

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

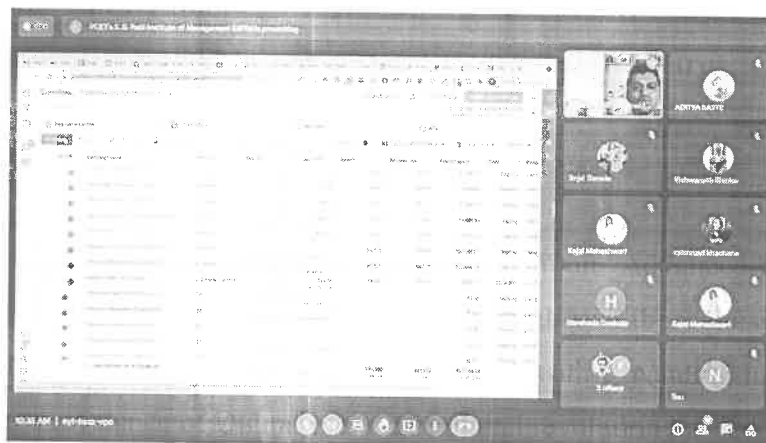
**Student Coordinators': Mr. Nikhil Shinde, Ms. Vaishnavi Khachane, Ms. Sejal Darade**

**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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### 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.

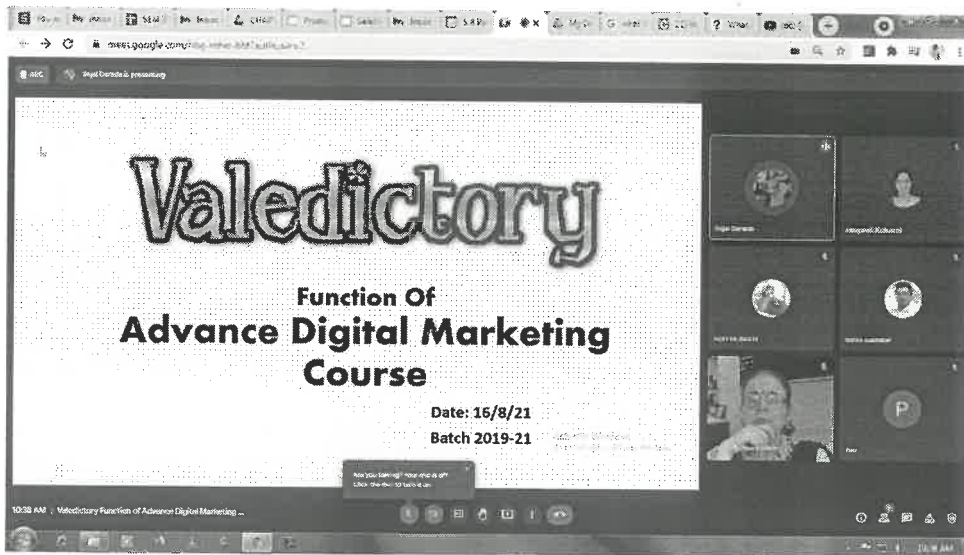
**What do we want them to THINK? (Brand Positioning Statement)**  
 The cumbersome habit payment of bills made easy & comfortable. Bills payment is a #GOODHABIT and one which can be easily followed religiously.

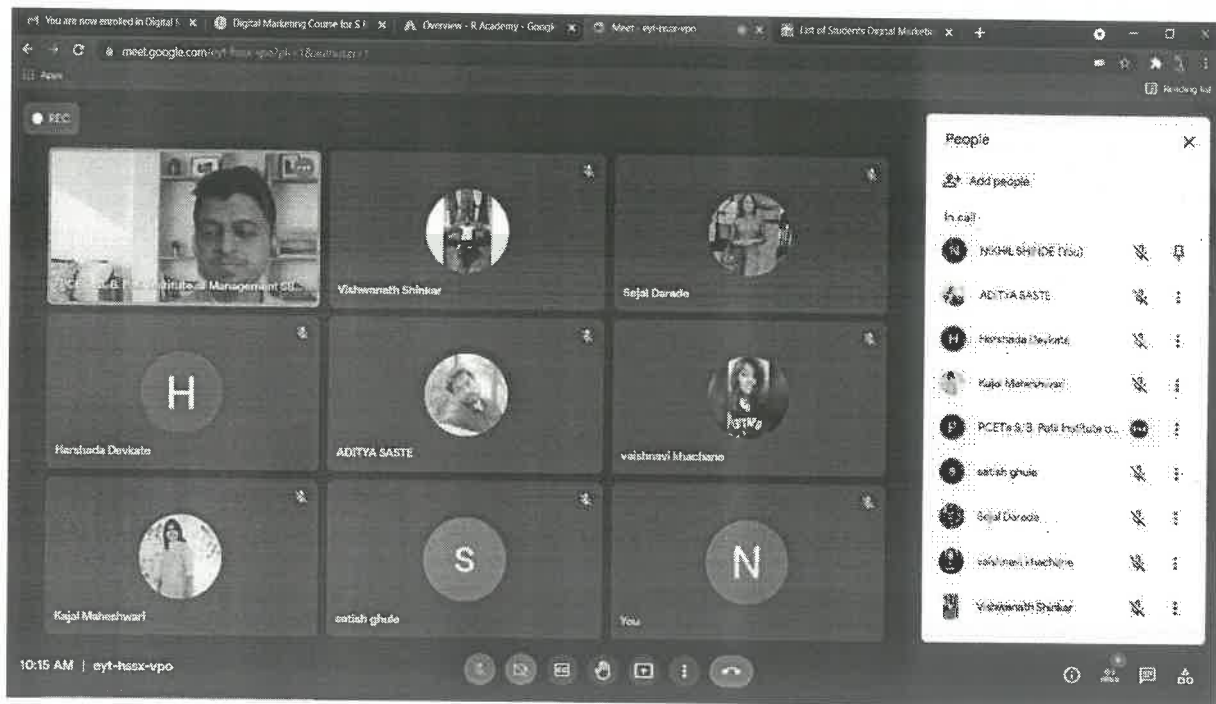
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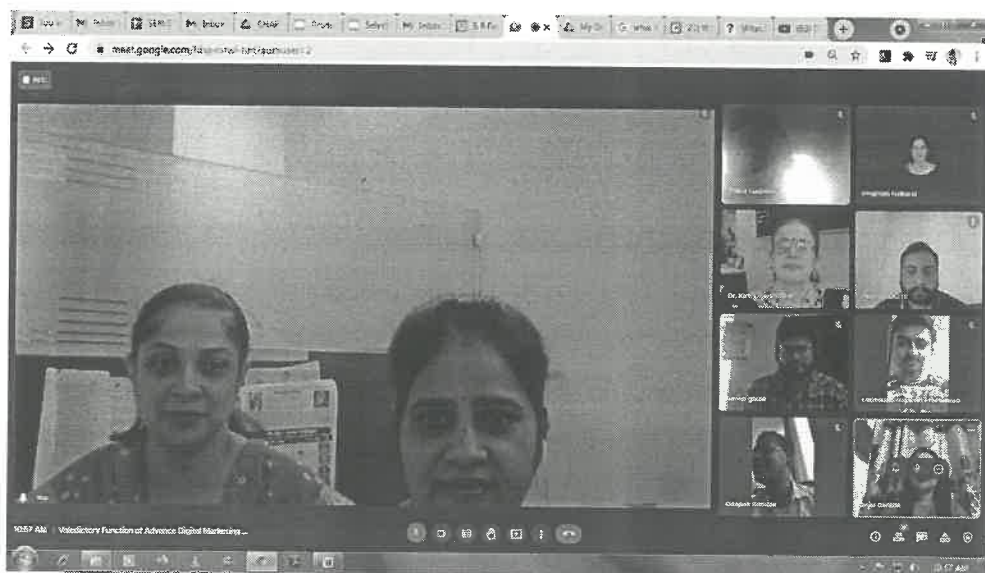
## VALEDICTORY FUNCTION: AUGUST 16, 2021

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

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

Google

**Congratulations!**

Vishwanath Shinkar



Completed

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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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on 15 August 2021

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

Google

**Congratulations!**

Deepak Kamble



Completed

**Google Ads Search Certification**

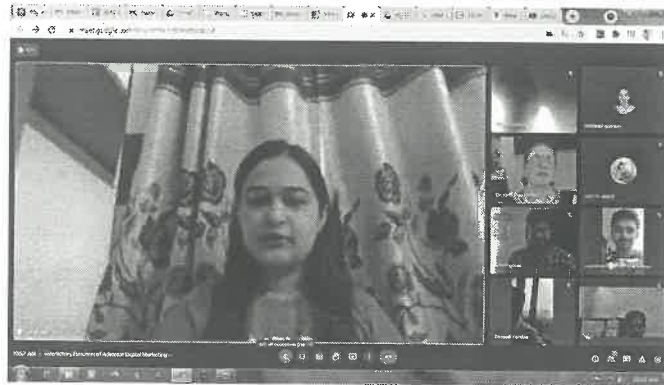
on August 15, 2021

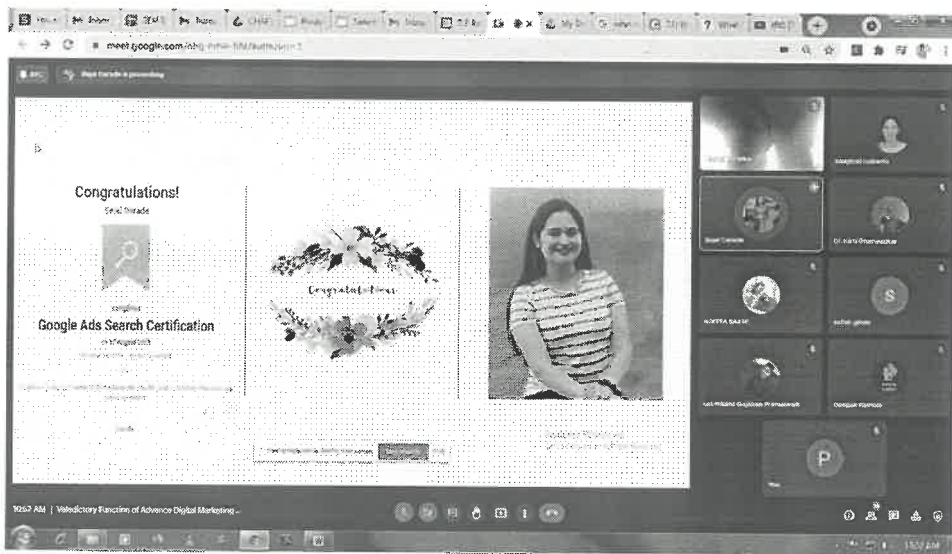
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**Dr. Kajal Maheshwari**

**Coordinator**



**Dr. Kirti Dharwadkar**

**Director**



**P. C. E. T.'s**

**S. B. Patil Institute of Management**

**903 – Certification Course for Marketing  
Syllabus for 2020 – 21**



# Advanced Digital Marketing Online Course

By R Academy - An Experiential Learning Platform  
[www.racademy.in](http://www.racademy.in)





**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