A Brief report Certificate course in Digital Marketing

Centre for Information Technology conducted a Certification programme in Digital Marketing for the 3rd Semester MBA (B & C sections) from 26th September 2017 – 30th January 2018.

The main objective of this course is to create awareness about different packages in Digital Marketing which helps them during placements. Mr.Supreet.G Corporate trainer, NICT, Bangalore, was the resource person.

Course details are as follows:

- Total number of hours : 30
- Duration of the course : 3 Months
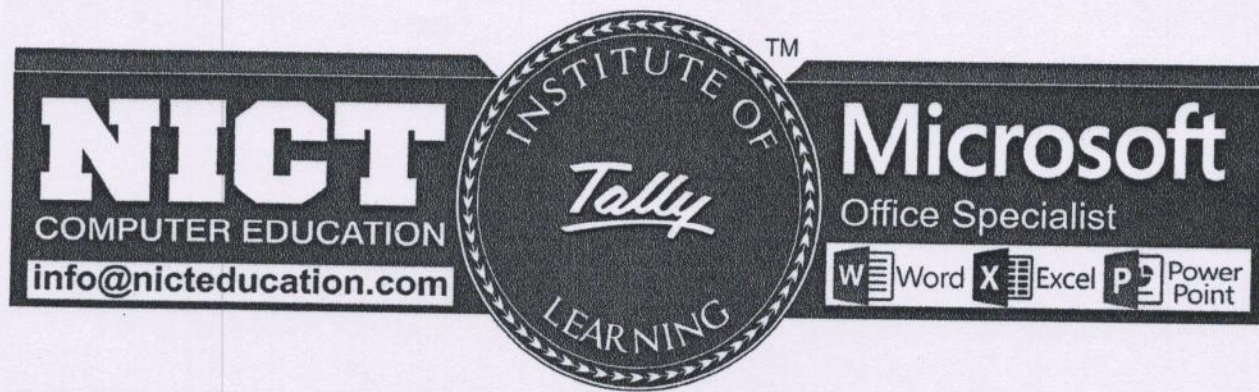- Number of students : 92

Various topics covered in the course duration were as follows:

Digital Marketing

1. Introduction to Digital marketing
2. Website planning and creation
3. Search engine optimization
4. Social media marketing
5. Email marketing
6. Google analytics
7. Keyword research
8. Youtube marketing
9. Facebook marketing
10. Lead generation for business

Feedback was collected from all the students and was found to be good. Certificates were distributed for all the students who satisfied the eligibility criteria.

Integrated College Program with R.V. Institute of Management

Supreeth Garla – Director of NICT Computer Education
MOBILE: 9686227070 | WWW.NICTEDUCATION.COM

NICT Computer Education Pvt Ltd

Authorized Tally & Microsoft Assessment & Training Partner
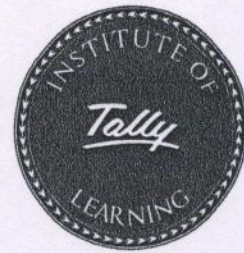# 791, 9th Main Road, 4th Block West,
Jayanagar, Bangalore - 560 011. India.
Phone: +91 80 22443347 / 41210488
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Proposal

PROFILE OF ORGANISATION

About NICT

NICT was established in the year 1996 in Bangalore, to impart high quality IT Education at an affordable cost.

NICT has 12 Training centers in Bangalore and 40 training centers across India. NICT is associated with more than 80 colleges in Bangalore.

NICT is an ISO 9001:2008 Certified Organization and official training & Assessment partners of Tally, Microsoft Office, Autodesk, COREL and KEONICS. NICT is registered under Government of Karnataka, Department of Collegiate Education.

NICT has trained and certified more than 10 lac students and the certified students are placed in many prestigious companies like Infosys, Wipro, Satyam Mahindra, Cap Gemini, Reliance, Birla group of companies, TCS and etc.

NICT expertise is not limited to IT Education but also extended to VEDIC Maths (to find solutions in less than 30 seconds), Personality Development, Soft skills, Hardware & Networking, Multimedia & Animations and live projects for BCI and Engineering Students.

1. PROGRAM OBJECTIVES

To provide Verifiable Certificate Courses to the students and Bridge the gap between the College Education and ever changing Industry requirements.

2. DELIVERY METHODOLOGY

Using Licenced software and training the students with online training methodologies using Computers. Students will be exposed to real time case studies and Industry assignments.

NICT Computer Education Pvt Ltd

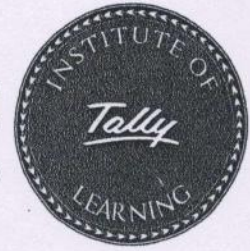Authorized Tally & Microsoft Assessment & Training Partner
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3. Certificate

NICT Computer Education will not provide SAP certificate. NICT Computer Education will provide only the training to students.

4. PROGRAM Duration & FEE (per student) Plus Service Taxes.

Year	Name the Course	Duration	Fee Inclusive of GST	
2nd Year	Digital Marketing/SAP FICO	30 HOURS	Rs. 3500/-	Per Student
1st Year	Excel and Advance Excel	40 Hours	Rs 1500/-	Per hour per batch(4 batches)

5.

Proposal from:

M/s: NICT Computer Education Pvt Ltd, represented by its Managing Director Mr. P S Kiran Kumar having its office at # 791, 9th Main Road, 4th Block West, Jayanagar, Bangalore – 560 011. Email: supreeth142@gmail.com, Mobile: +91 - 9686227070, Phone: +91 80 22443347.

Proposal To:

M/s: R.V. Institute of Management, represented by its Director Mr. T V Raju having its college at CA 17,36TH cross,26th Main,4 T Block ,jayanagar ,Bangalore ,Karnataka. Accredited by NAAC with 'A' Grade.

5 * NICT will pay to RSST Rs. 500 + GST per student for usage for computer Labs from oct 17 - Dec 2017

NICT Computer Education Pvt Ltd

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Jayanagar, Bangalore - 560 011. India.
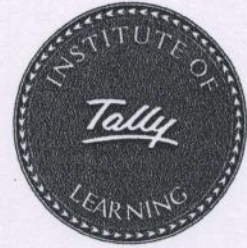Phone: +91 80 22443347 / 41210488
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Date of Proposal given on: 4th September2017

Name of the Proposal: Integrated College Programme.

Academic Year: 2017 – 2018

Syllabus: As per the broacher enclosed.

Payment Terms:

50% before commencement of the Course

50% after completion of 50% of the course.

Payment by Account Payee cheques only in favour of M/s: NICT Computer Education Pvt Ltd.

R.V. Institute of Management   NICT Computer   Education