

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- 2021-2022
Short Term Course
Digital Marketing
Notice

Date: - 21/01/2022

All the TYBBA students of Short term Course hereby informed that, their lectures will be start on 24/01/2022 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- 2021-2022
TYBBA
Digital Marketing
Time Table

Date: -24/01/2022

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)




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**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: 3 Months

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.



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




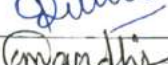
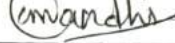
Brand awareness, credibility, and delivery among consumers	WordPress
Practical demonstration on how to create a website	Adding content, installing and activating plugins
How to incorporate design and other elements into the website	-

Unit 3. Search Engine Optimisation

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



Short Term Course Co-ordination Committee

Sr.No.	Name of member	Designation	Signature
1	Prin. Dr. Sanap R.R.	I/C,Principal	
2	Dr. Malpure N.	IQAC Coordinator	
3	Dr. Nikam V.B	Chairman	
4	Ms. Pagare P.V	Member	
5	Mrs. Gandhi C.M	Member	



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College, Kopergaon, Dist. Ahmednagar 423601

Department of B.B.A

Academic Year- 2021-2022

Short Term Course

Digital Marketing

Roll call list

SR NO	NAME OF STUDENT	Sign
1	BAJAJ HARSH GOPAL	Bajaj
2	DEOKAR MAHIMA SANDIP	DM
3	DEOKAR TEJAS SURESH	TBJ
4	GAIKWAD SANKALP VIJAY	Gaikwad
5	KATORE SANKET DILEEP	K.P.
6	KHAIRNAR GAURAV DNYANESHWAR	Khairnar
7	KHARAT ANKITA ASHOK	khAratik
8	MAKODE RUSHIKESH SANTOSH	Mshilek
9	RANMALE SHUBHAM MADHUKAR	R.S
10	SHARMALE VISHAKHA DILIP	Sharmale
11	SHINDE VISHAL NAVNATH	Shinde
12	SULAKHE VAIBHAV NANASAHEB	Sulake
13	TAKE VIPUL RAJENDRA	Take
14	WADE NIKHIL MADHUKAR	wade
15	JAGDALE GAURAV	gurdale
16	PATIL MAHESH	Patil



(Handwritten Signature)

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College, Kopargaon, Dist. Ahmednagar 423601
Department of B.B.A
Academic Year- 2021-2022
Short Term Course Attendance
Digital Marketing

Sr.No	Name of Student	24/1/22	25/1/22	27/1/22	28/1/22	29/1/22	31/1/22	1/2/22	2/2/22	3/2/22	4/2/22	5/2/22	7/2/22	8/2/22	9/2/22	10/2/22
1	Bajaj Harsh Gopal	Bajaj	Bajaj	A	Bajaj	Bajaj	Bajaj	Bajaj	A	Bajaj	Bajaj	Bajaj	Bajaj	Bajaj	Bajaj	A
2	Deokar Mahima Sandip	Deokar	Deokar	A	Deokar	Deokar	Deokar	Deokar	A	Deokar	Deokar	Deokar	Deokar	Deokar	Deokar	A
3	Deokar Tejas Suresh	Deokar	Deokar	A	Deokar	Deokar	Deokar	Deokar	A	Deokar	Deokar	Deokar	Deokar	Deokar	Deokar	A
4	Gaikwad Sankalp Vijay	Gaikwad	Gaikwad	A	Gaikwad	Gaikwad	Gaikwad	Gaikwad	A	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	Gaikwad	A
5	Katore Sanket Dileep	Katore	Katore	A	Katore	Katore	Katore	Katore	A	Katore	Katore	Katore	Katore	Katore	Katore	A
6	Khairnar Gaurav Dnyaneshwar	Khairnar	Khairnar	A	Khairnar	Khairnar	Khairnar	Khairnar	A	Khairnar	Khairnar	Khairnar	Khairnar	Khairnar	Khairnar	A
7	Kharat Ankita Ashok	Kharat	Kharat	A	Kharat	Kharat	Kharat	Kharat	A	Kharat	Kharat	Kharat	Kharat	Kharat	Kharat	A
8	Makode Rushikesh Santosh	Makode	Makode	A	Makode	Makode	Makode	Makode	A	Makode	Makode	Makode	Makode	Makode	Makode	A
9	Ranmale Shubham Madhukar	R.S	R.S	A	R.S	R.S	R.S	R.S	A	R.S	R.S	R.S	R.S	R.S	R.S	A
10	Sharmale Vishakha Dilip	Sharmale	Sharmale	A	Sharmale	Sharmale	Sharmale	Sharmale	A	Sharmale	Sharmale	Sharmale	Sharmale	Sharmale	Sharmale	A
11	Shinde Vishal Navnath	Shinde	Shinde	A	Shinde	Shinde	Shinde	Shinde	A	Shinde	Shinde	Shinde	Shinde	Shinde	Shinde	A
12	Sulakhe Vaibhav Nanasaheb	Sulakhe	Sulakhe	A	Sulakhe	Sulakhe	Sulakhe	Sulakhe	A	Sulakhe	Sulakhe	Sulakhe	Sulakhe	Sulakhe	Sulakhe	A
13	Take Vipul Rajendra	Take	Take	A	Take	Take	Take	Take	A	Take	Take	Take	Take	Take	Take	A
14	Wade Nikhil Madhukar	Wade	Wade	A	Wade	Wade	Wade	Wade	A	Wade	Wade	Wade	Wade	Wade	Wade	A
15	Jagdale Gaurav	Jagdale	Jagdale	A	Jagdale	Jagdale	Jagdale	Jagdale	A	Jagdale	Jagdale	Jagdale	Jagdale	Jagdale	Jagdale	A
16	Patil Mahesh	Patil	Patil	A	Patil	Patil	Patil	Patil	A	Patil	Patil	Patil	Patil	Patil	Patil	A



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Department of B.B.A
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Short Term Course Attendance
Digital Marketing

Sr.No	Name of Student	11/2/22	12/2/22	14/2/22	15/2/22	16/2/22	17/2/22	18/2/22	21/2/22	22/2/22	23/2/22	24/2/22	25/2/22	28/2/22	28/2/22	2/3/22
1	Bajaj Harsh Gopal	Bajaj	Bajaj	Bajaj	Bajaj	Bajaj	Bajaj	Bajaj	A	Bajaj	Bajaj	Bajaj	A	Bajaj	Bajaj	A
2	Deokar Mahima Sandip	D.M	D.M	D.M	D.M	D.M	D.M	D.M	A	D.M	D.M	D.M	A	D.M	D.M	A
3	Deokar Tejas Suresh	TD	TD	TD	TD	TD	TD	TD	A	TD	TD	TD	A	TD	TD	A
4	Gaikwad Sankalp Vijay	G.S	G.S	G.S	G.S	G.S	G.S	G.S	A	G.S	G.S	G.S	A	G.S	G.S	A
5	Katore Sanket Dileep	K.D	K.D	K.D	K.D	K.D	K.D	K.D	A	K.D	K.D	K.D	A	K.D	K.D	A
6	Khairnar Gaurav Dnyaneshwar	G	G	G	G	G	G	G	A	G	G	G	A	G	G	A
7	Kharat Ankita Ashok	Kharat	Kharat	Kharat	Kharat	Kharat	Kharat	Kharat	A	Kharat	Kharat	Kharat	A	Kharat	Kharat	A
8	Makode Rushikesh Santosh	MR	MR	MR	MR	MR	MR	MR	A	MR	MR	MR	A	MR	MR	A
9	Ranmale Shubham Madhukar	R.S	R.S	R.S	R.S	R.S	R.S	R.S	A	R.S	R.S	R.S	A	R.S	R.S	A
10	Sharmale Vishakha Dilip	Sharma	Sharma	Sharma	Sharma	Sharma	Sharma	Sharma	A	Sharma	Sharma	Sharma	A	Sharma	Sharma	A
11	Shinde Vishal Navnath	Shinde	A	Shinde	Shinde	Shinde	Shinde	A	Shinde	Shinde	Shinde	Shinde	A	Shinde	Shinde	A
12	Sulakhe Vaibhav Nanasahab	Sulakhe	Sulakhe	Sulakhe	Sulakhe	Sulakhe	Sulakhe	Sulakhe	A	Sulakhe	Sulakhe	Sulakhe	A	Sulakhe	Sulakhe	A
13	Take Vipul Rajendra	Take	Take	Take	A	Take	Take	A	Take	Take	A	Take	Take	Take	Take	A
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15	Jagdale Gaurav	Jagdale	Jagdale	Jagdale	A	Jagdale	Jagdale	Jagdale	Jagdale	A	Jagdale	Jagdale	A	Jagdale	Jagdale	A
16	Patil Mahesh	Patil	Patil	Patil	A	Patil	Patil	Patil	A	Patil	Patil	Patil	A	Patil	Patil	Patil



Shri Sadguru Gangageer Maharaj Science, Gautam Art's & Sanjivani Commerce College,
Kopargaon. Dist-Ahemadnagar
Department of BBA
Academic Year- 2021- 2022
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.



D. S. S. G. M.
Head
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Academic Year- 2021-2022
Short Term Course Result
Digital Marketing

SR NO	NAME OF STUDENT	Marks
1	Bajaj Harsh Gopal	16
2	Deokar Mahima Sandip	17
3	Deokar Tejas Suresh	15
4	Gaikwad Sankalp Vijay	15
5	Katore Sanket Dileep	16
6	Khairnar Gaurav Dnyaneshwar	14
7	Kharat Ankita Ashok	17
8	Makode Rushikesh Santosh	14
9	Ranmale Shubham Madhukar	16
10	Sharmale Vishakha Dilip	15
11	Shinde Vishal Navnath	15
12	Sulakhe Vaibhav Nanasaheb	17
13	Take Vipul Rajendra	18
14	Wade Nikhil Madhukar	16
15	Jagdale Gaurav	15
16	Patil Mahesh	14



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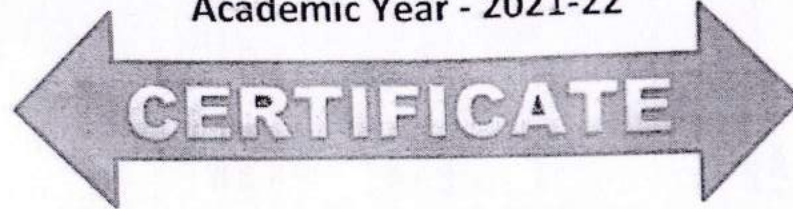
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Rayat Shikshan Sanstha's
**SHRI SADGURU GANGAGEER MAHARAJ SCIENCE, GAUTAM ARTS
& SANJIVANI COMMERCE COLLEGE, KOPARGAON**
DEPARTMENT OF B.B.A.




Organized
Short-Term Course
On
DIGITAL MARKETING
Academic Year - 2021-22




This is to certify that Teke Vipul Rajendra
has completed the Short Term Course, "Digital Marketing" in the academic year 2021-22
organized by Department of B.B.A., S.S.G.M. College, Kopargaon,
Dist. Ahmednagar (M.S.)


Dr. Nikam V. B.
Co-ordinator
Department of B.B.A.


Dr. Pagare P.V.
Head
Department of B.B.A.


Principal
S.S.G.M. College
Kopargaon


Dr. Thopte S.R.
Principal
S.S.G.M. College, Kopargaon