

ADVANCED DIGITAL MARKETING CERTIFICATION COURSE

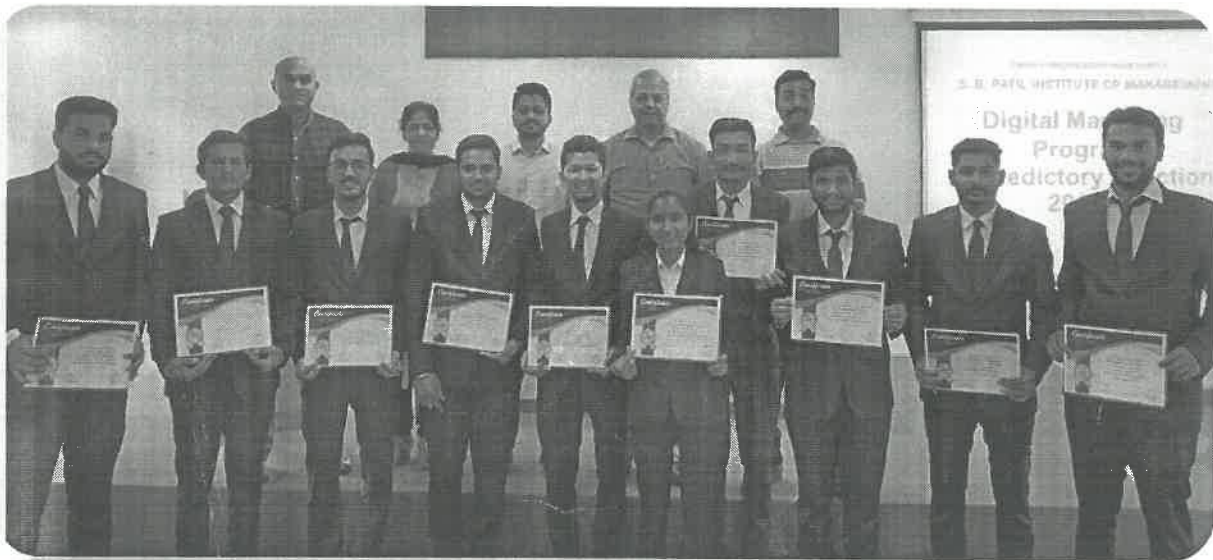
Activity: Advanced Digital Marketing Certification Program

Student Coordinators': Mr. Amrit Singh, Mr. Soham Bobade

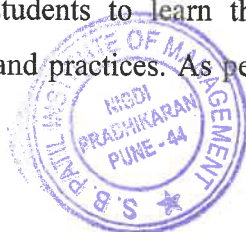
Faculty Coordinator: Dr. Kajal Maheshwari

Venue: SBPIM Computer Lab-1

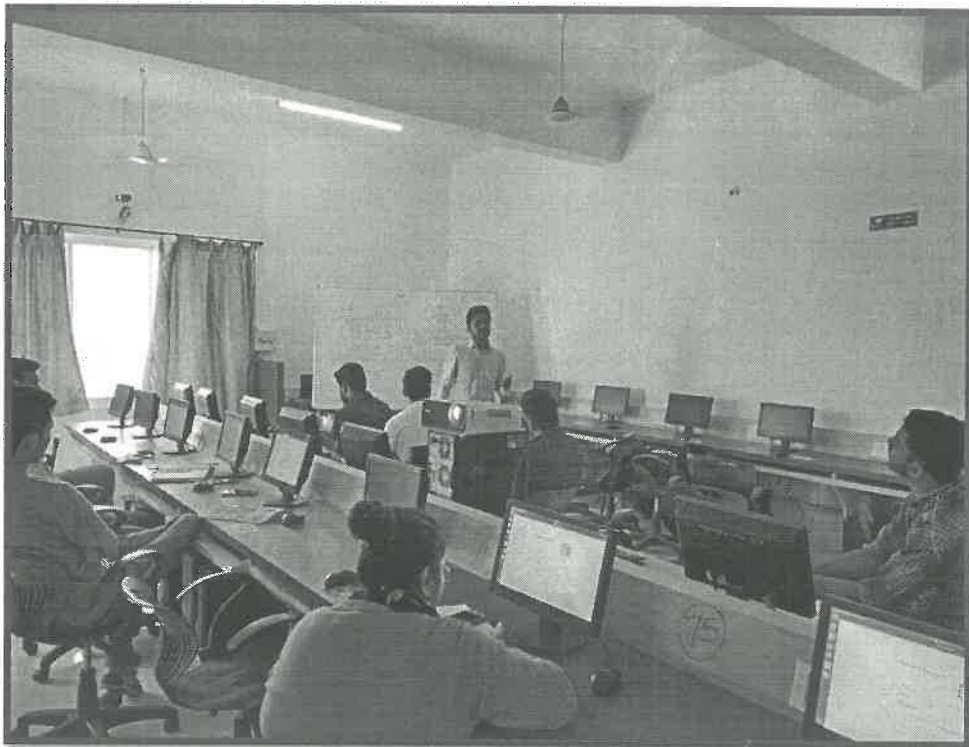
November 15, 2018: SBPIM has organized a certification program on “Advanced Digital Marketing” course for marketing specialization. This is a consecutive fourth year this course was organized. In today’s digital world the marketing has changed for better with expanding Internet populace in India, and 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..



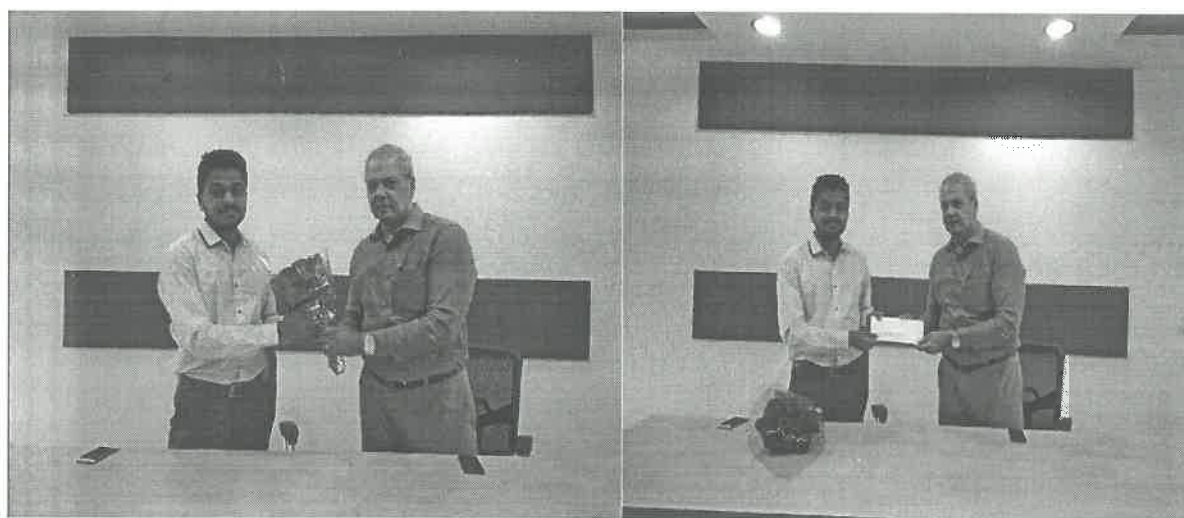
Mr. Rahul Gadekar Director, R Interactives Conducting Sessions



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.

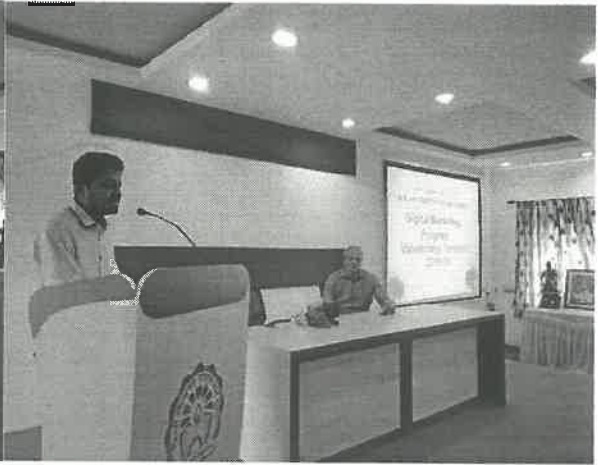
Valedictory Function: January 5, 2018

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. Daniel Penkar 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 13 students enrolled 5 students have been 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. Ranu Singh and Mr Soham Bobade students of MBA – Marketing specialization shared their experience during the course.



Dr. Daniel felicitating Mr. Rahul Gadekar with Bouquet & Appreciation Letter





Dr. Kajal Maheshwari
Faculty Coordinator

DR. DANIEL PENKAR
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

**903 – Certification Course for Marketing
Syllabus for 2018 – 19**

Scope of Work

Conducting Digital Marketing Training for SB Patil Institute of Management.

Below is the Digital Marketing Course Structure for the same:

Digital Marketing Ecosystem

- Introduction to Digital Marketing
- Key Players & Market Share
- Digital Advertising Market Share
- Digital Marketing Industry Industry Trends
- Understanding Different Websites
- Understanding Revenue Models
- Understanding Pricing Models

Google Adwords

- Paid Advertising Pricing Fundamentals
- Understanding Adwords Campaign Structure
- Understanding Different Bidding Strategy
- Understanding Campaign Settings for Different Verticals
- Defining Ad Groups & Keywords for Campaigns
- Understanding Differential Bidding
- Understanding Ad Position Factors
- Understanding Bid Automation
- Understanding Quality Score & Ad Rank
- Understanding Conversion Tracking & Setup
- Keyword Insertion & Dynamic Search Ads
- Ad Customization for Ecommerce
- Understanding Display Campaign Targeting
- Understanding Remarketing Campaign & Setup
- Understanding Video Campaign & Setup
- Understanding Video Campaign & Setup

- Data Interpretation of Adwords
- Understanding Improving Different Metrics
- Understanding Competitive Metrics
- Budget Planning & Allocation for Campaigns
- Creating Live Campaigns in the Class (Institute to provide 5K for students for creating live campaigns)

Search Engine Optimization

- Understanding Website Structure
- Understanding Website Structure for E-Commerce
- Content Strategy for Website
- Keyword Research for SEO (Keyword Planner, Keyword Discovery, SpyFu, SEM Rush)
- On Page Optimization
- Title Tag, Description Tag, Header Tags, URL Structure, Keyword Density, Alt Tag, Anchor Tag
- Sitemap, Robots.txt, www resolve, Custom 404 Error, Canonical Tag, Page Load Time, Redirection (301 & 302)
- E Commerce SEO
- Accelerated Mobile Page
- Business Listings
- Off Page Optimization
- Guest Blogging, Classified Submissions, Article Submissions, Blog Commenting & Forum Answers, Directory Submissions, PR Submissions, Social Bookmarking, Video Submissions
- Google Updates: Panda, Penguin, Humming Bird, Pigeon, Possum

Social Media Marketing

- Understanding Objectives of Platforms
- Facebook Advertising
- Twitter Advertising
- LinkedIn Advertising
- Social Media Content Strategy
- How to trend a Hash Tag
- Influencer Marketing
- Case Studies: Logitech, Fast & Furious etc

Google Analytics

- Setting up Google Analytics
- Understanding Key Terms in Google Analytics
- Traffic Sources Data
- Understanding Bounce Rate & How to reduce it
- Setting Up Goals
- E-Commerce Conversion Tracking
- Setting Up Re-Marketing from Google Analytics
- Understanding Assisted Conversions
- Data Interpretation of Analytics
- Key Factors to look at for Better Optimization
- How to improve Conversion Rate on the website
- Reporting

Email Marketing

- Fundamentals of Email Marketing
- OptIn & Double Optin Database
- Email Marketing Content Strategy
- Email Marketing Do's & Don'ts
- Email Automation
- Creating Email Automation Campaigns

Mobile Marketing

- Mobile App Marketing
- Mobile App Analytics
- Missed Call Marketing
- SMS Marketing
- Mobile App – Metrics
- Mobile Marketing Networks