

CERTIFICATE COURSE IN DIGITAL MARKETING

Department of Commerce

in collaboration with

Career Guidance and Placement Cell/ ITAA

Annual Report

2019-20

Department of Commerce have conducted the Certificate Course in Digital Marketing in collaboration with ITAA. The purpose of the course is to provide information on the Tools and techniques of Digital Marketing. 17 students have registered for the course in the academic year 2019-20. Duration of the course was 30 hours. Computer based learning were provided to students. Career opportunities in the field of Digital Marketing was also provided to the students. The lectures were conducted as per schedule. Schedules were communicated to the participants through WhatsApp group created during the year. Evaluation was done on written examination for 20 marks. Lectures were conducted as per the Schedule. The department assured that it will conduct extra curriculum activities in the next year.



**DAAR-UL-REHMAT TRUST'S
A.E. KALSEKAR DEGREE COLLEGE
KAUSA, MUMBRA**

Permanently Affiliated to University of Mumbai
Accredited by NAAC with B++ Grade
ISO certified 9001:2015

**DEPARTMENT OF COMMERCE
CERTIFICATE COURSE IN DIGITAL MARKETING MASTERCLASS
2019-20
NAMELIST**

Sr. No.	Date	Name of The Student	Course Details
1	18-10-19	Anas mold khan	Digital Marketing
2	18-10-2019	Hamdare Jasmine Saeed	Digital Marketing
3	19-10-2019	Shah Mohd Sullivan	Digital Marketing
4	19-10-2019	Shlfa Rivaz Farhs	Digital Marketing
5	19-10-2019	Chaudharv Shoeb Aboul	Digital Marketing
6	22-10-2019	Saved Tahera Karrar Hussain	Digital Marketing
7	22-10-2019	Umair Mohammed Yaseen Khan	Digital Marketing
8	24-10-2019	Danish Jalaluddin Baici	Digital Marketing
9	24-10-2019	Nilofar Baba Savved	Digital Marketing
10	24-10-2019	Namrah Azam Shaikh	Digital Marketing
11	20-11-2019	Aslya Nilzamuddin	Digital Marketing
12	20-11-2019	Shah Anas Salim	Digital Marketing
13	20-11-2019	MUjib Laloue Maulul	Digital Marketing
14	21-11-2019	Tan:zeem Shahab Nawab	Digital Marketing
15	23-11-2019	Usama Shahanwav Maokar	Digital Marketing
16	11-12-2019	Muskan Khan Nasir	Digital Marketing
17	11-12-2019	Pakmpre Rabat labal	Digital Marketing

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Digital Matricules

D.M.

Grno	Name of the student	Class	Contactno
1	KHAN ANAS AHMED ZAHIR	TY.BMS	83698453229
2	KHAN UMAR YASEEN	TY.BMS	433024162
3	CHAUDHARY SHOEB	TY.BMS	9619958213
4	Shah Mohd. Saifullah	TY.BMS	961993123
5	USAMA SUHRAWAZ THANE.	TY.BMS	8779037415
6	SEDDIQUE ABOUL REHMAN	TY.BMS	9821695010
7	DANISH JILKUNDIN SHIG	TY.BMS	9867223846
8	Maulvi Mujib Jaque	TY.BMS	9819152736
9	Shah Anas Jalal	TY.BMS	9920128734
10	SHAIKH GULAMAZ SAZUDDIN	TY.BMS	8693070560
11	FARIS SHIFA RYAN	TY.BMS	7506787871
12	SAYED NILEENA IBRA	TY.BMS	4388446844
13	Sayed Tahera Kaseem Hassan	TY.BMS	4045965310
14	HANISARE JASMINE SAED	TY.BMS	8286307974
15	Naurob Janzeem Shahob	TY.BMS	
16	Matarfar Usama Muskaam	TY.BMS	
17	Azkyra Nigamuddin	TY.BMS	
18	Rahema Saad Kaldani	TY.BMS	
19	Kaorok Any Shaikh	TY.BMS	
20	Mohd Waqar Aqamul Haq	TY.BMS	
21	Getaliqui Ahat Ebrahim Mansoor	TY.BMS	
22	Bhazde Shifa Farooq	TY.BMS	
23	Alaba Aslam Khan	TY.BMS	
24	Amad Faiza Karvesh	TY.BMS	
25	Patel Manoj Hiratal	TY.BMS	
26	Khan Muzam Naseem Ahmed	TY.BMS	
27	Shaikh Sara Shafakat	TY.BMS	
28	Moshan Niyakat Qurashi	TY.BMS	
29	Shaikh. Azeem Abdul Gaffar Mawajid	TY.BMS	
30	Namraak Zaman Shaikh	TY.BMS	
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Serial 12

Grno	Name of the student	Class	Contactno	Signature	Date
1	KHAN ANAS AHMED ZAHIR	TY.BMS	83698453229	[Signature]	21/12/19
2	KHAN UMAR YASEEN	TY.BMS	433024162	[Signature]	21/12/19
3	CHAUDHARY SHOEB	TY.BMS	9619958213	[Signature]	21/12/19
4	Shah Mohd. Saifullah	TY.BMS	961993123	[Signature]	21/12/19
5	USAMA SUHRAWAZ THANE.	TY.BMS	8779037415	[Signature]	21/12/19
6	SEDDIQUE ABOUL REHMAN	TY.BMS	9821695010	[Signature]	21/12/19
7	DANISH JILKUNDIN SHIG	TY.BMS	9867223846	[Signature]	21/12/19
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23	Alaba Aslam Khan	TY.BMS		[Signature]	21/12/19
24	Amad Faiza Karvesh	TY.BMS		[Signature]	21/12/19
25	Patel Manoj Hiratal	TY.BMS		[Signature]	21/12/19
26	Khan Muzam Naseem Ahmed	TY.BMS		[Signature]	21/12/19
27	Shaikh Sara Shafakat	TY.BMS		[Signature]	21/12/19
28	Moshan Niyakat Qurashi	TY.BMS		[Signature]	21/12/19
29	Shaikh. Azeem Abdul Gaffar Mawajid	TY.BMS		[Signature]	21/12/19
30	Namraak Zaman Shaikh	TY.BMS		[Signature]	21/12/19
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**CERTIFICATE COURSE IN DIGITAL MARKETING
MASTERCLASS**

organized by

Department of Commerce

in collaboration with

Career Guidance and Placement Cell/ ITAA

2019-20

Resource Person

Mr Kapil Kumar

Course Coordinator

Mrs Khan Farah



➤ **Course Description:** The Digital Marketing Masterclass organized by Department of commerce will enable students to gain a deeper understanding of digital marketing analytics and develop capabilities around the critical levers of digital marketing strategy. Joining this programme will help students identify the strategic need for digital marketing, execute digital strategy, and measure the impact to drive customer engagement.

➤ **Course Objective:**

1. provide students with the essential philosophies and practices of marketing and digital marketing technologies.
2. equip students with specific knowledge in the areas of digital marketing communications
3. familiarize students to methodologies, tools and technologies involved in digital marketing.
4. provide students with sufficient background that will allow them to pursue their careers in the Digital Marketing area.

➤ **Course Outcome:** By the end of the course student will be able

- translate some of the key marketing and business models that will help to shape students digital marketing strategy.
- outline an approach to developing a digital marketing plan
- explain the key digital marketing activities needed for competitive success
- examine the concept of Digital Media and the benefits to be derived
- CRM and Complaint Management systems
- identify the metrics used in digital marketing

➤ **Course Duration:** 30 hours



➤ **Board of studies:**

Sr.no	Name	Designation	Associated with
1	Mrs Arjumand Z Rawal	Incharge Principal	Drt's A.E. Kalsekar Degree College
2	Mrs Farzana Chawre	IQAC	Drt's A.E.Kalsekar Degree College
3	Mrs Khan Farah Tahzib	Assistant Professor/ Coordinator	Drt's A.E.Kalsekar Degree College
4	Mr Naveen Kumar	Trainer	ITAA
5	Mr Arshad Shaikh	Assistant Professor	Drt's A.E.Kalsekar Degree College

➤ **Syllabus**

Sr.no	Topic	Duration
1	Mastering SEO, Content Marketing, PPC and Digital Analytics	5hrs
2	Mastering Social Media, Mobile Marketing and Digital Strategy	3hrs
3	Advanced Web Analytics	5hrs
4	Advanced Search Engine Optimization (SEO)	4hrs
5	Advanced Pay Per Click (PPC) Program	4hrs
6	Advanced Social Media (With Facebook Blueprint Voucher)	3hrs
7	Digital Marketing Capstone	3hrs



8	Group Disussion	3hrs

➤ **Methodology**

The teaching method used in the course will be through ICT tools, lecture, and chalk and duster method.





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SKILL DEVELOPMENT CENTRE

Certificate

This is to Certify that

Mr./Miss. Shifa Riyaz

Of TYBMS

Class has Successfully Completed Add on / Short term / Certificate Course

in Digital Marketing Masterclass in the academic year 2019-20

Sham

Course Incharge

[Signature]

Principal



College Seal



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SKILL DEVELOPMENT CENTRE



Certificate

This is to Certify that

Mr / Miss. Nilofar Baba Sayed

or TYBB1

Class has Successfully Completed / Has on / Short term / Certificate Course

in Digital Marketing Masterclass in the academic year 2019-20

Thany

Course Incharge



College Seal

Shrey

Principal



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SKILL DEVELOPMENT CENTRE

Certificate

This is to Certify that

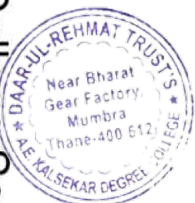
Mr./Mrs. Shah Anas Salim

of TYBMS *Class has Successfully Completed Mid on / Check term / Certificate Course*

in Digital Marketing Masterclass *in the academic year* 2019-20

Course Incharge

Principal



College Seal



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SKILL DEVELOPMENT CENTRE

Certificate

This is to Certify that

Mr/Ms. Muskan Khan Nasir

of TYBMS *Class has Successfully Completed Midson / Short term / Certificate Course*

in Digital Marketing Masterclass in the academic year 2019-20

Shraw

Course Incharge

Shraw

Principal



College Seal