



RV Institute of Management

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Jayanagar, Bengaluru - 560041, Karnataka, India

Autonomous
Institution Affiliated
to Bengaluru City
University

Approved by AICTE,
New Delhi. Accredited
by NAAC with 'A+' Grade

QS I-Gauge Diamond Rated

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Certificate course on Social Media Marketing and Search Engine Optimization (SEO)

Date: 12 th , 13 th , & 19 th September 2024	Venue: IT Lab
Time: 09:00 am to 05:00 pm	Event : 3 Days
No. of Participant: 180 Students (1st Semester) A, B & C – 2023-25 Batch	Event Coordinator: Dr. Noor Firdoos Jahan, Dr. Padmalini Singh and Prof. Ankita Shrivastava

Objectives

- To inculcate Digital Marketing skills in students
- To train students in SEO Tactics. Web analytics- Key metrics

Resource Person: Sameer Mutalikdesai, Founder, Digital Marketing institute

- Mr. Sameer has 5.9 Years' Experience in Digital Marketing - Social Media Marketing and Lead generation using FB in Edtech & Education sectors (AIMS IBS B-school, IBMR B-School, R.V Institute of Management, speakupclass.com).
- Training and Mentor Experience in Digital Marketing trainings working with Leading Ed-tech Companies like Great Learning, DSIM, PGP in Digital Marketing (Jain). 5+ years of Pedagogy, Case Study design and Training Experience in Digital Marketing and Ecommerce for Training Institutes, B-schools and Skill Development Centers. (Fuel NGO- fuelformation.com, Chetan MBA College Hubli, Karnataka College of Management, Bangalore, RV Institute of Management, Bangalore, AIMS IBS Bangalore).
- Has 7.6 Years in Software Development and Project Management using .Net Technologies for Automotive, Aerospace, and Healthcare domains working in reputed organizations of Robert Bosch, Siemens, and Infosys. Content Creator for of Popular Social Media Pages (Namma Karnataka memes 6.18 lakh followers, Namma team RCB 5lakh followers and Digital Kannadiga). Experience in Managing Influencers, lead Trainers in Edtech Sector.

Outcome Achieved/ Attained:

Department of Marketing in association with Pebble Connect organized a **Certificate course on Social Media Marketing and Search Engine Optimization (SEO)** from industry experts as a value addition to the subject Digital Marketing for the students of II semester (All the section).

This Course focus on skills like SEO, SMM, PPC, web analytics. These skills help students to master the most in-demand digital marketing skills, techniques, and tools. The resource person identified for the workshop is Sameer Mutalikdesai, Founder digital marketing institute. The course started with the introduction to Social Media Marketing to the students and why this has become so relevant today? The methodology adopted by the resource person to train students was consisting of Real time data analysis, simulation, hands on experience, practical and experiential learning. The resource person welcomed the students with an enthusiastic smile, setting an energetic tone for a day-long certification course focused on social media and SEO strategies. He divided the students into diverse teams, tasking them to create comprehensive social media strategies for hypothetical businesses and design an SEO optimization plan. Starting with Facebook marketing, he covered effective page creation and advertising strategies, stressing authenticity and meaningful connections. Teams developed mock campaigns, setting objectives and crafting engaging content. Moving to Twitter, he explained building brand awareness through Promoted Accounts, Tweets, and Trends, guiding students in creating campaigns with trending hashtags. The session on YouTube explored strategies for viral content and advertising formats, with teams outlining engaging video strategies. During the LinkedIn module, he emphasized building strong profiles and using tailored ads for professional networking.

The Instagram segment focused on aligning content with business goals, while Pinterest involved crafting thematic boards for brand storytelling. Shifting gears, he explained how search engines function, guiding students through SEO phases and tactics for optimization. Finally, he explored web analytics concepts, detailing behavioral, outcome, and experience metrics, emphasizing their role in driving decisions. The day concluded with each team presenting their social media and SEO strategies, showcasing creative, strategic, and data-driven approaches. The presentations highlighted their newfound mastery, earning applause and insightful feedback from the resource person. Finally, Students were evaluated based on their performance and marks were awarded to them based on their performance out 10 marks, which became part of their CIA of Digital marketing subject.

List of Participant:



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MBA Programme II Semester [Batch 2023-2025]



Certificate course on Social Media Marketing and Search Engine Optimization (SEO)

30	POOJA R BELAKERE	P	90	P.UTTARA	P
31	PAVITHRA G	P	91	PRANAM	P
32	PRAJWAL S PATIL	P	92	PRASHANT PAWAR	P
33	PRAMATH GOPAL HEGDE	P	93	PRIYADARSHAN SHENVI	P
34	PRATHVI ANNAPPA HEGDE	A	94	PRIYANKA R	A
35	PREETHAM	P	95	PRUTHVIJA T H	P
36	PURVI	P	96	PUNEETH YM	P
37	RESHMI S	P	97	RAMYA VISHWANATH ACH	P
38	ROSHAN S	P	98	SADWI P SHETTY	P
39	SADANA V	P	99	SAMARTH N D	P
40	SADIYA KHUDEJA	P	100	SANTOSH L	P
41	SAI KIRAN S	P	101	SAUMYA SANCHITA	P
42	SANNIDHI S SHETTY	P	102	SHILPA R	P
43	SAYED AWAISE	P	103	SHIVANI TN	P
44	SHETTY SAJJAN SADASH	P	104	SHIVSHANKAR KAMBLE	P
45	SHIVARAJ MALLAPPA JAG	P	105	SHREYA.S.H	P
46	SOMANATH A ITAGI	P	106	SUDEEP THOLAR	P
47	SPOORTI GANAPATI NAIK	P	107	SUHAS K R	P
48	STEFFI FATIMA DSOUZA	P	108	SUJAY G N	P
49	SURAJ SING A JAYARAMA	P	109	SUSHMITHA	P
50	SUSHANTHA SHETTY	P	110	SYED MUZAMMIL ASFAN	P
51	SUVIN V SUVARNA	P	111	THANUJ A MURTHY	P
52	V VARAPRASAD	P	112	TULSI R KORADIYA	P
53	VINDHYA RAJENDRA HEG	P	113	VAISHNAVI N DIXITH	P
54	VISHAL HANUMANATH DHA	P	114	VARSHA SHARADA Y	P
55	Y VEDA REDDY	P	115	VENKATESH GOURIPUR	P
56	YATHISH R	P	116	YASHWANTH GOWDA B A	P
57	CHAITRA M S	P	117	P.V.YASWANTH REDDY	P
58	SUPRITHA T	P	118	SHIVANAND MEDAR	P
59	CHANDAN A N	P	119	SHIVKUMAR.S	P
60	SAMARTH GANAPATI AITH	P	120	SAMMED CHOUGALE	P

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Certificate course on Social Media Marketing and Search Engine Optimization (SEO)

CIA Evaluation Sheet for the Certificate Course

Subject Code: 23MBA121

Subject Name: Digital Marketing

Date: 12th, 13th September, 2024

Time: 9.00 am to 5.00 pm

Sl.No	Name of the Student	Attendance	Sl.No	Name of the Student	Attendance
1	ABHISHEK S HOSMANI	P	61	ADITHYA N SHETTY	P
2	ABHISHEK SK	P	62	AISHWARYA D WARKAR	P
3	ADHVI S U	P	63	AKSHAY KUMAR S	P
4	AISHWARYA NARAYANAN	A	64	ARUN MADEV BIRADAR	P
5	AMRUTHA B G	P	65	B N SATYAPRANEETH	A
6	ANJALI	P	66	BELLARY GAYATHRI	P
7	APEKSHA SIDDANNAVAR	P	67	C BHARGAVI	P
8	ARUNKUMAR M	P	68	CHAITANYA S	P
9	B R GAGAN	P	69	DUSHYANTH N	A
10	BISHAN BOPANNA K B	P	70	HARSHAD NARAYANA M.S	P
11	CHIRAG S M	P	71	HRITHIK N	P
12	DHRUTHI BALAJI	P	72	INDRESH N	P
13	DINESH M	P	73	KAMATH KARTHIK	P
14	FAIZAN KHAN	P	74	KARTHIK G R	P
15	GAJENDRA G S	P	75	KAVYA D	P
16	HARSHITH G	P	76	KISHOR	P
17	HITHEN A S	P	77	LAKSHMI MUVVALA	A
18	HRISHIKESH ASHOK DAB	A	78	LAKSHMI PRASAD M N	P
19	KARTHIK N P	P	79	MANJUNATH D NEELGUNI	P
20	KARTHIK S	P	80	MD ISMAIL HUSSAIN	P
21	KEERTHANA PRABHU B	P	81	MOHAMED TAHIR	P
22	KUSHAL VEDANANDAGOU	P	82	MOULYAGOWDA D N	P
23	MARK DAKSHIN KENNEDY	A	83	N VINAY KUMAR REDDY	P
24	MEDHA.B	P	84	NAMITHA	P
25	MOHITH M	P	85	NARAYANA R PUJARI	P
26	NAMRATHA M K	P	86	NARENDRA	P
27	NEHA M CHOUGALE	P	87	NIMMISH RAO	A
28	NEHA PRASAD	P	88	NITHYA N	P
29	NIRANJAN HEBBAR M	P	89	P S KEERTHY	P

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Certificate course on Social Media Marketing and Search Engine Optimization (SEO)

CIA Evaluation Sheet for the Certificate Course C section

Subject Code: 23MBA121

Subject Name: Digital Marketing

Date: 12th, 13th September, 2024

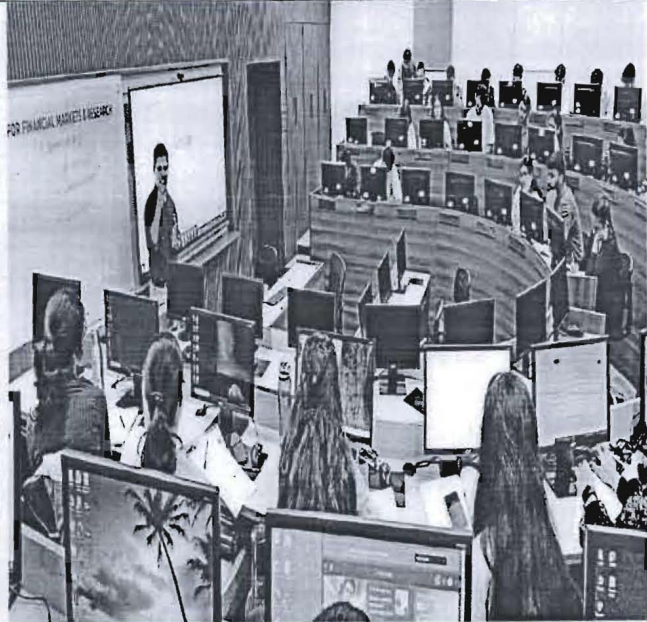
Time: 9.00 am to 5.00 pm

Sl.No	Name of the Student	Attendance	Sl.No	Name of the Student	Attendance
1	A C HARSHA	P	30	RAKSHA R	P
2	ABHISHEK GANESH SHETTI	P	31	RAKSHITHA P	P
3	AISHWARYA T S	P	32	RAVITEJA N	A
4	AJEYA K	P	33	ROHIT YADAV	P
5	AKSHATA S KALBURGI	P	34	RUDRAPRASAD N	P
6	AKSHAYKUMAR SUNIL POL	P	35	RUTUJA V PAWAR	P
7	AMOGHARAJ KULKARNI	P	36	SAHANA MADHUKAR KOKKALAKI	P
8	ARPITA DESHPANDE	P	37	SAKSHI B MALIPATIL	P
9	BGS MAYUR SHANKAR	P	38	SANJAY KUMAR N	P
10	BHAGYALAKSHMI P R	P	39	SARVASHRI R GAONKAR	P
11	CHARUPRIYA C	P	40	SHARATH K U	P
12	FOUZIYA BANU	P	41	SHARATHKUMAR S	P
13	G.P TEJISHREE	P	42	SHREE PRASAD MULLUR	P
14	HARSHITH P	P	43	SHRINIDHI VENKATESH	P
15	KARTHIK H N	P	44	SOWJANYA	P
16	KARTHIK HATWAR G	P	45	SUJAN J	P
17	KAVYA M P	P	46	SUMANTH S A	P
18	LIKHITH E L	P	47	SWATHI G	P
19	MAMATHA S	P	48	V RASHMI	P
20	MANOJ M	P	49	VARUN R	P
21	MARYAM FATHIMA	P	50	VEERESH GORAWAR	P
22	MEGHA SANTOSH ANGADI	P	51	VINAY R	P
23	NANDISHA V	P	52	VITHESH S SUVARNA	P
24	PAVAN	P	53	SUJAY LUTTA	P
25	PRADNYA PRAKASH NAIK	P	54	SYED USMAN GHANI	P
26	PRAGATI RAJ	P	55	PAGIREDDY GARI ASHRITHA	P
27	PUNEET S YAKKARNALL	P	56	SUJAYEENDRA VITTAL	P
28	RAJASHREE SHESHAGIRI SAR	P	57	KEERTHI SABOO	P
29	RAKESH GOWDA	P	58	AMOGH G	P
			59	SHASHANK S M	P
			60	MOHAN D K	A

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Annexure 5

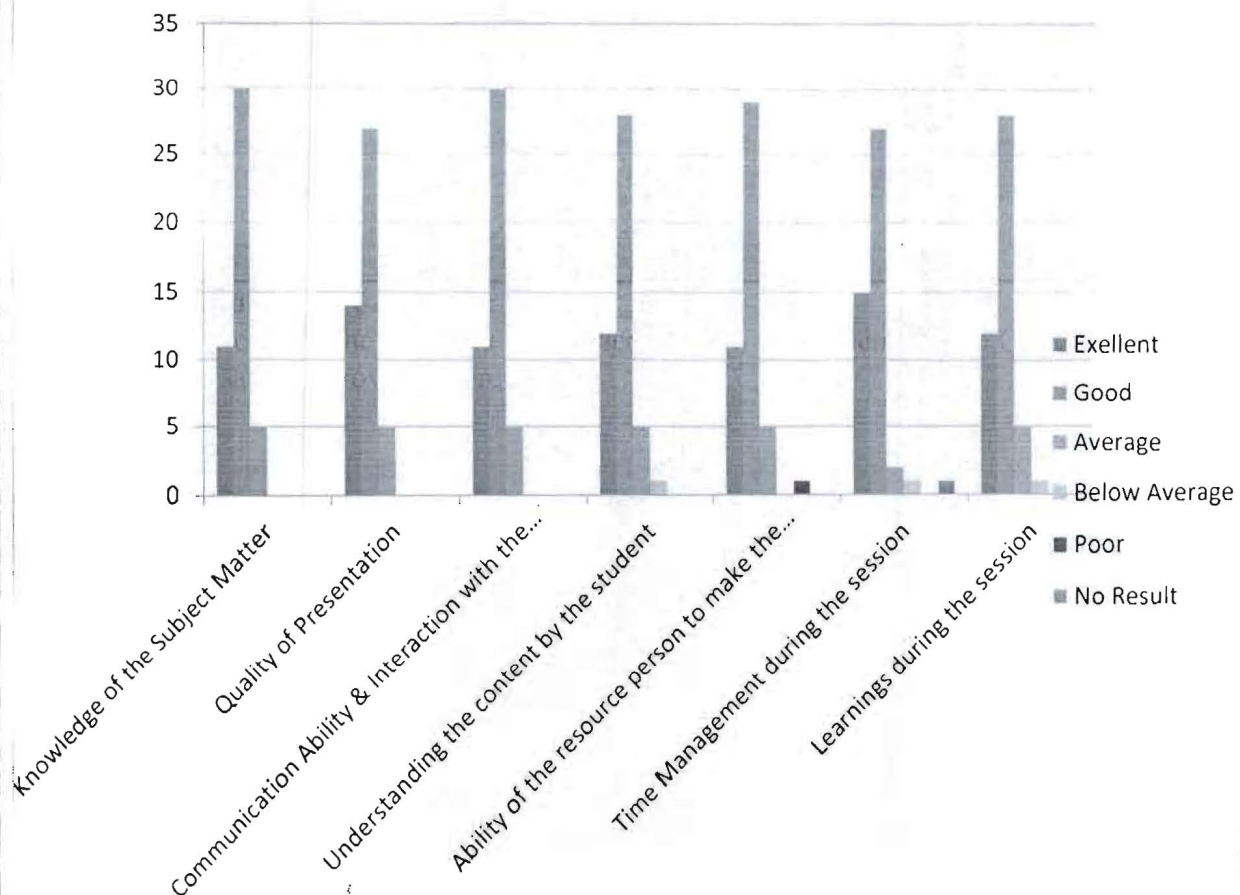
Photo Gallery



Feedback/ Coordinators Comment:

At the end of the course, the feedback was collected from the students in the Google form. The summary of the same is provided here:

Feedback Analysis of Mr. Sameer Mutalikdesai



Noor Jangalan
Event Coordinator

[Signature]
Director

