



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 Fundamentals of Digital Marketing”	
Date: May 2020	Platform: Google Digital Unlocked
Subject: Digital Marketing	Target Audience: 4 th semester, Marketing Specialization students
No. of Participant: 39	Course Coordinator: Prof. Ramya S
Objectives of the course: <ul style="list-style-type: none">▪ To understand the fundamentals of digital marketing.▪ To provide practical and expert insight to the world of digital marketing.	
About this course: <p>Master the basics of digital marketing with our free Interactive Advertising Bureau-accredited course. There are 26 modules to explore, all created by Google trainers, packed full of practical exercises and real-world examples to help you turn knowledge into action.</p>	
Course content: <ul style="list-style-type: none">• Take a business online (The online opportunity; Your first steps in online success; Build your web presence; Plan your online business strategy)• Make it easy for people to find a business on the web (Get started with search; Get discovered with search; Make search work for you; Be noticed with search ads; Improve your search campaign)• Reach more people locally, on social media or on mobile (Get noticed locally, Help people nearby find you online; Get noticed with social media; Deep dive into social media; Discover the possibilities of mobile; Make mobile work for you; Get started with content marketing)• Reach more customers with advertising (Connect through email; Advertise on other	

websites; Deep dive into display marketing; Make the most of video)

- Track and measure web traffic (Get started with analytics; Find success with analytics; Turn data into insights)
- Sell products or services online (Build your online shop; sell more online)
- Take a business global (Expand Internationally)

List of students who pursued this course:

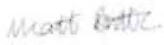
Nolamba Rani	Shriman
Pallavi Satish Desai	Sindhu H D
Poornima L	Smriti Rao
Priya Dharshini T	Sridhar Mettan
Raksha K	Srinidhi B Patawari
Raveesha T R	Sukrutha S
Ravikumar H S	Sunil Kumar R
S Akash	Suraj R Kulkarni
Sachin H B	Sushant A Shetti
Sadhana A S	Sushma Heroorkar
Sagar Muttanna Sajjanar	Swapnil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



Google Digital Unlocked


Santosh Shetty

is hereby awarded this certificate of achievement for the successful completion of **The Fundamentals of Digital Marketing** certification exam
on 31/05/2020



President – Google EMEA





CEO – IAB Europe

Certificate ID: MIX TES XY9 Verify the authenticity of this certificate at: <https://learn.digital.withgoogle.com/usa/certificates/>



Google Digital Unlocked

Nolamba Rani

is hereby awarded this certificate of achievement for the successful completion of **The Fundamentals of Digital Marketing** certification exam on **03/05/2020**

Matt Britz

President - Google EMEA



Tolinsend Pamela Feehan

CEO - IAB Europe

cert id: PZPUPP276

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Outcome Achieved/ Attained:

The course gave more insight to the world of Digital Marketing. Course gave a great experie with a smooth mix of PPT, lecture, videos and quizzes.

A handwritten signature in blue ink, appearing to read 'Rani'.

Faculty Coordinator

A handwritten signature in green ink, appearing to read 'Litham'.

Director

