



# **SONOPANT DANDEKAR ARTS, V.S. APTE COMMERCE AND M.H. MEHTA SCIENCE COLLEGE, PALGHAR**

---

## **DEPARTMENT OF COMMERCE AND BMS**

### **Certificate Course Digital Marketing**

#### **Under the Aegis of**

#### **Centre for Excellence and Innovation**

**Academic Year: 2019-2020**

**Prof. Mahesh Deshmukh**  
**CFEI – Chairman**

**Dr. Kiran Save**  
**Principal**

# Department of Commerce and Management Studies

## Certificate course in Digital Marketing

Report 2019-2020

### INDEX

<b>Sr. No.</b>	<b>Particular</b>	<b>Page No.</b>
1	Permission Letter	2
2	Proposal	3
3	Syllabus	4-6
4	Notice	7
5	Student Enrolment List	8
6	Attendance Sheet	9
7	Assignment	10
8	Syllabus Completion Report	11
9	Infographics by students	12-14
10	Sample Certificates	15-17
11	Course Summary	18

Date: 21<sup>st</sup> December, 2019

To,  
The Principal,  
Sonopant Dandekar Arts, V.S. Apte Commerce and  
M.H. Mehta Science College,  
Palghar

**Subject: Permission to conduct Certificate Course in Digital Marketing**

Respected Sir,

We request permission for the Department of Commerce and the Department of Management Studies to collaborate on organizing a Certificate Course in Digital Marketing.

Course Details:

Course Title: Certificate Course in Digital Marketing

Duration: 3 months (60 Hours)

Commencement Date: 1st week of January 2020 (Specific date can be added if known)

The course will be coordinated by Dr. Manish Deshmukh and Asst. Prof. Shreya Mishra with lectures delivered by Asst. Prof. Sailee Dahanukar.

We believe this course aligns with our commitment to providing students with valuable skills and knowledge relevant to the digital age. A detailed course outline and instructor qualifications will be submitted for your records before the course begins.


We appreciate your consideration and look forward to your approval.

Yours faithfully,



Dr. Manish Deshmukh

HOD – Commerce



Asst. Prof. Shreya Mishra

HOD – BMS and BAF



Sonopant Dandekar Shikshan Mandali's



**SONOPANT DANDEKAR ARTS, V. S. APTE COMMERCE  
AND M. H. MEHTA SCIENCE COLLEGE**

Tal. Palghar, Dist. Palghar, Pin - 401 404.

Code.: (02525) 252163, Prin : 252317 • Resi.: 252316

website : [www.sdsmcollege.com](http://www.sdsmcollege.com) • Email: [sdsmcollege@yahoo.com](mailto:sdsmcollege@yahoo.com)

(NAAC Reaccredited 'B' Grade)

**Certification Course in Digital Marketing**

**Department Of Commerce & Department of Management Studies**

<b>Course Name</b>	:	Certificate Course in Digital Marketing
<b>Duration</b>	:	3 months (60 Hours)
<b>Course Coordinator</b>	:	Dr. Manish Deshmukh & Asst. Prof. Shreya Mishra
<b>Faculty</b>	:	Ms. Sailee Dahanukar
<b>Lecture Commencement Dates</b>	:	1st week of January 2020
<b>Intake</b>	:	100 students
<b>Eligibility</b>	:	HSC Passed from Any Stream is Eligible
<b>Fees</b>	:	1200
<b>Venue</b>	:	Room No. 07 BMS Building
<b>Exam Pattern</b>	:	Theory Exam. 50 marks & Assignment 50 marks

## Course Syllabus

Topic No.	Details Syllabus
<b>1.</b>	<b>Digital Marketing Introduction</b>
	Concept of Digital Marketing
	Need of Digital Marketing
<b>2.</b>	<b>Search Engine Optimization (SEO)</b>
	Concept of Search Engine Optimization.
	Growth of SEO in recent Years.
	Kinds of traffic.
<b>3.</b>	<b>Off - Page Optimization (OPO)</b>
<b>4.</b>	<b>On-Page Optimization</b>
	Meta Tags Usage
<b>5.</b>	<b>Search Engine Marketing (SEM) / PPC</b>
	Google AdWords
	Keyword Selection
	Create Review Extension
<b>6.</b>	<b>Facebook Marketing</b>
	Managing Interest
	Create a Custom Audience
	Creating Multiple Adverts
<b>7.</b>	<b>Email Marketing</b>
	Importance of email marketing
	Video Sharing
<b>8.</b>	<b>Social Media Marketing</b>
	Definitions of Social Media Networking & Social Media Marketing
	Blogging
<b>9.</b>	<b>Working with Display Network</b>
	Creating Image ads sharing

<b>10.</b>	<b>Analyze Campaigns</b>
	View Facebook Insight
	Data Interpretation
<b>11.</b>	<b>Web Analytics</b>
	Introduction to Web Analytic Campaign
	Understanding Conversion
<b>12.</b>	<b>Content Marketing</b>
	How to effectively manage market content?
	Content Marketing tools
<b>13.</b>	<b>Google Analytics</b>
<b>14.</b>	<b>Online Reputation Market</b>
	How to Engage your audience?
	Analyze negative reviews
	Monitor your reviews and publish relevant content
<b>15.</b>	<b>Infographics Designing</b>
<b>16.</b>	<b>Blog Marketing</b>
<b>17.</b>	<b>Article Marketing</b>

## Certificate Course Syllabus Committee

Sr. No	Name	Designation
1.	Dr. Kiran J. Save	Principal, Sonopant Dandekar College, Palghar
2.	Prof. Mahesh Deshmukh	IQAC Coordinator, Sonopant Dandekar College, Palghar
3.	Dr. Manish Deshmukh	Course Convener & Head of the Department – Commerce
4.	Asst. Prof. Shreya Mishra	Head of Department of BMS, BAF, BBI and M. Com
5.	Ms. Sailee Dahanukar	Convenor – Assistant Professor Department of BMS, BAF, BBI



**Dr. Manish Deshmukh**  
**Course Convener**



**Dr. Kiran Save**

**Principal**  
Sonopant Dandekar Arts College,  
V.S. Apte Commerce College &  
M.H. Mehta Science College  
PALGHAR (W.R.)  
Dist. Palghar, Pin-401404



Sonopant Dandekar Shikshan Mandali's

**SONOPANT DANDEKAR ARTS, V. S. APTE COMMERCE  
AND M. H. MEHTA SCIENCE COLLEGE**

Tal. Palghar, Dist. Palghar, Pin - 401 404.

Code.: (02525) 252163, Prin : 252317 • Resi.: 252316

website : [www.sdsmcollege.com](http://www.sdsmcollege.com) • Email: [sdsmcollege@yahoo.com](mailto:sdsmcollege@yahoo.com)

(NAAC Reaccredited 'B' Grade)

---

**NOTICE FOR ALL THE SENIOR COLLEGE STUDENTS**

**Date: 3<sup>rd</sup> January, 2020**

**DEPARTMENT OF COMMERCE & IQAC**

**PRESENTS**

**CERTIFICATION COURSE IN DIGITAL MARKETING**

Duration	–	60 Hours
Eligibility	-	HSC Passed from Any Stream is Eligible
Fees	–	Rs. 1,200/-
Intake Capacity	–	100 Students
Exam Pattern	–	Theory Exam 50 Marks and Assignment 50 Marks
Proposed Day & Date	–	Tuesday, 7th January, 2020


Interested students are hereby requested to contact Ms. Sayali Dahanukar madam as early as possible.

**Dr. Manish Deshmukh**  
**Course Convener**



### Students Enrolment List

Rec. No	Rct. Date	Student Name	Stream	Standard	Roll No	Amount (Rs)
3861	10/01/2020	Munshi Shifa Mehboob	Management Studies	S.Y.B.M.S	97059	1200.00
3863	10/01/2020	Yadav Renu Maniram	Management Studies	T.Y.B.M.S.	98067	1200.00
3864	10/01/2020	Ansari Nuresha Sharif	Management Studies	T.Y.B.M.S.	98068	1200.00
3865	10/01/2020	Ansari Sanobar Gulam	Management Studies	T.Y.B.M.S.	98006	1200.00
3866	10/01/2020	Sonar Lawanya Ganesh	Management Studies	T.Y.B.M.S.	98007	1200.00
3867	10/01/2020	Giri Sneha Kumari Santosh	Management Studies	T.Y.B.M.S.	98081	1200.00
3868	10/01/2020	Nimbalkar Snehal Rajendra	Management Studies	T.Y.B.M.S.	98082	1200.00
3870	10/01/2020	Chaphekar Khyati Bharat	Management Studies	T.Y.B.M.S.	98078	1200.00
3872	10/01/2020	Gare Himani Suresh	Management Studies	T.Y.B.M.S.	98010	1200.00
3873	10/01/2020	Yadav Anju Ramsabab	Management Studies	T.Y.B.M.S.	98052	1200.00
3874	10/01/2020	Yadav Vandana Satyandra	Management Studies	T.Y.B.M.S.	98077	1200.00
3875	10/01/2020	Mishra Ankita Satish	Management Studies	T.Y.B.M.S.	98051	1200.00
3876	10/01/2020	Saini Kiran Gopiram	Management Studies	T.Y.B.M.S.	98050	1200.00
4052	13/01/2020	Parikh Jitendra Shravankumar	Management Studies	T.Y.B.M.S.	98005	1200.00
4053	13/01/2020	Yadav Deepak Ramdular	Management Studies	T.Y.B.M.S.	98070	1200.00
4054	13/01/2020	Tharse Tushar Ashok	Management Studies	T.Y.B.M.S.	98004	1200.00
4055	13/01/2020	Waghchaure Tanuja Naresh	Management Studies	T.Y.B.M.S.	98083	1200.00
4056	13/01/2020	Vedage Nita Mahadeo	Management Studies	T.Y.B.M.S.	98032	1200.00
4220	14/01/2020	Mansuri Tarannum Vasi Ahmed	Management Studies	T.Y.B.M.S.	98061	1200.00
<b>Total</b>						<b>22,800.00</b>

  
**Dr. Manish Deshmukh**  
**Course Convener**



# Attendance Sheet

**Digital Marketing Course (Attendance Sheet)**

Sr. No.	Class	Full Name	11/01	12/01	18/01	25/01	01/2	02/2	03/2	08/2	09/2	10/2	15/2	17/2	22/2	23/2	25/2	02/3	13/3
1	S.Y.B.M.S	Munshi Shifa Mehboob	MS	MS	MS	MS	MS	MS	MS	MS	MS	MS	MS	MS	MS	MS	MS	MS	MS
2	T.Y.B.M.S	Yadav Renu Maniram	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM
3	T.Y.B.M.S	Ansari Nuresha Sharif	AN	AN	AN	AN	AN	AN	AN	AN	AN	AN	AN	AN	AN	AN	AN	AN	AN
4	T.Y.B.M.S	Ansari Sanobar Gulam	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS
5	T.Y.B.M.S	Sonar Lawanya Ganesh	SL	SL	SL	SL	SL	SL	SL	SL	SL	SL	SL	SL	SL	SL	SL	SL	SL
6	T.Y.B.M.S	Giri Sneha Kumari Santosh	SK	SK	SK	SK	SK	SK	SK	SK	SK	SK	SK	SK	SK	SK	SK	SK	SK
7	T.Y.B.M.S	Nimbalkar Snehal Rajendra	SN	SN	SN	SN	SN	SN	SN	SN	SN	SN	SN	SN	SN	SN	SN	SN	SN
8	T.Y.B.M.S	Chaphekar Khyati Bharat	KB	KB	KB	KB	KB	KB	KB	KB	KB	KB	KB	KB	KB	KB	KB	KB	KB
9	T.Y.B.M.S	Gare Himani Suresh	HS	HS	HS	HS	HS	HS	HS	HS	HS	HS	HS	HS	HS	HS	HS	HS	HS
10	T.Y.B.M.S	Yadav Anju Ramsabad	AY	AY	AY	AY	AY	AY	AY	AY	AY	AY	AY	AY	AY	AY	AY	AY	AY
11	T.Y.B.M.S	Yadav Vandana Satyandra	YS	YS	YS	YS	YS	YS	YS	YS	YS	YS	YS	YS	YS	YS	YS	YS	YS
12	T.Y.B.M.S	Mishra Ankita Satish	MS	MS	MS	MS	MS	MS	MS	MS	MS	MS	MS	MS	MS	MS	MS	MS	MS
13	T.Y.B.M.S	Saini Kiran Gopiram	SK	SK	SK	SK	SK	SK	SK	SK	SK	SK	SK	SK	SK	SK	SK	SK	SK
14	T.Y.B.M.S	Parikh Jitendra Shrivankumar	JP	JP	JP	JP	JP	JP	JP	JP	JP	JP	JP	JP	JP	JP	JP	JP	JP
15	T.Y.B.M.S	Yadav Deepak Ramdular	YD	YD	YD	YD	YD	YD	YD	YD	YD	YD	YD	YD	YD	YD	YD	YD	YD
16	T.Y.B.M.S	Tharse Tushar Ashok	TT	TT	TT	TT	TT	TT	TT	TT	TT	TT	TT	TT	TT	TT	TT	TT	TT
17	T.Y.B.M.S	Waghachare Tanuja Naresh	TN	TN	TN	TN	TN	TN	TN	TN	TN	TN	TN	TN	TN	TN	TN	TN	TN
18	T.Y.B.M.S	Vedage Nita Mahadeo	VN	VN	VN	VN	VN	VN	VN	VN	VN	VN	VN	VN	VN	VN	VN	VN	VN
19	T.Y.B.M.S	Mansuri Tarannum Vasi Ahmed	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT

MMU

**Dr. Manish Deshmukh**  
Course Convener

## DIGITAL MARKETING PORTFOLIO ASSIGNMENT

### Content Writing –

- Digital Marketing Course for Undergraduates, Graduates, MBA students
- Digital Marketing Trends & Scope in India?

### Blog Submission -

- How to become Successful in Digital Marketing
- Digital Marketing Course for Working Professionals?
- Digital Marketing Opportunity?

### Facebook Marketing - Digital Marketing Course Promotion

- Create New account with some different name / if have official account then carry on with same
- Create SEO friendly Page.
- Create One New Group with minimum 30 members.
- Join at least 20 groups.

### Infographics-

- Why Digital Marketing course is best career opportunity?
- Quit Smoking
- Learn Digital Marketing & Earn money from home by Online Marketing.
- Coronavirus impact on industries
- Precautions taken for Coronavirus

### IMP NOTE - Generate Maximum Leads

GOOD LUCK!



## Syllabus Completion Report

Department of Commerce & Department of Management Studies			
Sr. No.	Topics Covered	Date	Session Hours
1	Digital Marketing Introduction	11-01-2020	4
2	Search Engine Optimization	12-01-2020	4
3	Off-Page Optimization	18-01-2020	4
4	On-Page Optimization	25-01-2020	4
5	Search Engine Marketing	01-02-2020	4
6	Facebook Marketing	02-02-2020	4
7	Email Marketing	03-02-2020	4
8	Social Media Marketing	08-02-2020	4
9	Working with Display Network	09-02-2020	4
10	Analyze Campaigns	10-02-2020	4
11	Web Analytic	15-02-2020	4
12	Content Marketing	17-02-2020	4
13	Google Analytic	22-02-2020	2
14	Online Reputation Marketing	23-02-2020	2
15	Infographics Designing	25-02-2020	3
16	Blog Marketing	02-03-2020	3
17	Article Marketing	13-03-2020	2



**Dr. Manish Deshmukh**

**Course Convener**

## Infographics made by Students

**STAY HOME**

**SAVE LIVES**

**help stop coronavirus**

1. Avoid close contact  
(1 meter or 3 feet)  
with people who are  
unwell



2. Wash your hands  
regularly for 20  
seconds, with soap  
and water or  
alcohol based hand  
rub



3. Cover your nose  
and mouth with a  
disposable tissue or  
flexed elbow when  
you cough or sneeze



4. Don't Touch  
your eyes, nose,  
or mouth if your  
hands are not  
clean



Ministry of Health & Family Welfare  
Government of India

**Helpline for  
Novel Coronavirus  
+91-11-23978046**



# QUIT SMOKING START HEALING

THE BENEFITS OF QUITTING SMOKING



Source(s):  
<http://media.mercola.com/assets/images/infographic/quit-smoking.jpg>  
[http://www.buffingtonpost.co.uk/2014/10/06/stoptober-stop-smoking-affects-body\\_n\\_3960098.html](http://www.buffingtonpost.co.uk/2014/10/06/stoptober-stop-smoking-affects-body_n_3960098.html)

# PREVENTION CORONAVIRUS



## **WASH YOUR HANDS**

Wash them often, with water and lots of soap. Wash at least 20 seconds.



## **SNEEZING/ COUGHING ETIQUETTE**

Cover your mouth when you cough or sneeze, with a tissue or the inside of your elbow



## **EYES, NOSE, MOUTH**

Hands touch many surfaces and can pick up viruses. Avoid touching your eyes, nose or mouth. The virus can enter your body and can make you sick.



## **IF YOU'RE SICK**

if you have a flu-like illness, inform the people around you. If your illness isn't mild, seek medical care.

Sample Course Certificate

# CERTIFICATE

OF COMPLETION

DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES

*"CERTIFICATE COURSE OF DIGITAL  
MARKETING"*



*This is to acknowledge that Ms. Munishi Shifa Mehboob of SY.BMS class of Sonopant Dandekar College has successfully completed "Certificate Course of Digital Marketing" Conducted by Department of Commerce & Management Studies during the academic year 2019-20 and secured A grade.*

**Dr. Manish Deshmukh**  
Head Dept. of Commerce

**Dr. Shreya Mishra**  
Head Dept. of Management  
Studies

**Prof. Mahesh Deshmukh**  
Chairman CFEI

**Dr. Kiran Save**  
Principal



# CERTIFICATE

OF COMPLETION

DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES

## "CERTIFICATE COURSE OF DIGITAL MARKETING"



*This is to acknowledge that Ms. Vedage Nita Mahadeo of TY.BMS class of Sonopant Dandekar College has successfully completed "Certificate Course of Digital Marketing" Conducted by Department of Commerce & Management Studies during the academic year 2019-20 and secured A grade.*

**Dr. Manish Deshmukh**  
Head Dept. of Commerce

**Dr. Shreya Mishra**  
Head Dept. of Management  
Studies

**Prof. Mahesh Deshmukh**  
Chairman CFEI

**Dr. Kiran Save**  
Principal

# CERTIFICATE

OF COMPLETION

DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES

## "CERTIFICATE COURSE OF DIGITAL MARKETING"



This is to acknowledge that Mr. Tharse Tushar Ashok of TY.BMS class of Sonopant Dandekar College has successfully completed "Certificate Course of Digital Marketing" Conducted by Department of Commerce & Management Studies during the academic year 2019-20 and secured A+ grade.

**Dr. Manish Deshmukh**  
Head Dept. of Commerce

**Dr. Shreya Mishra**  
Head Dept. of Management  
Studies

**Prof. Mahesh Deshmukh**  
Chairman CFEI

**Dr. Kiran Save**  
Principal

## **COURSE SUMMARY**

The Certificate Course in Digital Marketing is a structured program which was designed to provide students with the essential knowledge and practical skills required to excel in the digital marketing landscape.

The course offered students with a balanced mix of theoretical instruction and hands-on practice, ensuring students are well-prepared to tackle real-world digital marketing challenges.

Duration: 3 Months

Date of Commencement: 11th January, 2020

Date of Completion: 13th March, 2020

No. of Students Enrolled – 19

No. of Students Completed Course – 19



**Dr. Manish Deshmukh**

**Course Convener**