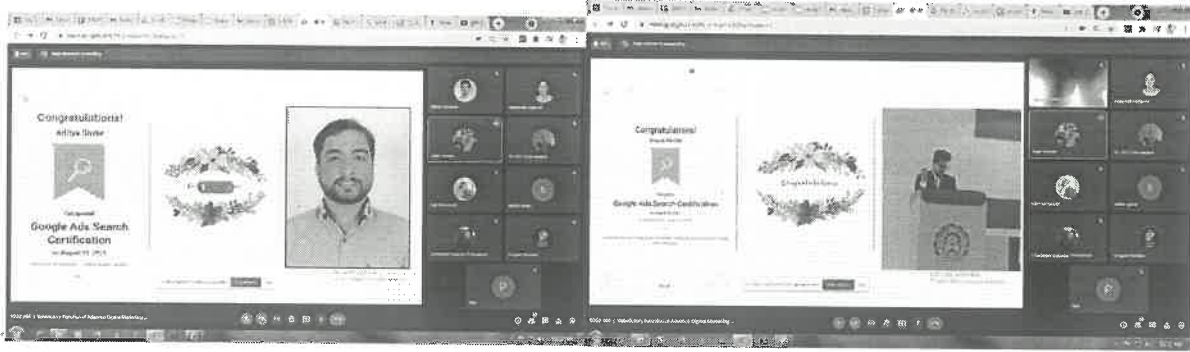
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Dr. Kajal Maheshwari

Coordinator



Dr. Kirti Dharwadkar

Director





P.C.E.T.'s

**S. B. PATIL INSTITUTE OF MANAGEMENT
NOTICE**



Date: 7/07/2021

All the students of MBA- II year Marketing Specialization and faculties' members are hereby informed that Advanced Digital Marketing Certification Program for the batch 2019-21 will be starting.

Details of the Certification Program Inaugural session:

Certification Program: Advanced Digital Marketing Online Course

Speaker: Mr. Rahul Gadekar Founder - R Interactives & R Academy


Number of Hours: 02

Date: July 10, 2021(Saturday)

Time: 10.00am to 12.00 noon

Mode: Session through ERP

All the enrolled students please join the session. Further plan and details for completion of certification program will be shared during inaugural session.


Dr. Kirti Dharwadkar
Director, SBPIM



Digital Marketing Certification Course batch 2019-21 starting from July 10,2021

1 message

Kajal Maheshwari <KajalMaheshwari@sapatilmba.com>

Wed, Jul 7, 2021 at 5:22 PM

To: khachanevaishnavi97@gmail.com, mb19211643@sapatilmba.com, deepakkamble149@gmail.com,
laxmikantpremalwad8@gmail.com, hemantshinkar.vps@gmail.com, satishghule115@gmail.com,
harshadadevkate443@gmail.com, mb19234905@sapatilmba.com, nikhilkailashshinde@gmail.com,
faculty@sapatilmba.com

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With Regards
Dr. Kajal Maheshwari
Asst. Professor,
S.B. Patil Institute of Management, Pune
www.sapatilmba.com

 **Notice Digital Marketing Certification.pdf**
53K



Digital Marketing Certification Course batch 2019-21 starting from July 10,2021

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Wed, Jul 7, 2021 at 5:22 PM

To: khachanevaishnavi97@gmail.com, mb19211643@sapatilmba.com, deepakkamble149@gmail.com, laxmikantpremalwad8@gmail.com, hemantshinkar.vps@gmail.com, satishghule115@gmail.com, harshadadevkate443@gmail.com, mb19234905@sapatilmba.com, nikhilkailashshinde@gmail.com, faculty@sapatilmba.com

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P.C.E.T.'s

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Director, SBPIM





Pimpri Chinchwad Education Trust's

S. B. PATIL INSTITUTE OF MANAGEMENT

PRESENTS INAUGURAL SESSION ON

ADVANCE DIGITAL MARKETING

Certification Program



**50 Hours online
Certification
program for
MBA - 2 Marketing**

**STARTING FROM
10 JULY 2021
SATURDAY**

**TIME:
10 AM TO 12 PM**

**MR. RAHUL GADEKAR
FOUNDER R-INTERACTIVES &
R- ACADEMY**



Faculty Co-ordinators'

Dr. Kajal Maheshwari
Dr. Swapnali Kulkarni

Director

Dr. Kirti Dharwadkar

Student Co-ordinators'

Mr. Nikhil Shinde
Ms. Vaishnavi Khachane
Ms. Sejal Darade





P.C.E.T.'S

S.B. PATIL INSTITUTE OF MANAGEMENT

ACADEMIC YEAR 2020-21

Student Attendance Record

Advanced Digital Marketing Certification Course



Exams

Sr. No.	Roll No.	Student Name	10/7/2021	13/7/2021	14/7/2021	15/7/2021	17/7/2021	23/7/2021	24/7/2021	30/7/2021	31/7/2021	6/8/2021	7/8/2021	14/8/2021	15/8/2021	16/8/2021
1	1921304	Vaishnavi Khachane	P	P	P	P	P	P	P	P	A	P	P	P	P	P
2	1921303	Sejal Darade	P	P	P	P	P	P	P	P	P	P	P	P	P	P
3	1921305	Deepak Jeevan Kamble	P	P	P	P	P	A	P	P	P	P	P	P	P	P
4	1921306	Laxmikant Gajanan Premalwad	P	P	P	P	P	P	P	P	P	P	P	P	P	P
5	1921309	Vishwanath Pitambar Shinkar	P	P	P	A	P	P	P	P	P	P	P	P	P	P
6	1921348	Satish Ghule	P	P	P	P	P	P	P	P	P	P	P	P	P	P
7	1921347	Harshada Devkate	P	P	P	P	P	P	P	A	P	P	P	P	P	P
8	1921319	Aditya Jalindar Saste	P	P	P	P	A	P	P	P	P	P	P	P	P	P
9	1921316	Nikhil Shinde	P	P	P	P	P	P	P	P	P	P	A	P	P	P


Dr. Kajal Maheshwari
Faculty Coordinator



Note: As the students attended session online there attendance was monitored online and marked during the session by the faculty coordinator.