



Rashtreeya Sikshana Samithi Trust

R.V. INSTITUTE OF MANAGEMENT

CA-17, 36TH CROSS, 26TH MAIN, 4TH T BLOCK, JAYANAGAR, BANGALORE – 41

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A Report on
DIGITAL Marketing Certification Course
Conducted in association with
Friends Union for Energizing Life-FUEL,
NGO
for First year MBA students
From 17th June'19 to 22nd June'19



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Friends Union for Energizing Life-FUEL, a NGO**

DIGITAL Marketing Certification Course – for First year MBA students	
Date: from 17th June '19 to 22nd June '19	Conducted For: First Year MBA students
Time 10.30 to 5.30pm	Resource person: <ul style="list-style-type: none">• Mr. Sameer from Pebble Connect• Mr. Raj Kumar-Gaddam – Renavo Technologies
No. of Participant: 43	Event Coordinator: Prof. Payal Jindal and Prof. Uma Sharma
Objective of course: <ul style="list-style-type: none">▪ Introduce the students and train them on future skills that are identified as essential skill sets for students have better industry prospectus▪ Digital marketing course can enhance the placement prospectus of the student	

Agenda/Flow of the Event

- The course is conducted as a weeklong - Six day sessions.
- The modules delivered are-
 - Introduction to digital marketing,
 - Website planning and creation,
 - Email marketing,
 - Lead generation for business,
 - Search engine optimization,
 - Google ads analytics
- One live project will be completed –which will allow students work on creating digital promotion for products and services.

Session of the Workshop;

- Inaugural session: On the 17th Monday June'19, the course was formally inaugurated in the presence of the resource person and director of RVIM, Dr.Purushottam Bung, who launched the programme and briefed students on its objective. As also informed them that the certification course would add better prosecutes in the placement process.
- Mr.Sameer Mutalik Desai the chief resource person when through with the session in the subsequent day s of the week
- On 20th June Mr.Raj Kumar Gaddam was the resource person who handled the session on SEO-Search Engine Optimization, The technique that enhances per page viewer ship
- On the 22nd June the course training modules were completed with only the live project session to be handled.

Take Away for students:

Conceptual learning of all aspects of digital marketing today digital marketing skill is integral to the jobs of marketing managers so it's an essential skill to equip with.

Feedback of students on the course:

Student's feedback on the course and course content is rated good

Student's feedback on the resource person was satisfactory

The modules and hands on experience given the course is rated good


Director
RVIM
Date:

Payal Indal.
Event Coordinator

