



RASHTREEYA SIKSHANA SAMITHI TRUST

## R V INSTITUTE OF MANAGEMENT

CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar

Bengaluru, Karnataka 560 041

A report on MOOC offered on the theme "The Complete Digital Marketing Course - 12 Courses in 1"	
Date: May 2020	Platform: Udemy
Subject: Digital Marketing	Target Audience: 4 <sup>th</sup> semester, Marketing Specialization students
No. of Participant: 39	Course Coordinator: Prof. Ramya S
<b>Objectives of the course:</b> <ul style="list-style-type: none"><li>▪ To understand the fundamentals of digital marketing.</li><li>▪ To provide practical and expert insight to the world of digital marketing.</li><li>▪ To grow business online and make money as an affiliate marketer.</li><li>▪ Students land a high-paying job in digital marketing and work from home as a freelance marketer.</li></ul>	
<b>About this course:</b> <p>With over 20 hours of training, quizzes and practical steps you can follow - this is one of the most comprehensive digital marketing courses available. We'll cover SEO, YouTube Marketing, Facebook Marketing, Google Adwords, Google Analytics and more!</p> <p>The course is hugely interactive with projects, checklists &amp; actionable lectures built into every section. Learn step by step how to market a business online from scratch across all the most important marketing channels. Follow the steps on screen to get results at work, for own business or for digital marketing clients.</p> <p><b>12 Courses in 1</b></p> <p>Covering 12 major online marketing topics and comprising of 20+ hours of clear cut lectures and practice activities - this course is "incredible value for money!" as one student said. We'll cover:</p>	

- Market Research- Ask 3 simple questions to validate your business idea.
- WordPress- Build a world-class website in 1 hour without any coding.
- Email Marketing- Build a mailing list of 1000 people in 30 days from scratch.
- Copywriting- Write sales pages that make the cash register ring!
- SEO (Search Engine Optimization)- Get free traffic to your website with SEO.
- YouTube Marketing- Drive traffic & sales with simple "how to" videos.
- Social Media Marketing- (Instagram, Facebook, Twitter, Pinterest & Quora).
- LinkedIn Marketing- Go viral on LinkedIn and 400x your connections.
- App Marketing- Discover 43 Ways To Promote Your App.
- Google Adwords- Avoid common mistakes and set up profitable campaigns first time.
- Facebook Ads- Make money with Facebook Ads without spending a fortune.
- Google Analytics- Improve your marketing with Google Analytics data.

By the end of this course, you will be confidently implementing marketing strategies across the major online marketing channels.

All the strategies, tips and tools recommended are either free or very cost effective.

You'll Also Get:

- ✓ Lifetime Access to course updates
- ✓ Fast & Friendly Support in the Q&A section
- ✓ Udemy Certificate of Completion Ready for Download

Course content:

- Introduction
- Market research
- Make a website
- Email marketing
- Copy writing
- Search Engine Optimisation (SEO)
- YouTube marketing
- Facebook marketing

- Twitter marketing
- Quora marketing
- Google adwords/ ads
- Google analytics
- Instagram marketing
- Pinterest marketing
- linkedIn marketing
- facebook ads
- App marketing
- Old content
- Conclusion

Profile of the instructor:

Rob Percival

Web Developer And Teacher

He has a degree in Mathematics from Cambridge University and you might call me a bit of coding geek. After building websites for friends and family for fun, I soon learned that web development was a very lucrative career choice. He gave up my successful (and sometimes stressful) job as teacher to work part time and today, couldn't be happier. He is passionate about teaching kids to code, so every summer I run Code School in the beautiful city of Cambridge. He also runs the popular web hosting and design service, Eco Web Hosting which leaves me free to share my secrets with people like you. You wouldn't believe the freedom that being a web developer offers. Sign up and find out for yourself why so many people are taking and recommending this course. He genuinely believes it's the best on the market and if you don't agree, he'll happily refund your money.

Daragh Walsh

That's how many students have taken my courses, leaving more than 160,000 top-rated reviews. As a Google Certified Marketer, I've worked with brands such as Amazon and Hertz and grown my own

successful business online. I know what you want -- results -- and I am an expert at getting them. I teach clear, repeatable steps that work - not just theory! By listening to students, I have developed a teaching style that leads to fast learning and positive outcomes. I'm from Ireland and I enjoy connecting with people all around the world so I hope to see you inside one of my courses.

#### Codestars by Rob Percival

#### Teaching the Next Generation of Coders

Best-selling Udemy instructor Rob Percival wants to revolutionize the way people learn to code by making it simple, logical, fun and, above all, accessible. But as just one man, Rob couldn't create all the courses his students - more than half a million of them - wanted. That's why Rob created Codestars. Together, the instructors that make up the Codestars team create courses on all the topics that students want to learn in the way that students want to learn them: courses that are well-structured, super interactive, and easy to understand.

#### List of students who pursued this course:

Nolamba Rani	Shriman
Pallavi Satish Desai	Sindhu H D
Poornima L	Smriti Rao
Priya Dharshini T	Sridhar Mettan
Raksha K	Srinidhi B Patawari
Raveesha T R	Sukrutha S
Ravikumar H S	Sunil Kumar R
S Akash	Suraj R Kulkarni
Sachin H B	Sushant A Shetti
Sadhana A S	Sushma Heroorkar
Sagar Muttanna Sajjanar	Swapnil Surendra Chougale
Saijaswanth K	Swaroop B J
Samprita Rajpurohit	Utpal Satish Naik

Sandesh H G	Varun
Sangitha Ganesh	Vignesh Bhat H S
Santosh Shetty	Vijayalakshmi G
Saqib Khursheed Kakroo	Vijayamahantesh K Sajjanar
Sarvesh Shamsundar Tosniwal	Vinuta Vithal Savant
Shakthikumar S	Vishwanath B Gangappanavar
Sharanappa	

Copy of the Certificate:



# Certificate of Completion

This is to certify that **Raksha K** successfully completed 23.5 total hours of **The Complete Digital Marketing Course - 12 Courses in 1 online course** on May 4, 2020

*Rob Percival* *Daragh Walsh* *Codestars by Rob Percival*  
Rob Percival, Instructor    Daragh Walsh, Instructor    Codestars by Rob Percival, Instructor

&  
 Udemy

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Certificate url: ude.nyu/UC-4767dcca-13ef-492-8904-8299ba5978a

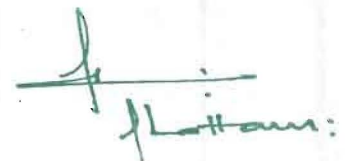
#BeAble

## Outcome Achieved/ Attained:

Students really found this course very useful and insightful. The course is well structured. Also way the process and their importance have been explained is very easy and simple. A big thank Rob Percival, Daragh Walsh & Udemy for putting up such an in depth course.



Faculty Coordinator



Director

