



An Autonomous Institute Under UGC & Shivaji University  
College with Potential for Excellence (CPE) - III Phase.



## Schedule of FDP on “Digital Marketing Techniques for Business Excellence”

### 2<sup>nd</sup> Sep 2020 to 6<sup>th</sup> Sep 2020

Online FDP sponsored (AICTE) under ATAL Training and Learning Academy.

Days	10 am to 11.30 am	11.45 am to 1.15 pm	1.15 pm to 2.15 pm	2.15 pm to 3.45 pm
Day 1 Wednesday 2nd Sept 2020	<b>Inauguration</b>	<b>Introduction to Digital Marketing</b> RP- Dr.Pravin Chavan	<b>Lunch break</b>	<b>Website Planning &amp; Development</b> RP: Mr. Amol Tolbande
Day 2 Thursday 3rd Sept 2020	<b>Domain &amp; Web hosting</b> RP: Amol Tolbande	<b>Building website/ blog</b> RP: Amol Tolbande		<b>Using Wordpress Plug ins</b> RP: Mr. Amol Tolbande
Day 3 Friday 4th Sept 2020	<b>Introduction to Search Engine Optimisation</b> RP: Mr. Akshat Bharani	<b>On page SEO Techniques</b> RP: Mr. Akshat Bharani		<b>Mental &amp; Emotional Development</b> RP: Prof. Sachin Jagtap
Day 4 Saturday 5th Sept 2020	<b>Email Marketing</b> RP: Mr Sachin Parekh	<b>Building Email list</b> RP: Mr Sachin Parekh		<b>PPC Advertising</b> RP: Ms. Aarti Patole
Day 5 Sunday 6th Sept 2020	<b>Google Analytics Introduction</b> RP: Mr. Akshat Bharani	<b>Google Analytics Interface &amp; Setup</b> RP: Mr. Akshat Bharani		<b>Valedictory Function</b>