Pune District Education Association's
MAHATMA PHULE INSTITUTE OF MANAGEMENT & COMPUTER STUDIES
(Affiliated to Savitribai Phule Pune University, Recognised by D.T.E. Govt. of Maharashtra, Approved by A.I.C.T.E. New Delhi)
Annasaheb Magar College Campus, Manjari Road, Hadapsar, Pune-411 028.
Tel. : (020) 26993020, 26992611 E-mail : directorpdeampim@gmail.com Web : pdeampim.edu.in
PUN Code - IMMP010720 DTE Code - MB6107 AISHE Code : C - 41697

Certificate Course

DIGITAL MARKETING (CC- IV)

Duration: 04 weeks (32 hours)

Incharge Teacher: Prof. Dhiresh A. More

Course Learning Outcomes (CLOs):

After completing the course, the student teacher will be competent in:

1. DEFINE various concepts related to Digital Marketing
2. EXPLAIN the role of Facebook, Google Ad words, Youtube and Email in digital marketing.
3. MAKE USE OF Facebook, Google Ad words, Youtube and Email for carrying out digital marketing of real life products.

S.Nos.	DESCRIPTION	Theory	Practical	Total
1	➢ Digital Marketing Planning and Structure • Inbound vs Outbound Marketing, • Understanding Traffic, Understanding Leads, • Strategic Flow for Marketing Activities. • One Page Website • Strategic Design of Home Page, • Strategic Design of Products & Services Page,	5	7	12
2.	➢ Facebook Marketing Fundamentals • Creating Facebook Page • Creating facebook A •	6	6	12
3	➢ **Google Adwords** • Understanding Adwords, • Google Ad Types, • Pricing Models, PPC Cost Formula, Ad Page Rank, • Billing and Payments, • Adwords User Interface, • Keyword Planning, Keywords Control, • Creating Ad Campaigns, • Creating Text Ads, • Creating Ad Groups, Bidding Strategy for CPC, Case Studies. PPC, CPM, CPA, •	6	6	12

4	➢ **You Tube Marketing** • Video Flow, • Google Pages for YouTube Channel, • Verify Channel, • Webmaster Tool –Adding Asset, • Associated Website Linking, • Custom Channel URL, Channel ART, Channel Links, • Channel Keywords Leadership Styles •	4	8	12
5	➢ **E-mail Marketing content writing** • Email Software and Tools, • Importing Email Lists, • Planning Email Campaign, • Email Templates and Designs, • Sending HTML • Email Campaigns	5	7	12
	TOTAL	**26**	**34**	**60**

References:

1. Google Adwords for Beginners: A Do-It-Yourself Guide to PPC Advertising, Cory Rabazinsky,

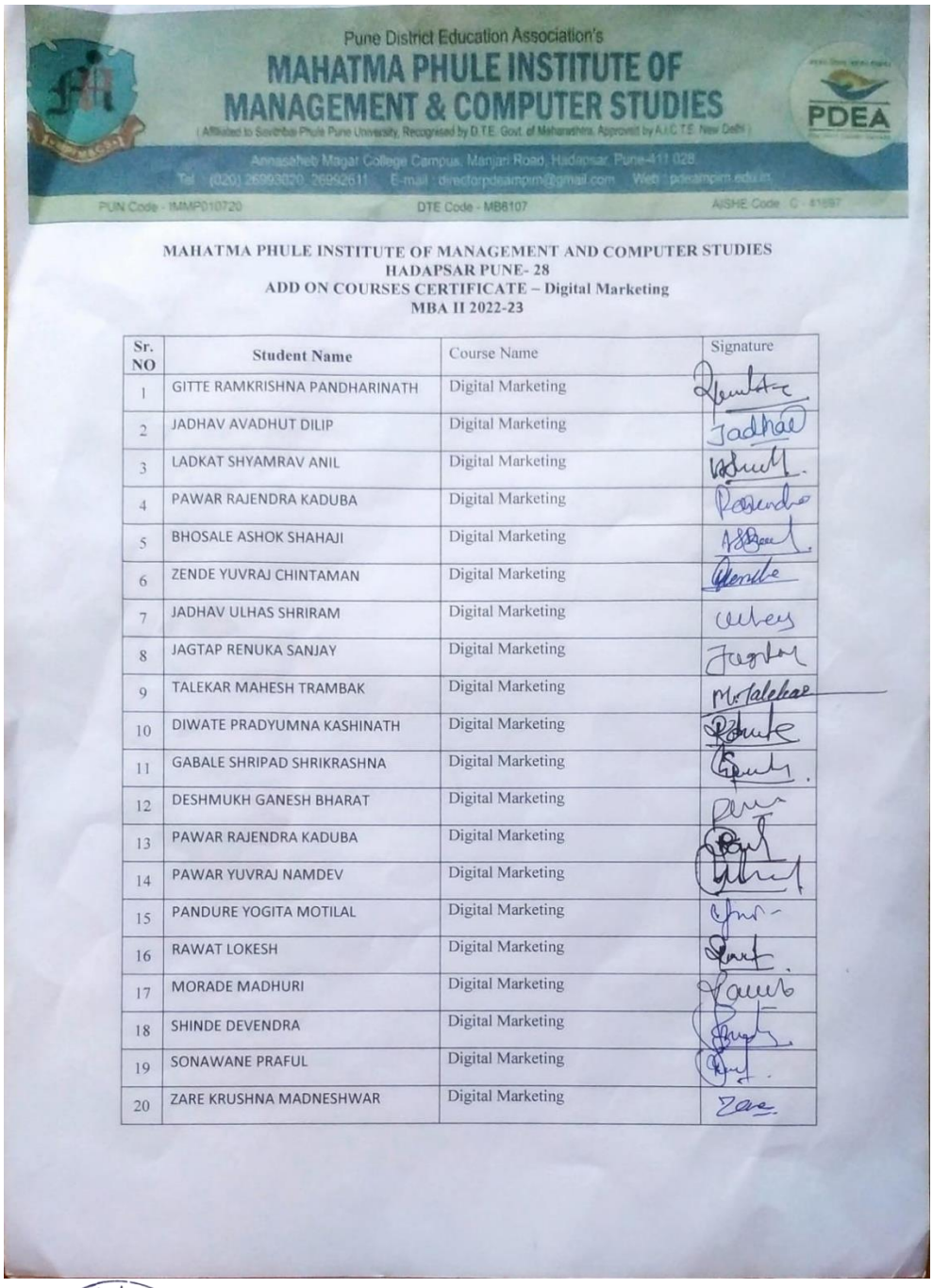
IQAC
Mahatma Phule Institute Of Management & C.S. Hadapsar, Pune-28.

I/C DIRECTOR
Mahatma Phule Institute of Mgm: & C.S Hadapsar,Pune-28

Mahatma Phule Institute Hadapsar, Pune-28.

Pune District Education Association's
MAHATMA PHULE INSTITUTE OF MANAGEMENT & COMPUTER STUDIES
(Affiliated to Savitribai Phule Pune University, Recognised by D.T.E. Govt. of Maharashtra, Approved by A.I.C.T.E. New Delhi)
Annasaheb Magar College Campus, Manjari Road, Hadapsar, Pune-411 028.
Tel. : (020) 26993020, 26992611 E-mail : directorpdeampim@gmail.com Web : pdeampim.edu.in
PUN Code - IMMP010720 DTE Code - MB6107 AISHE Code : C - 41697

Yearwise Students Enrolment List 2022-23



Pune District Education Association's
MAHATMA PHULE INSTITUTE OF MANAGEMENT & COMPUTER STUDIES
(Affiliated to Savitribai Phule Pune University, Recognised by D.T.E. Govt. of Maharashtra, Approved by A.I.C.T.E. New Delhi)
Annasaheb Magar College Campus, Manjari Road, Hadapsar, Pune-411 028.
Tel. : (020) 26993020, 26992611 E-mail : directorpdeampim@gmail.com Web : pdeampim.edu.in
PUN Code - IMMP010720 DTE Code - MB6107 AISHE Code : C - 41697

MAHATMA PHULE INSTITUTE OF MANAGEMENT AND COMPUTER STUDIES
HADAPSAR PUNE- 28
ADD ON COURSES CERTIFICATE – Digital Marketing
MBA II 2022-23

Sr. NO	Student Name	Course Name	Signature
1	GITTE RAMKRISHNA PANDHARINATH	Digital Marketing	
2	JADHAV AVADHUT DILIP	Digital Marketing	
3	LADKAT SHYAMRAV ANIL	Digital Marketing	
4	PAWAR RAJENDRA KADUBA	Digital Marketing	
5	BHOSALE ASHOK SHAHAJI	Digital Marketing	
6	ZENDE YUVRAJ CHINTAMAN	Digital Marketing	
7	JADHAV ULHAS SHRIRAM	Digital Marketing	
8	JAGTAP RENUKA SANJAY	Digital Marketing	
9	TALEKAR MAHESH TRAMBAK	Digital Marketing	
10	DIWATE PRADYUMNA KASHINATH	Digital Marketing	
11	GABALE SHRIPAD SHRIKRASHNA	Digital Marketing	
12	DESHMUKH GANESH BHARAT	Digital Marketing	
13	PAWAR RAJENDRA KADUBA	Digital Marketing	
14	PAWAR YUVRAJ NAMDEV	Digital Marketing	
15	PANDURE YOGITA MOTILAL	Digital Marketing	
16	RAWAT LOKESH	Digital Marketing	
17	MORADE MADHURI	Digital Marketing	
18	SHINDE DEVENDRA	Digital Marketing	
19	SONAWANE PRAFUL	Digital Marketing	
20	ZARE KRUSHNA MADNESHWAR	Digital Marketing	

Mahatma Phule Institute Hadapsar, Pune-28.

Pune District Education Association's
MAHATMA PHULE INSTITUTE OF MANAGEMENT & COMPUTER STUDIES
(Affiliated to Savitribai Phule Pune University, Recognised by D.T.E. Govt. of Maharashtra, Approved by A.I.C.T.E. New Delhi)
Annasaheb Magar College Campus, Manjari Road, Hadapsar, Pune-411 028.
Tel. : (020) 26993020, 26992611 E-mail : directorpdeampim@gmail.com Web : pdeampim.edu.in
PUN Code - IMMP010720 DTE Code - MB6107 AISHE Code : C - 41697

Sample Course Completion Certificate

2022-23



Pune District Education Association's

Mahatma Phule Institute Of Management And Computer Studies,Hadapsar,Pune.

CERTIFICATE

OF ACHIEVEMENT

This is To Certify That Mr/Ms Zende Yuvaraj chintaman Has Participated in The Event Digital Marketing Organized in Year 2022-23.

Prof R.G.Sathe (MBA II coordinator)

Prof D.A.More (MBA I co-ordinator)

Dr.S.S.Bharadwaj (Director,MPI)

Mahatma Phule Institute Hadapsar, Pune-28.