




**KCES's College of Engineering and Information
Technology , Jalgaon**

Activity Report

Name of The Activity : Digital Marketing (5 – Days)			
Category of activity	Curricular	Co-curricular	Extra-curricular
Date:	05-01-2019	Participants profile:	MBA- Students
Name of Co-ordinator (S)	1. Prof: Shefali Agrawal 2. Prof. Mayur Borse		
Guest/ Experts (If any)	Mr. Dhiraj Shirode		
Objective for conducting activity	<ul style="list-style-type: none">• Increase the sale for various Business• Expand the online Business in Various Location		
Methodology	<ul style="list-style-type: none">• Computer tools & Software Online and Offline		
Out Come	<ul style="list-style-type: none">• Get Information and Business with Technology		


IQAC coordinator






Principal
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Photo:-




Management Department
(MBA) - HOD




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KCES's College of Engineering and Information Technology , Jalgaon


ATTENDANCE

List of Teachers Present for the Programme


NAME OF PROGRAMME: -Digital Marketing

DATE: -05-01-2019

SR NO	NAME OF PARTICIPANTS	DESIGNATION	SIGNATURE
1	Prof. Mayur Borse	Asst. Prof.	
2	Prof. Shefali Agrawal	Asst. Prof.	
3	Prof. Neena Bhosale	Asst. Prof.	
4	Prof. Madhuri Sonawane	Asst. Prof.	
5	Prof. Poonam Wani	Asst. Prof.	
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Syllabus – Digital Marketing

Introduction to Digital Marketing	Principles of Digital Marketing; Digital Marketing Channels; Tools to Create Buyer Persona; Competitor Research Tools, Website Analysis Tools, etc.
Content Marketing	Content Marketing Concepts & Strategies; Planning, Creating, Distributing & Promoting Content; Optimize Website UX & Landing Pages; Measure Impact; Metrics & Performance; Using Content Research for Opportunities, etc.
Social Media Marketing	Introduction; Major Social Media Platforms for Marketing; Developing Data-driven Audience & Campaign Insights; Social Media for Business; Creation & Optimization of Social Media Campaigns, etc.
Search Engine Optimization	Search Engine Optimization Fundamentals; Keywords and SEO Content Plan; SEO & Business Objectives; Writing SEO Content; On-site & off-site SEO; Optimize Organic Search Ranking, etc.
Web Analytics & Google Analytics	Google Analytics Tools; Web Analytics Tools, etc.
E-mail Marketing	Effective E-mail Campaigns; E-mail Plan; E-mail Marketing Campaign Analysis; Measuring Conversions & keeping up, etc.
Web Design	Web design, optimization of websites; Publishing a basic website; User-centred Design and Website Optimization; Design Principles and Website Copy; Website Metrics & Developing Insight, etc.
Introduction to CRM	Fundamentals to CRM; CRM Platforms; CRM Models; CRM Strategy, etc.
Video Advertising	Basics of Video Advertising; Creating Video Campaigns; Measurement & Optimization; Creating & Managing a YouTube Channel; Targeting Video Campaigns, etc.
Digital Marketing Budgeting	Digital Marketing Budget & Plan; Resource Planning; Cost Estimating; Cost Budgeting; Cost Control



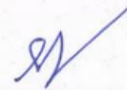
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MANAGEMENT, BELGAON

KCES's College of Engineering and Information Technology , Jalgaon
Department of Management (MBA)

DATE: 02/01/2019


Notice

All the students are hereby inform that certification course of Digital Marketing is arranged by the Management (MBA) department in association with Mr. Dhiraj Shirode from 05/01/2019 to 09/01/2019, so Interested Student enroll their name to course coordinator – Prof. Mayur Borse within 2 Days .



Head of MBA Dept.
(Dr. Sanjay R. Sugandhi)




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Department of Management
KCES's College of Engineering and I.T, Jalgaon
 Academic Year 2019-20

05/01/2019

On
DIGITAL MARKETING

By

Sr. No	Name Of The Student	Signature
1	Praachi Upendra Lalwani	<u>Pawani</u>
2	Nikita Motilal Mahale	<u>(N) Mahale</u>
3	Vrushali Rajendra Patil	<u>(V) Patil</u>
4	Reena Rajendra shah	<u>R Shah</u>
5	Avish Hemandas Morhija	<u>Avish</u>
6	Nilesh. V. Utkarsh. Uttamchondani	<u>Nilesh</u>
7	Amol Devidas Bhagat	<u>Amol</u>
8	Kalpesh Kiran Attarde.	<u>K Attarde</u>
9	Harshal Rajendra Teete	<u>H Teete</u>
10	Koli Girish Megharaj	<u>G Koli</u>
11	Erande Umesh Sanjay	<u>U Erande</u>
12	Chetan Rajendra Khachane	<u>C Khachane</u>
13	Dipali Pradip Somani	<u>D Somani</u>
14	Ankita Anil Somani	<u>A Somani</u>
15	Pratiksha Nandlal Chaudhari	<u>P Chaudhari</u>
16	Siddhi Sanjay Kabra	<u>S Kabra</u>
17	Mahajan Rajal Anil	<u>M Mahajan</u>
18	Suman Khemraj Jangid	<u>S Jangid</u>
19	Tejal Manoj Vandale	<u>T Vandale</u>
20	Sayali Jagdish Thakur	<u>S Thakur</u>
21	Yasmin Babulal Pinjari	<u>Y Pinjari</u>
22	Shrikant Bhimrao Patil	<u>S Patil</u>
23	Narendra Gorakh patil	<u>N Patil</u>
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Department of Management
KCES's College of Engineering and IT, Jalgaon
Academics Year 2019-20

Date: 12/01/2019

Digital Marketing

Sr. No	Name of Students	Signature
1.	Nitesh W. Uttamchandoni	Nitesh
2.	Avish H. Tatkhe	Avish
3.	Shrikant B. Patil	SPBPT
4.	Erande umesh surjay	Umesh
5.	Kshirsagar Dipak Bhagwan	Dipak
6.	Harshal R. Yeole	Harshal
7.	Chetan R. Khachane	Chetan
8.	Girish M. Koli	Girish
9.	Amol D. Bhagwat	Amol
10.	Dipali P. Somani	Dipali
11.	Chaughari Pratiksha N.	Pratiksha
12.	Somani Ankita Anil	Ankita
13.	Suman K. Rangid	Suman
14.	Kalpesh K. Attarde.	Kalpesh
15.	Reena Shah	Reena
16.	Praachi V. Lalwani	Praachi
17.	Mahale Nikita Matilal	Nikita
18.	Patil vrushali Rajendra	Vrushali
19.	Tejal Manoj vandale	Tejal
20.	Sayali Jagdish Thakur	Sayali
21.	Jasmin Babulal Binjari	Jasmin
22.	Sayali Jayram Mahajan	Sayali
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Department of Management
KCES's College of Engineering and IT, Jalgaon
Academics Year 2019-20

Date: 14/01/2019

Digital Marketing

Sr. No	Name of Students	Signature
1.	Dipali P. Somani	<u>Somani</u>
2.	Amruta B. Baheti	<u>Baheti</u>
3.	Prachi V. Patwari	<u>Patwari</u>
4.	Reena Shah	<u>Shah</u>
5.	Suman K Jangid	<u>Jangid</u>
6.	Vrushali Patil	<u>Patil</u>
7.	Siddhi Sanjay Kabra	<u>Kabra</u>
8.	Tejal Manoj vandale	<u>Vandale</u>
9.	Sayali Jagdish Thakur	<u>Thakur</u>
10.	Yasmin Bakulal Pinjari	<u>Pinjari</u>
11.	Vitesh. N. Uttam Chaudhari	<u>Chaudhari</u>
12.	Aish Mahija	<u>Mahija</u>
13.	Amal Devidas Bhagat	<u>Bhagat</u>
14.	Pratiksha N. Chaudhary	<u>Chaudhary</u>
15.	Ankita A. Somani	<u>Somani</u>
16.	Girish. M. Koli	<u>Koli</u>
17.	Kalpesh Hiran Attarde	<u>Attarde</u>
18.	Shrikant B. Patil	<u>Patil</u>
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Sunday

Sr. No.	Name	Signature
1)	Ankita Anil Somani	<u>Ankita</u>
2)	Pratiksha Nandlal Chauhan	<u>Chauhan</u>
3)	Dipali Pradip Somani	<u>Somani</u>
4)	Amol Devidas Bhagat	<u>Bhagat</u>
5)	Shrikant B. Patil	<u>SBPatil</u>
6)	Koli Girish Megharaj	<u>Girish</u>
7)	Avish Hemant Makha	<u>Makha</u>
8)	Nitesh. N. Uttamchandoni	<u>Nitesh</u>
9)	Suman Khemraj Jangid	<u>BJangid</u>
10)	Patil Vrushali Rajendra	<u>Patil</u>
11)	Siddhi Ganjay Kabra	<u>Kabra</u>
12)	Prachi Upendra Lalwari	<u>Lalwari</u>
13)	Reena Rajendra Shah	<u>RShah</u>
14)	Tejal Manoj Vandole	<u>Vandole</u>
15)	Sayali Jagdish Thakur	<u>Thakur</u>
16)	Yasmin Babulal Pinjari	<u>Pinjari</u>




K.J.S.O. COLLEGE OF ENGINEERING & MANAGEMENT, JALGAON

Department of Management (MBA)

Schedule

Date	Day	Session	Time	Duration
05/01/2019	Saturday	I	9:00 am. to 12:00 pm.	6 hrs
		II	01:00 pm. to 04:00 pm.	
06/01/2019	Sunday	I	9:00 am. to 12:00 pm.	6 hrs
		II	01:00 pm. to 04:00 pm.	
12/01/2019	Saturday	I	9:00 am. to 12:00 pm.	6 hrs
		II	01:00 pm. to 04:00 pm.	
13/01/2019	Sunday	I	9:00 am. to 12:00 pm.	6 hrs
		II	01:00 pm. to 04:00 pm.	
14/01/2019	Saturday	I	9:00 am. to 12:00 pm.	6 hrs
		II	01:00 pm. To 04:00 pm.	
Total Lectures				30 Hrs


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Khandesh College Education Society's

COLLEGE OF ENGINEERING AND IT, JALGAON

Affiliated to Dr. Babasaheb Ambedkar Technological University, Maharashtra & KBC North Maharashtra University Jalgaon
Approved By AICTE, New Delhi. | MSBTE

Department Of Management

Certificate

This is to Certify that Sam Pal
of **Management** has successfully participated & completed the
Certificate courses/Add-on course / Value-added course
on _____ organised during _____
to _____.

**HOD
Management Department**

**Principal
KCES's COEIT, Jalgaon**