



Pimpri Chinchwad Education Trust's

S. B. PATIL INSTITUTE OF MANAGEMENT

(Permanently Affiliated to Savitribai Phule Pune University)

Sector No 26, Pradhikaran, Nigdi, Pune - 411 044



Name of the Activity	Advanced Digital Marketing Certification Course
Speaker & Coordinator Name & Mobile No.	Dr. Kajal Maheshwari 9326505453 Dr. Dileep Pawar
Day & Date	December 1, 2023 to December 15, 2023
Venue	PCET's SBPIM Computer Lab- & Seminar Hall-1
Number of Participants	18
Nature of the Activity	One Time
Student Coordinator	Mr. Aditya Uttekar Mr. Shivam Shinde Mr. Onkar Rathod - Vote of thanks Mr. Mayur Marthe - Introduction

Brief Information of the Activity:

Topic of the Activity	Advanced Digital Marketing Certification Course
Objectives	1. Objective 1: Skill Development and Practical Exposure: <ul style="list-style-type: none">• Equip students with a comprehensive understanding of various digital marketing domains, including Search Engine Marketing, Search Engine Optimization, Social Media Optimization, Email Marketing, Mobile Marketing, Analytics, and Ad Server management.• Provide hands-on practical exposure through real-world case studies, digital campaigns, and the use of industry-relevant tools, ensuring that students can apply theoretical knowledge to practical scenarios. 2. Bridge the Gap Between Industry and Academia: <ul style="list-style-type: none">• Foster a strong connection between academic concepts and industry practices by bringing in experienced professionals like Mr. Rahul Gadekar from R-Academy to conduct the course.• Enable students to grasp the current trends and challenges in the digital marketing landscape, ensuring that the curriculum remains up-to-date and relevant to industry needs.

	<ul style="list-style-type: none"> • Prepare students for the professional world by highlighting career opportunities in digital marketing, encouraging entrepreneurship in the field, and addressing industry-specific challenges and strategies.
Outcome	<p>Comprehensive Understanding and Application:</p> <ul style="list-style-type: none"> • Students will demonstrate a comprehensive understanding of various digital marketing domains, showcasing proficiency in areas such as Search Engine Marketing, Search Engine Optimization, Social Media Optimization, Email Marketing, Mobile Marketing, Analytics, and Ad Server management. • The application of theoretical knowledge will be evident through the successful execution of practical tasks, including the development and implementation of digital campaigns using industry-relevant tools. Students will be capable of strategizing and executing effective digital marketing initiatives. <p>Enhanced Career Readiness and Industry Relevance:</p> <ul style="list-style-type: none"> • Graduates of the program will be well-prepared for diverse career opportunities in the field of digital marketing, either as professionals in established organizations or as entrepreneurs launching their ventures. • The course will contribute to enhancing the employability of students by providing insights into industry trends, challenges, and best practices. Students will gain a clear understanding of how digital marketing aligns with contemporary business strategies, ensuring their readiness to contribute effectively in professional settings.

Brief Report

SBPIM recently concluded certification program on "Advanced Digital Marketing," a course designed to equip students with the essential skills needed for success in the ever-evolving field of digital marketing. In today's dynamic business environment, relying solely on traditional methods is no longer practical, and embracing digital marketing is crucial for a business's survival and growth.

The course, conducted over 50 hours by Mr. Rahul Gadekar, Director of R-Academy in Pune, aimed to bridge the gap between industry practices and academic knowledge. With over 14 years of experience in the digital media arena, Mr. Gadekar brought valuable insights into E-Commerce Marketing, Performance Marketing, and collaborations with renowned brands such as Logitech, Cox & Kings, ICICI Pru, and others.

The program covered various digital marketing domains, including Search Engine Marketing, Search Engine Optimization, Social Media Optimization, Email Marketing, Mobile Marketing, Analytics, and Ad Server management. The weekend sessions provided students with practical exposure to digital campaigns and advertisements, utilizing different tools and social media platforms.

Mr. Gadekar not only shared his expertise but also highlighted the significance of social media in current and future business scenarios. He elucidated the career opportunities available to MBA students in marketing and encouraged them to consider entrepreneurship in the digital marketing field.

Students actively participated in practical sessions, engaging in discussions, and gaining hands-on experience. They were particularly interested in real-world examples, and Mr. Gadekar addressed their doubts with his in-depth understanding of digital marketing concepts.

The course concluded with a valedictory function held online on December 1, 2023. During this event, students were acknowledged for successfully completing the program, and certificates were presented by Mr. Rahul Gadekar. Dr. Kirti Dharwadkar, Director of SBPIM, congratulated the students on their achievement, emphasizing the importance of holistic development..

Mr. Gadekar shared his positive experience with SBPIM and expressed his enthusiasm for interacting with curious and engaged students. Dr. Kajal Maheshwari, Dr. Dileep Pawar the coordinator of the program, extended gratitude to Mr. Gadekar for imparting valuable knowledge with patience. Students also expressed their appreciation for the opportunity, thanking SBPIM, Mr. Gadekar, and Dr. Maheshwari for the enriching experience.

In conclusion, the certification program on Advanced Digital Marketing at SBPIM provided students with not only theoretical knowledge but also practical skills, preparing them to excel in the dynamic and competitive digital marketing landscape.

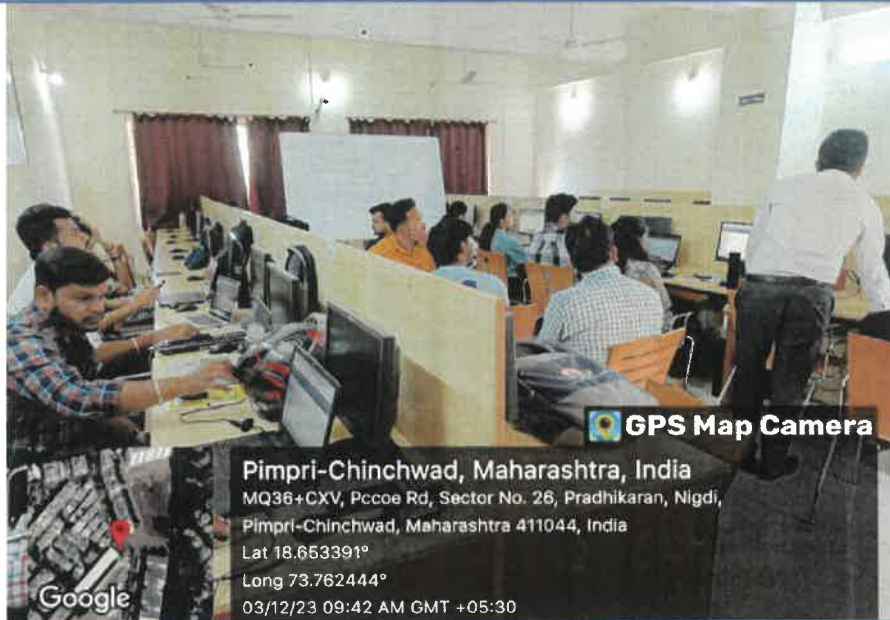


Students receiving Certificate of Advanced Digital Marketing







Mr. Rahul Gadekar, Director of R-Academy trainer of the certification course,
Dr. Kirti Dharwadkar Director SBPIM



Students attending the session of Advanced Digital Marketing Certification Program


Dr. Kajal Maheshwari
Dr. Dileep Pawar
Activity Coordinator


Dr. Amarish Padma
IQAC Coordinator


Dr. Kirti Dharwadkar
DIRECTOR

