



Pimpri Chinchwad Education Trust's
S. B. PATIL INSTITUTE OF MANAGEMENT

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EVENT REPORT

Name of the Activity: - **Advanced Digital Marketing Certification Program**

Committee: - **Certification Program for Marketing**

Name of the Guest Speaker: - **Rahul Gadekar, Founder R Interactives | Stanford LEAD | Digital Advisory**

Date : - **12/01/2023 to 28 /01/2023**

Time : - **9:00 am to 5:00 pm**

Venue: - **Computer Lab -1 & Valedictory in Seminar Hall-1**

Name of the Faculty Coordinator: - **Dr. Kajal Maheshwari, Dr. Santosh shinde**

Name of the Student Coordinator: - **Mr. Mahesh Kshirsagar, Mr. Shubham Raskar**

Number of Students Participated: **16**

Brief Information of the Event: -

Pimpri Chinchwad Education Trust's
S. B. Patil Institute of Management

An IQAC Initiative
**INAUGURAL SESSION ON
ADVANCE DIGITAL MARKETING
CERTIFICATION PROGRAMME**



Thursday
January
12 / 2023

Time
09:00 AM



SBPIM SEMINAR HALL-1

Mr. Rahul Gadekar
Founder, R Interactives
Stanford LEAD | Digital Advisory

Faculty Coordinators
Dr. Kajal Maheshwari
Dr. Santosh Shinde

Dr. Kirti Dharwadkar
DIRECTOR, SBPIM

Student Coordinators
Mr. Mahesh Kshirsagar
Mr. Shubham Raskar

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SBPIM has organized a certification program on “Advanced Digital Marketing” course for marketing specialization. This is a consecutive sixth this course was organized. Digital marketing is extremely important in today's day and age. **It helps focus on targeted audiences with a global reach, unlike traditional marketing, bringing in high revenue with little investment.** It is conversion-led and can easily be monitored. Damage control is also easy with digital marketing.

In the current business environment, it no longer makes sense to stick to traditional methods alone. Technology is ever-evolving and will continue to influence marketing in various ways. The importance of digital marketing is clear. If you want your business to survive and thrive, you must learn how to make use of digital marketing.

This course is introduced aiming students to learn Digital Marketing which can change their life in future and the impact of digital technologies on marketing communication strategies and practices. Digital marketing has many domains including social media, search engines, email, etc. With time, the complexity and importance of digital marketing roles have also increased.

It's an ever-evolving field so the techniques that were effective a few years back might not be useful today.

The objective of this course was to bridge the gap between industry and academic 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..

The sessions were conducted especially on weekends. Mr. Rahul shared the interesting insights explaining the effective use of social media in business for now and in future as well. Students got engaged with practical sessions on Digital campaigns and Ads by using different tools and social media. He also shared the various career opportunities that MBA students can look up in the field of Marketing and how students can run their own business in this field. 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. Students were more interested to get a practical knowledge with real examples.

On last day, Students were fully prepared to apply this knowledge practically in near future and become a best Digital Marketer in industry.

VALEDICTORY FUNCTION: 28TH JANUARY 2023

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.

Dr.Kirti Dharwadkar Director, SBPIM congratulated all the students and emphasis on students’ holistic development. Dr.Kirti Dharwadkar said this certification program is a great step to develop and enhance students’ skill for their academic and professional growth. She said SBPIM is really delighted that students have cleared online exam of Google Analytics where passing percentage were 80 percentage and completion of course from R-Academy with certification. She thanked Mr. Rahul Gadekar shared his experience with students and SBPIM also thanked Dr.Kajal Maheshwari Co-Ordinator of program.

Mr. Rahul Gadekar shared his experience with SBPIM and students. He said it was really awesome experience with students and students were also curious to know about Digital Marketing world . So, that was encouraged him to share knowledge with them.

Dr.Kajal Maheshwari - Co-Ordinator of this course thanked Dr.Rahul sir for providing Digital Marketing knowledge and clearing all concepts with patience and also thanked students co-Ordinator Mr.Mahesh and Mr.Shubham for smooth co-operation.

Students also shared their experiences and thanked SBPIM and Mr.Rahul sir, Dr. Kajal Ma’am for providing such a great chance to attend course with amazing results. At last, Ms. Sayali Chavan has given vote of thanks.



Dr. Kirti Dharwadkar, Director SBPIM Felicitating Mr. Rahul Gadekar, Trainer of Advanced Digital Marketing Certification Program



Group Photo of the Students Completed the Advance Digital Marketing Certification Program

[Signature]
Dr. Kajal Maheshwari
 Coordinator



[Signature]
Dr. Kirti Dharwadkar
 Director

P. C. E. T.'s

S. B. Patil Institute of Management

**903 – Certification Course for Marketing
Syllabus for 2022 – 23**



**Digital
Marketing
Modules**

Digital Marketing Modules



Introduction
Digital Marketing



Fundamentals
of Website



Google
Adwords



Facebook &
Instagram Ads



LinkedIn
Advertising



Search Engine
Optimization



Google
Analytics



Google
Webmasters



Email
Automation



Lead
Generation



Digital Marketing Modules

Introduction to Digital Marketing



What is Digital Marketing



Channels in Digital



Benefits of Digital Marketing



Types of websites in online business



Revenue models in online business



Introduction to OTT



Online Customer Journey

Fundamentals of Website



Website Structure



Domains, sub domains



Server & hosting



Understanding CMS



Understanding Wordpress



Plugins in wordpress



Ecommerce website
structure

Google Adwords/Ads



Pricing Fundamentals



Account structuring



Ad Groups, Keywords & Match types



Search ads campaign creation



Dynamic Keyword Insertion



Ad Customiser



Differential bidding



Attribution Modelling



Display ads creation



Shopping & Video Ads creation



Remarketing



Measurement & optimization

Search Engine Optimization



SEO Fundamentals



Ranking factors



Primary & secondary keywords



On page optimization



Off page optimization



Link juice and DA



Multi-regional SEO



Multilingual SEO



Structured data



Local SEO for multiple locations



AMP, FAQ Snippets and Answer box



Leveraging webmasters

Social Media Advertising

(Fb, Instagram, Linkedin & Twitter)



Facebook Business Manager



Facebook ads creation



Facebook - Traffic, Lead generation
conversion, A/B campaigns



Conversion Set up



Remarketing



Instagram ads creation



Facebook Business Manager



Linkedin Advertising



Linkedin campaign creation



Twitter Advertising



Measurement &
Optimization

Google Analytics



Key metrics



Key dimensions



Understanding analytics from an Ecommerce business perspective



Measuring spends data



Measuring acquisition data



Measuring behaviour data



Measuring ecommerce & multi-channels data



Understanding assisted conversions



Custom lists for remarketing through analytics



Dissecting data and analysis

Email Marketing



Overview



Terminologies in Email Marketing



List creation



Templates



Creating email campaign in mailchimp



Drip marketing



Email automation set up



Collection leads directly on mailchimp



Personalising emails



Email Reports

Google Webmasters



Overview



Performance



URL Inspection



Coverage



Sitemaps



AMP



FAQ's



Links



Mobile Usability



Interpreting data

Social Media Tools



SEMRush



Zoho Social



Hootsuite



Buffer



Similar Web



BuzzSumo



Canva



IFTTT



Tweetdeck



Piktochart



Google Data Studio