



Rashtriya Sikshana Samithi Trust

**R.V.INSTITUTE OF MANAGEMENT**

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

Ph: 080-26547048 Fax: 26654920; URL:[rvim.edu.in](http://rvim.edu.in); Email: [contact@rvim.edu.in](mailto:contact@rvim.edu.in)

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



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### A Report on DIGITAL Marketing Certification Course Conducted in association with Friends Union for Energizing Life-FUEL, a NGO

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



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## **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 17<sup>th</sup> 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 20<sup>th</sup> 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 22<sup>nd</sup> 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.

**Participating Student List:**

Name os students	Section	Attendance
ADISH KADIRUR	A	Present
BISWAJIT DAS	A	Present
BAKKESH.V. ALUR	A	Present
AMAR.O	A	Present
RAMKRISHNA	A	Present
SUMANTH BHOVI	A	Present
CHANNAMALLAYYA	A	Present
KALLESH D.K	A	Present
VIJAYAMAHANTESH SAJJANAR	A	Present
JAGADEESHA UDUPA	A	Present
MANU MOHAN B. N	A	Present
GURUPRASAD N	A	Present
ANIL ASHOK UNDI	A	Present
MOHAMMED TOUSEEQ	A	Present
VIJAYALAKSHMI G	A	Present
DANISH SHARFUDDIN KHAZI	A	Present
ARPITA SIRISHAIL GOUR	A	Present
SUKRUTHA S	A	Present
SUDHIR BALAPPA HONOLE	A	Present
GOWTHAM REDDY M	A	Present
NISHI BORGHAIN	A	Present
HIBA MEHKRI	A	Present
JEGAN R NAIR	A	Present
ARPITHA METI	A	Present
LOKESH	A	Present
ASHWINI	A	Present
MOHAMMED MOIN KHAN.	A	Present
ABHIJEET KRITANIYA	A	Present
ABHISHEK SAHA	A	Present
NEERAJ PRABHU	A	Present
G.MOHANA	B	
ANKITHA M	B	
KRISHNA SAI	B	
SUNILKUMAR R	B	
MAMATHA S	B	Present
KIRAN KUMAR KV	B	Present
SHREEROOPA	B	
SUDEEP	B	
PUNEETH	B	Present
MANJUNATH	B	Present
ROHAN	B	Present
KAJOL	B	Present
RAJMONI	B	Present
SHUBHAM	B	Present
CHANDRANA	B	Present

Akshay B B Akshay  
 Manikandan A Manikandan  
 Somanth Bhoi A  
 Vishvas T.V. C

# Attendance list of participating students 17<sup>th</sup> June '19

Digital Marketing Certification Course Attendance list (17th June 2019)						
Sl. No.	Name of students	Section	Signature	Signature	Signature	Signature
1	ABHISHEK SAHA	A				
2	ADISH KADIRUR	A				
3	AMAR.O	A				
4	ANIL ASHOK UNDI	A				
5	ARPITA SHRISHAIL GOUR	A				
6	ARPIHA METI	A				
7	BAKRESH.V. ALUR	A				
8	BISWAJIT DAS	A				
9	CHANNAMALLAYYA	A				
10	GURUPRASAD N	A				
11	JAGADEESHA UDUPA	A				
12	JEGAN R NAIR	A				
13	KALLES D.K	A				
14	RAMKRISHNA	A				
15	SUKRUTHA S	A				
16	SUMANTH BHOVI	A				
17	MANIKANDHAN	A				
18	SOWMAYA A AANGADI	A				
19	CHITRA S (Chaitra S)	A				
20	CHANDANA	B				
21	KAJOL	B				
22	KIRAN KUMAR KV	B				

H. Ananya prasad

# 18<sup>th</sup> June '19

Digital Marketing Certification Course Attendance list (18th June 2019)						
Sl. No.	Name of students	Section	Signature	Signature	Signature	Signature
1	ABHISHEK SAHA	A				
2	ADISH KADIRUR	A				
3	AMAR.O	A				
4	ANIL ASHOK UNDI	A				
5	ARPITA SHRISHAIL GOUR	A				
6	ARPIHA METI	A				
7	BAKRESH.V. ALUR	A				
8	BISWAJIT DAS	A				
9	CHANNAMALLAYYA	A				
10	GURUPRASAD N	A				
11	JAGADEESHA UDUPA	A				
12	JEGAN R NAIR	A				
13	KALLES D.K	A				
14	RAMKRISHNA	A				
15	SUKRUTHA S	A				
16	SUMANTH BHOVI	A				
17	MANIKANDHAN	A				
18	SOWMAYA A AANGADI	A				
19	CHITRA S (Chaitra S)	A				
20	CHANDANA	B				
21	KAJOL	B				
22	KIRAN KUMAR KV	B				

# 19<sup>th</sup> June '19

Digital Marketing Certification Course Attendance list (19th June 2019)						
Sl. No.	Name of students	Section	Signature	Signature	Signature	Signature
1	ABHISHEK SAHA	A				
2	ADISH KADIRUR	A				
3	AMAR.O	A				
4	ANIL ASHOK UNDI	A				
5	ARPITA SHRISHAIL GOUR	A				
6	ARPIHA METI	A				
7	BAKRESH.V. ALUR	A				
8	BISWAJIT DAS	A				
9	CHANNAMALLAYYA	A				
10	GURUPRASAD N	A				
11	JAGADEESHA UDUPA	A				
12	JEGAN R NAIR	A				
13	KALLES D.K	A				
14	RAMKRISHNA	A				
15	SUKRUTHA S	A				
16	SUMANTH BHOVI	A				
17	MANIKANDHAN	A				
18	SOWMAYA A AANGADI	A				
19	CHITRA S (Chaitra S)	A				
20	CHANDANA	B				
21	KAJOL	B				
22	KIRAN KUMAR KV	B				

# 20<sup>th</sup> June '19

Digital Marketing Certification Course Attendance list (20th June 2019)						
Sl. No.	Name of students	Section	Signature	Signature	Signature	Signature
1	ABHISHEK SAHA	A				
2	ADISH KADIRUR	A				
3	AMAR.O	A				
4	ANIL ASHOK UNDI	A				
5	ARPITA SHRISHAIL GOUR	A				
6	ARPIHA METI	A				
7	BAKRESH.V. ALUR	A				
8	BISWAJIT DAS	A				
9	CHANNAMALLAYYA	A				
10	GURUPRASAD N	A				
11	JAGADEESHA UDUPA	A				
12	JEGAN R NAIR	A				
13	KALLES D.K	A				
14	RAMKRISHNA	A				
15	SUKRUTHA S	A				
16	SUMANTH BHOVI	A				
17	MANIKANDHAN	A				
18	SOWMAYA A AANGADI	A				
19	CHITRA S (Chaitra S)	A				
20	CHANDANA	B				
21	KAJOL	B				
22	KIRAN KUMAR KV	B				

21<sup>st</sup> june'19

Digital Marketing Certification Course Attendance list (21th June 2019)						
Sl. No.	Name of students	Section	Signature	Signature	Signature	Signature
1	ADHISHEK SAHA	A	[Signature]	[Signature]	[Signature]	[Signature]
2	ADISH KADIRUR	A	[Signature]	[Signature]	[Signature]	[Signature]
3	AMAR.O	A	[Signature]	[Signature]	[Signature]	[Signature]
4	ANIL ASHOK UNDI	A	[Signature]	[Signature]	[Signature]	[Signature]
5	ARPITA SHRISHAIL GOUR	A	[Signature]	[Signature]	[Signature]	[Signature]
6	ARPITHA METI	A	[Signature]	[Signature]	[Signature]	[Signature]
7	BAKKESH.V. ALUR	A	[Signature]	[Signature]	[Signature]	[Signature]
8	BISWAJIT DAS	A	[Signature]	[Signature]	[Signature]	[Signature]
9	CHANNAMALLAYYA	A	[Signature]	[Signature]	[Signature]	[Signature]
10	GURUPRASAD N	A	[Signature]	[Signature]	[Signature]	[Signature]
11	JAGADEESHA UDUPA	A	[Signature]	[Signature]	[Signature]	[Signature]
12	JEGAN R NAIR	A	[Signature]	[Signature]	[Signature]	[Signature]
13	KALLES D.K	A	[Signature]	[Signature]	[Signature]	[Signature]
14	RAMKRISHNA	A	[Signature]	[Signature]	[Signature]	[Signature]
15	SUKRUTHA S	A	[Signature]	[Signature]	[Signature]	[Signature]
16	SUMANTH BHOVI	A	[Signature]	[Signature]	[Signature]	[Signature]
17	MANIKANDHAN	A	[Signature]	[Signature]	[Signature]	[Signature]
18	SOWMAYA A AANGADI	A	[Signature]	[Signature]	[Signature]	[Signature]
19	CHITRA S	A	[Signature]	[Signature]	[Signature]	[Signature]
20	CHANDANA	B	[Signature]	[Signature]	[Signature]	[Signature]
21	KAJOL	B	[Signature]	[Signature]	[Signature]	[Signature]
22	KIRAN KUMAR KV	B	[Signature]	[Signature]	[Signature]	[Signature]

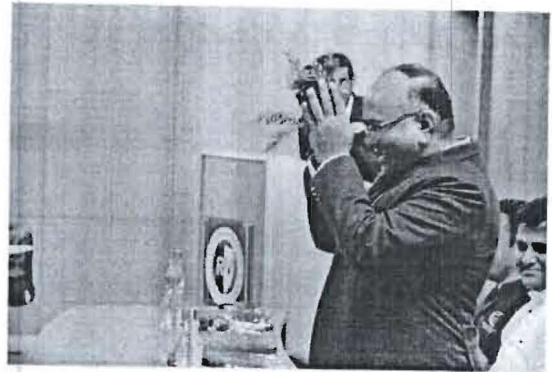
22<sup>nd</sup> June'19

Digital Marketing Certification Course Attendance list (22nd June 2019)						
Sl. No.	Name of students	Section	Signature	Signature	Signature	Signature
1	ADHISHEK SAHA	A	[Signature]	[Signature]	[Signature]	[Signature]
2	ADISH KADIRUR	A	[Signature]	[Signature]	[Signature]	[Signature]
3	AMAR.O	A	[Signature]	[Signature]	[Signature]	[Signature]
4	ANIL ASHOK UNDI	A	[Signature]	[Signature]	[Signature]	[Signature]
5	ARPITA SHRISHAIL GOUR	A	[Signature]	[Signature]	[Signature]	[Signature]
6	ARPITHA METI	A	[Signature]	[Signature]	[Signature]	[Signature]
7	BAKKESH.V. ALUR	A	[Signature]	[Signature]	[Signature]	[Signature]
8	BISWAJIT DAS	A	[Signature]	[Signature]	[Signature]	[Signature]
9	CHANNAMALLAYYA	A	[Signature]	[Signature]	[Signature]	[Signature]
10	GURUPRASAD N	A	[Signature]	[Signature]	[Signature]	[Signature]
11	JAGADEESHA UDUPA	A	[Signature]	[Signature]	[Signature]	[Signature]
12	JEGAN R NAIR	A	[Signature]	[Signature]	[Signature]	[Signature]
13	KALLES D.K	A	[Signature]	[Signature]	[Signature]	[Signature]
14	RAMKRISHNA	A	[Signature]	[Signature]	[Signature]	[Signature]
15	SUKRUTHA S	A	[Signature]	[Signature]	[Signature]	[Signature]
16	SUMANTH BHOVI	A	[Signature]	[Signature]	[Signature]	[Signature]
17	MANIKANDHAN	A	[Signature]	[Signature]	[Signature]	[Signature]
18	SOWMAYA A AANGADI	A	[Signature]	[Signature]	[Signature]	[Signature]
19	CHITRA S (Chaitra S)	A	[Signature]	[Signature]	[Signature]	[Signature]
20	CHANDANA	B	[Signature]	[Signature]	[Signature]	[Signature]
21	KAJOL	B	[Signature]	[Signature]	[Signature]	[Signature]
22	KIRAN KUMAR KV	B	[Signature]	[Signature]	[Signature]	[Signature]

Photo's of the sessions  
Inaugural Programme of Digital Marketing course



**Photos of the session**

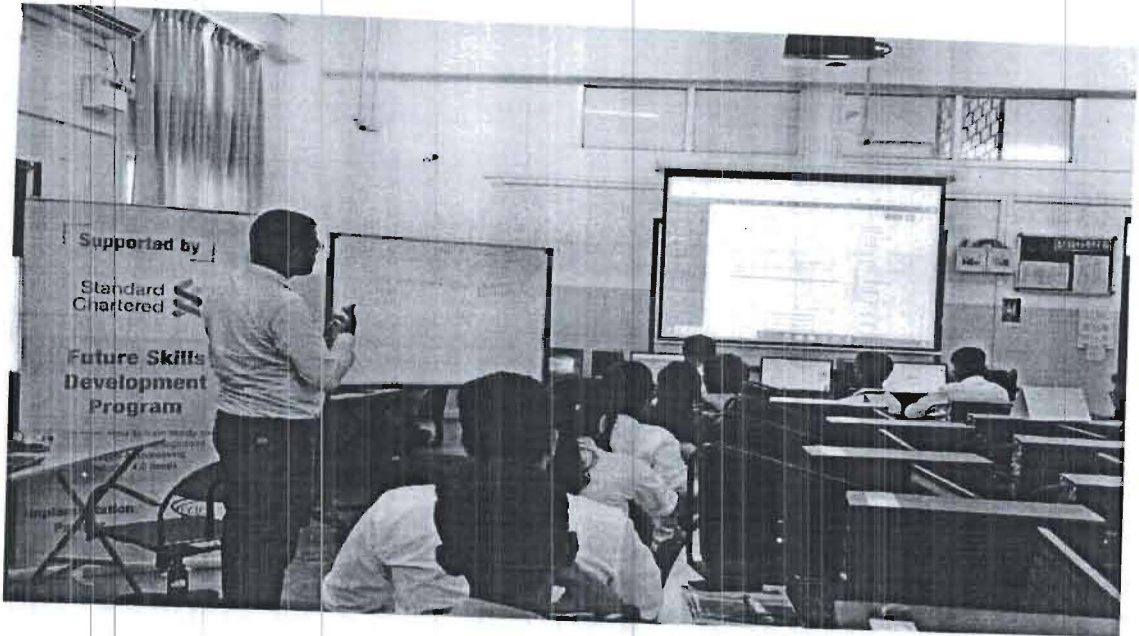


*Photo of Training session in the lab*





*Photo of Training session in the lab*




**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:

