

PIMPRI CHINCHWAD EDUCATION TRUST'S
S. B. PATIL INSTITUTE OF MANAGEMENT
ADVANCED DIGITAL MARKETING CERTIFICATION COURSE

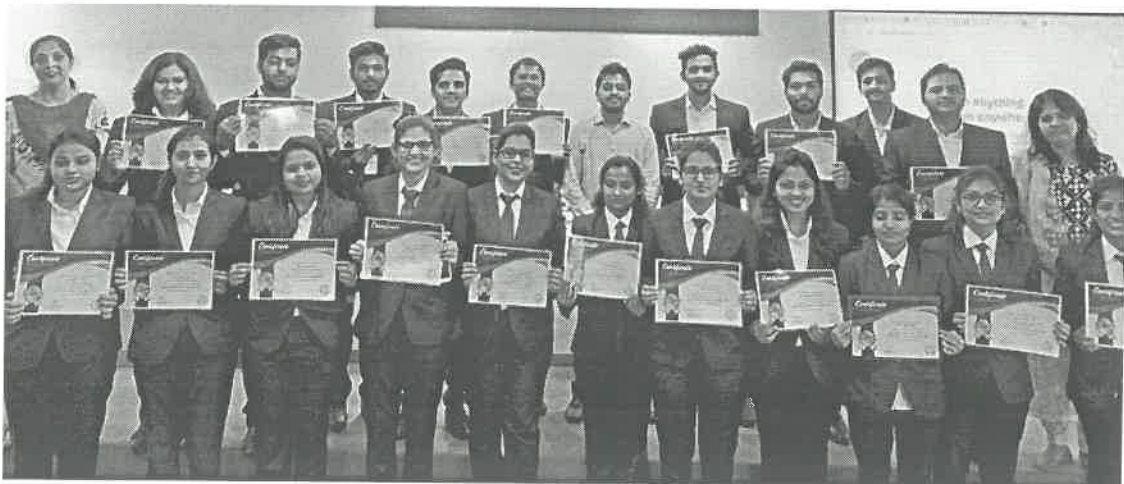
Activity: Advanced Digital Marketing Certification Program

Student Coordinators': Mr. Somesh Tamchikar, Mr. Mayur Nilangekar

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

Venue: SBPIM Computer Lab-1

October11, 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, 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

The sessions were conducted during weekends. Sir shared the interesting insights explaining the effective use of social media in business. Stress was given where students did live Digital campaign by using digital tools and social media. Sir also shared the various career opportunities that MBA students can look up in the field of Marketing. With his sound knowledge and understanding of topics sir addressed various doubts of students on digital marketing. The course benefited students with understanding the subject and practical platform to practice the various



tools as well as explore the various opportunities that they could look forward to in the near future.

Valedictory Function: November 9,2019

A valedictory function was organized 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. C.N. Narayana 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 outcome of this course out of 21 students enrolled and 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. At last Mr. Somesh B. and Mr Mayur Nilangekar students of MBA –Marketing specialization shared their experience during the course.



Felicitation of Mr. Rahul Gadekar with Bouquet & Appreciation Letter





Valedictory Function

Kajal
Dr. Kajal Maheshwari

Director

S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.



P.C.E.T.'s

S. B. PATIL INSTITUTE OF MANAGEMENT
NOTICE

Date: 10/10/2019

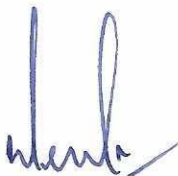
All the faculty members and all the students of MBA-II Year (Marketing specialization) are hereby informed that Digital Marketing Certification Course is scheduled from 11-25 October 2019.

Starting Date: 11/10/2019 (Friday)

Reporting Time: 8.45 am

Venue: SBPIM Computer Lab-1

Dress Code: Uniform/ Formals for all students.



Dr. Daniel Penkar
Director, SBPIM



Digital Marketing Attendance Sheet

Sr. No.	ROLL NO.	NAME OF THE STUDENT	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	
1	301	ADHIKARI RUCHI RAJESH	11/10/19	12/10/19	15/10/19	16/10/19	17/10/19	18/10/19	19/10/19	20/10/19	21/10/19	22/10/19	23/10/19	24/10/19	25/10/19	31/10/19	9/11/19		
2	303	BORKAR NAYAN AMARDEEP	Nayan	Nayan	Nayan	Nayan	Nayan	Nayan	Nayan	Nayan	Nayan	Nayan	Nayan	Nayan	Nayan	Nayan	Nayan	Nayan	Nayan
3	304	DAREKAR SANDESH SUKHDEV	Darekar	Darekar	Darekar	Darekar	Darekar	Darekar	Darekar	Darekar	Darekar	Darekar	Darekar	Darekar	Darekar	Darekar	Darekar	Darekar	Darekar
4	306	GAIKWAD PRIYANKA PANDHARINATH	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad
5	307	NILANGEKAR MAYUR RAMESHRAO	Nilangekar	Nilangekar	Nilangekar	Nilangekar	Nilangekar	Nilangekar	Nilangekar	Nilangekar	Nilangekar	Nilangekar	Nilangekar	Nilangekar	Nilangekar	Nilangekar	Nilangekar	Nilangekar	Nilangekar
6	308	WAGHMARE VAIBHAV VAJINATH	Waghmare	Waghmare	Waghmare	Waghmare	Waghmare	Waghmare	Waghmare	Waghmare	Waghmare	Waghmare	Waghmare	Waghmare	Waghmare	Waghmare	Waghmare	Waghmare	Waghmare
7	311	TAMBE SURAJ DAYATRAYA	Tambe	Tambe	Tambe	Tambe	Tambe	Tambe	Tambe	Tambe	Tambe	Tambe	Tambe	Tambe	Tambe	Tambe	Tambe	Tambe	Tambe
8	312	VAISHNAV GAJAL NAROTTAM	Gajal	Gajal	Gajal	Gajal	Gajal	Gajal	Gajal	Gajal	Gajal	Gajal	Gajal	Gajal	Gajal	Gajal	Gajal	Gajal	Gajal
9	314	GULERIA MADHU RAJKUMAR	Guleria	Guleria	Guleria	Guleria	Guleria	Guleria	Guleria	Guleria	Guleria	Guleria	Guleria	Guleria	Guleria	Guleria	Guleria	Guleria	Guleria
10	325	POWAR MAYUR ASHOK	Powar	Powar	Powar	Powar	Powar	Powar	Powar	Powar	Powar	Powar	Powar	Powar	Powar	Powar	Powar	Powar	Powar
11	320	BHIRUD MITALI ASHOK	Bhirud	Bhirud	Bhirud	Bhirud	Bhirud	Bhirud	Bhirud	Bhirud	Bhirud	Bhirud	Bhirud	Bhirud	Bhirud	Bhirud	Bhirud	Bhirud	Bhirud
12	321	TAMCHIKAR SOMESH BHUPENDRA	Tamchikar	Tamchikar	Tamchikar	Tamchikar	Tamchikar	Tamchikar	Tamchikar	Tamchikar	Tamchikar	Tamchikar	Tamchikar	Tamchikar	Tamchikar	Tamchikar	Tamchikar	Tamchikar	Tamchikar

