

Rayat Shikashan Santha's
Shri Sadguru Gangageer Maharaj Science, Gautam Arts & Sanjivani Commerce
College, Kopargaon, Dist. Ahmednagar 423601
Department of B.B.A
Academic Year- 2020-2021
Short Term Course
Digital Marketing
Notice

Date: - 02/02/2021

All the TYBBA students of Short term Course hereby informed that, their lectures will be start on 02/02/2021 to semester end as per time table issued by department of BBA.

All lectures are compulsory to all students. Students those who have absentee more than 25% will not allow for the exam.

If you have any doubts kindly contact to your course coordinator.


Head

Department of BBA
S.S.G.M. College, Kopargaon
Dist. Ahmednagar

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Department of B.B.A

Academic Year- 2020-2021

TYBBA

Digital Marketing

Time Table

Date: -02/02/2021

Sr.No.	Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1.	11: 00 am to 12: 00 pm	TYBBA (PPV)	TYBBA (PPV)	TYBBA (PPV)	TYBBA (PPV)	TYBBA (PPV)	TYBBA (PPV)


Head
Department of BBA
S.S.G.M.College,Kopargaon
Dist.Ahmednagar

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Department of B.B.A

Academic Year- 2020- 2021

Digital Marketing

Roll Call List

Sr. No.	Name of the Students	
1	Mayur Balasaheb Shinde	mayurshinde
2	Garge Harjit Ramdas	harjit
3	Shubham Ravindra Gorde	gorde
4	Ajinkya Keshav Kadam	Ajinkya
5	Abhishek Ashok Gondakar	(ee)
6	Manoj Balasaheb Gadekar	mg
7	Mahesh Ashok Lokhande	kell
8	Gentagali suresh Sabale	se
9	Udawan Abishek Rajesh	UAR
10	Gadkari pravin surykant	PRAV
11	Bhosale Prasad subhash	Bhosale
12	Parjane Ruchita Vilas	Parjane
13	Jagtapakashvishwanath	J-G
14	Shinde vaishnavi shantaram	shirali
15	Barde sheetal sanjay	Barde
16	Madhavi hiralal chandak	madhu
17	Pol Tushar Sakaram	Pol
18	Shelar Arpita balasaheb	shelar
19	Hrushikesh prakash Arane	Arane
20	Gaikwad Rupali shivaji	Rupali
21	Rohit Ashok Karpe	Karpe
22	Dawage Avinash chagdev	D.A
23	Shaikh Sameer Munir	shaikh
24	Vandana Rameshwar Khairnar	kd
25	Tajane Vaibhav Dilip	Tajane
26	Ajay Gorakh Gunjal	Ajay
27	Pawar Ankita Uttam	Pawar
28	Pawar Sandip Dattu	pd
29	Rakshe Yogesh Rohidas	Rohidas
30	Sabale Kaveri Kacheshwar	Kaveri

Head

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Rayat Shikashan Santha's
**Shri Sadguru Gangageer Maharaj Science, Gautam Arts & Sanjivani Commerce
College, Kopargaon, Dist. Ahmednagar 423601**
Department of B.B.A
Short Term Course
"Digital Marketing"

Duration of Course: 30 Days

Course Co-ordinator: Ms. Pagare P.V

Introduction:

This course is designed for student. It aims at covering the essential marketing & advertising concept, revisit the fundamental statistical tools for analysis & prediction along with in-depth knowledge of online marketing analytical tools.

Digital marketing course is an initiative designed to educate students & practitioners in the area of digital marketing analytics & prepare them to launch a campaign for their organization.

Objectives:

The program aims at developing an overall understanding of digital marketing/ online marketing platforms, mainly web analytics, social media tools, marketing through search engine optimization, mobile marketing, email marketing, pay per click, digital display marketing, content marketing strategizing marketing.



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SYLLABUS

Unit 1. Introduction to Digital Marketing

Introduction, Types of Digital Marketing	How Can Digital Marketing be the Ultimate Tool for Success for Businesses?
Trends & Scenarios of the Digital Marketing Industry	Difference between traditional marketing and digital marketing
Importance of digital marketing	How to use digital marketing to increase sales?
How to conduct a competitive analysis?	Case studies regarding strategies involved

Unit 2. Planning and Creating a Website

Brand awareness, credibility, and delivery among consumers	WordPress
Practical demonstration on how to create a website	Adding content, installing and activating plugins
How to incorporate design and other elements into the website	-

Unit 3. Search Engine Optimisation

What is SEO?	History & Growth of SEO
On-Page Optimization	Off-Page Optimization
Keywords	Google Adwords



Rayat Shikshan Sanstha's
S.S.G.M. College, Kopergaon
BBA Department
Academic Year- 2020-2021
Short Term Course Attendance

Sr. No.	Name of the Students	2/2/21	3/2/21	4/2/21	5/2/21	6/2/21	7/2/21	8/2/21	9/2/21	10/2/21	11/2/21	12/2/21	13/2/21	14/2/21	15/2/21	16/2/21
1	Mayur Balasaheb Shinde	Mshinde	Mshinde	Mshinde	Mshinde	Mshinde	Mshinde	Mshinde	Mshinde	Mshinde	Mshinde	Mshinde	Mshinde	Mshinde	Mshinde	Mshinde
2	Garge Harjit Ramdas	Garge	Garge	A	Garge	Garge	Garge	Garge	Garge	Garge	A	A	Garge	Garge	Garge	Garge
3	Shubham Ravindra Gorde	Gorde	Gorde	Gorde	Gorde	A	Gorde	Gorde	Gorde	Gorde	Gorde	Gorde	Gorde	Gorde	Gorde	Gorde
4	Ajinkya Keshav Kadam	Ajinkya	Ajinkya	Ajinkya	Ajinkya	Ajinkya	Ajinkya	Ajinkya	Ajinkya	Ajinkya	Ajinkya	Ajinkya	Ajinkya	Ajinkya	Ajinkya	Ajinkya
5	Abhishek Ashok Gondakar	Gondakar	Gondakar	Gondakar	Gondakar	Gondakar	Gondakar	Gondakar	Gondakar	Gondakar	Gondakar	Gondakar	Gondakar	Gondakar	Gondakar	Gondakar
6	Manoj Balasaheb Gadekar	Gadekar	Gadekar	Gadekar	Gadekar	Gadekar	Gadekar	Gadekar	Gadekar	Gadekar	Gadekar	Gadekar	Gadekar	Gadekar	Gadekar	Gadekar
7	Mahesh Ashok Lokhande	Lokhande	Lokhande	Lokhande	Lokhande	Lokhande	Lokhande	Lokhande	Lokhande	Lokhande	Lokhande	Lokhande	Lokhande	Lokhande	Lokhande	Lokhande
8	Gentagali suresh Sabale	Sabale	Sabale	Sabale	Sabale	Sabale	Sabale	Sabale	Sabale	Sabale	Sabale	Sabale	Sabale	Sabale	Sabale	Sabale
9	Udawant Abishek Rajesh	Udawant	Udawant	Udawant	Udawant	Udawant	Udawant	Udawant	Udawant	Udawant	Udawant	Udawant	Udawant	Udawant	Udawant	Udawant
10	Gadkari pravin surykant	PRAVIN	PRAVIN	PRAVIN	PRAVIN	PRAVIN	PRAVIN	PRAVIN	PRAVIN	PRAVIN	PRAVIN	PRAVIN	PRAVIN	PRAVIN	PRAVIN	PRAVIN
11	Bhosale Prasad subhash	Bhosale	Bhosale	Bhosale	Bhosale	A	Bhosale	Bhosale	Bhosale	A	Bhosale	Bhosale	Bhosale	A	Bhosale	Bhosale
12	Parjane Ruchita Vilas	Parjane	Parjane	Parjane	Parjane	Parjane	Parjane	Parjane	Parjane	Parjane	Parjane	Parjane	Parjane	Parjane	Parjane	Parjane
13	Jagtapakashvishwanath	Jagtap	Jagtap	Jagtap	Jagtap	Jagtap	Jagtap	A	Jagtap	Jagtap	A	Jagtap	A	Jagtap	Jagtap	Jagtap
14	Shinde vaishnavi shantaram	Shinde	Shinde	Shinde	Shinde	A	Shinde	Shinde	Shinde	Shinde	Shinde	Shinde	Shinde	A	Shinde	Shinde
15	Barde sheetal sanjay	Barde	Barde	Barde	Barde	Barde	Barde	Barde	Barde	Barde	Barde	Barde	Barde	Barde	Barde	Barde
16	Madhavi hiralal chandak	Madhavi	Madhavi	Madhavi	Madhavi	Madhavi	Madhavi	Madhavi	Madhavi	Madhavi	Madhavi	Madhavi	Madhavi	Madhavi	Madhavi	Madhavi
17	Pol Tuskar Sakaram	Pol	Pol	Pol	Pol	Pol	Pol	Pol	Pol	Pol	Pol	Pol	Pol	Pol	Pol	Pol
18	Shelar Arpita balasaheb	Shelar	Shelar	Shelar	Shelar	Shelar	A	Shelar	Shelar	Shelar	Shelar	Shelar	Shelar	Shelar	Shelar	Shelar
19	Hrushikesh prakash Arane	Arane	Arane	Arane	Arane	Arane	A	Arane	Arane	Arane	Arane	Arane	Arane	Arane	Arane	Arane
20	Gaikwad Rupali shivaji	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad
21	Rohit Ashok Karpe	Karpe	Karpe	Karpe	Karpe	A	Karpe	Karpe	Karpe	A	Karpe	Karpe	Karpe	A	Karpe	Karpe
22	Dawage Avinash chagdev	Dawage	Dawage	Dawage	Dawage	Dawage	A	Dawage	Dawage	Dawage	Dawage	Dawage	Dawage	Dawage	Dawage	Dawage
23	Shaikh Sameer Munir	Shaikh	Shaikh	Shaikh	Shaikh	A	Shaikh	Shaikh	Shaikh	Shaikh	Shaikh	Shaikh	Shaikh	A	Shaikh	Shaikh
24	Vandana Rameshwar Khairnar	Khairnar	Khairnar	Khairnar	Khairnar	Khairnar	Khairnar	Khairnar	Khairnar	Khairnar	Khairnar	Khairnar	Khairnar	Khairnar	Khairnar	Khairnar
25	Tajane Vaibhav Dilip	Tajane	Tajane	Tajane	A	Tajane	Tajane	Tajane	Tajane	A	Tajane	Tajane	Tajane	A	Tajane	Tajane
26	Ajay Gorakh Gunjal	Gunjal	Gunjal	Gunjal	Gunjal	Gunjal	Gunjal	Gunjal	Gunjal	Gunjal	Gunjal	Gunjal	Gunjal	Gunjal	Gunjal	Gunjal
27	Pawar Ankita Uttam	Ankita	Ankita	Ankita	Ankita	Ankita	Ankita	Ankita	Ankita	Ankita	Ankita	Ankita	Ankita	Ankita	Ankita	Ankita
28	Pawar Sandip Dattu	Pawar	Pawar	Pawar	Pawar	A	Pawar	Pawar	Pawar	Pawar	Pawar	Pawar	Pawar	A	Pawar	Pawar
29	Rakshe Yogesh Rohidas	Rakshe	Rakshe	Rakshe	Rakshe	Rakshe	Rakshe	A	Rakshe	Rakshe	Rakshe	Rakshe	A	Rakshe	Rakshe	Rakshe
30	Sabale Kaveri Kacheshwar	Sabale	Sabale	Sabale	Sabale	Sabale	Sabale	Sabale	Sabale	Sabale	Sabale	Sabale	A	Sabale	Sabale	A

**Shri Sadguru Gangageer Maharaj Science, Gautam Art's & Sanjivani Commerce College,
Kopargaon. Dist-Ahemadnagar
Department of BBA
Academic Year- 2020- 2021
SHORT TERM COURSE EXAM**

Class: - TYBBA

Sub: Digital Marketing

Time: - 01 Hour

Marks: - 20

(Solve any 2 Questions)

Q.1 What is Digital Marketing? Explain the types of digital marketing.

Q.2 Describe the Search Engine Optimisation.

Q.3 How to incorporate design & other elements into the website.




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Department of B.B.A
Academic Year- 2020-2021
Short Term Course Result
Digital Marketing

Sr. No.	Name of the Students	Marks
1	Mayur Balasaheb Shinde	15
2	Garge Harjit Ramdas	15
3	Shubham Ravindra Gorde	14
4	Ajinkya Kesshav Kadam	17
5	Abhishek Ashok Gondakar	18
6	Manoj Balasaheb Gadekar	17
7	Mahesh Ashok Lokhande	15
8	Gentagali suresh Sabale	15
9	Udawan Abishek Rajesh	14
10	Gadkari pravin surykant	16
11	Bhosale Prasad subhash	16
12	Parjane Ruchita Vilas	15
13	Jagtapakashvishwanath	17
14	Shinde vaishnavi shantaram	18
15	Barde sheetal sanjay	15
16	Madhavi hiralal chandak	14
17	Pol Tushar Sakaram	15
18	Shelar Arpita balasaheb	16
19	Hrushikesh prakash Arane	16
20	Gaikwad Rupali shivaji	17
21	Rohit Ashok Karpe	18
22	Dawage Avinash chagdev	18
23	Shaikh Sameer Munir	16
24	Vandana Rameshwar Khairnar	16
25	Tajane Vaibhav Dilip	15
26	Ajay Gorakh Gunjal	17
27	Pawar Ankita Uttam	17
28	Pawar Sandip Dattu	16
29	Rakshe Yogesh Rohidas	16
30	Sabale Kaveri Kacheshwar	15



(Signature)
Head

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“Education Through Self - Help is our Motto” - Karmaveer

Rayat Shikshan Sanstha's

**Shri Sadguru Gangageer Maharaj Science,
Gautam Arts & Sanjivani Commerce College**



Kopargaon, Dist. Ahmednagar (M.S.)

Short Term Course

CERTIFICATE OF COMPLETION

This is to Certify that Shri/Kum. _____
of Class _____ has Completed Short Term Course in _____
_____ conducted by the department of _____
during the academic year 201 /201

Course Co-ordinator

Co-ordinator

Principal