

SWAMI VIVEKANAND SUBHARTI UNIVERSITY, MEERUT
SUBHARTI INSTITUTE OF TECHNOLOGY & ENGINEERING

Value Added course on 'DIGITAL MARKETING'

Organised by

Department of Computer Science Engineering

From 4th January 2021 to 21st January 2021

Registration form

1. Name:
2. Department:
3. Year:
4. Semester:

I want to attend the course on DIGITAL MARKETING.

Signature of applicant:

Date:


Registrar
Swami Vivekanand
Subharti University
MEERUT

Syllabus

DIGITAL MARKETING

UNIT	TOPIC
I	Introduction to Digital Marketing: Introduction of the digital marketing, Digital vs. Real Marketing, Digital Marketing Channels, Principles of Digital Marketing, Content Marketing: Content Marketing Concepts & Strategies; Planning, Creating, Distributing & Promoting Content, SWOT analysis; Introduction of Social Media Marketing, Social Media Marketing plan. Web design, Optimization of Web sites, Introduction to Web analytics, Web analytics-levels, Landing Pages; Measure Impact; Metrics & Performance; Using Content Research for Opportunities, etc.
II	Search Engine Optimization: Search Engine Optimization Fundamentals; Keywords and SEO Content Plan; SEO & Business Objectives; Writing SEO Content; On-site & off-site SEO; Optimize Organic Search Ranking, etc., Creating a Facebook page, Visual identity of a Facebook page, Types of publications, Facebook Ads, Creating Facebook Ads, Ads Visibility.
III	Introduction to CRM, CRM platform, CRM models, CRM strategy, Google AdWords creating accounts, Google AdWords-types, Business opportunities and Instagram options, Optimization of Instagram profiles, Business tools on LinkedIn, Creating campaigns on LinkedIn, Analyzing visitation on LinkedIn, Creating business accounts on YouTube, YouTube Advertising, YouTube Analytics
IV	Integrating Instagram with a Web Site and other social networks, Keeping up with posts, E-mail marketing, E-mail marketing plan, E-mail marketing campaign analysis, Keeping up with conversions, Digital Marketing Budgeting: resource planning, cost estimating, cost budgeting, cost control.


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REPORT

A value added course on 'Digital Marketing' was organised from 4th January to 21st January 2021. 39 students of II year, III year and IV year of CSE branch were enrolled in the course. The course was organised successfully under the coordinatorship of Er. Parag Rastogi, Er. Pankaj Pratap Singh and Er. Archita Bhatnagar of CSE department. Dr. Sanjiv Tyagi was the patron and Dr. Shравan Garg was Chief patron of the course.

Students were enlightened about various topics regarding Digital Marketing like introduction, media marketing, web analytics, business tools, budgeting in digital marketing etc.

At last, the participants were given the certificate of participation. The students felt benefitted with the course.


Registrar
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Subharti University
MEERUT






Subharti Institute of Technology and Engineering
Swami Vivekanand Subharti University, Meerut
(Approved by AICTE)

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VALUE ADDED COURSES

SESSION : 2020-21

COURSE NAME: DIGITAL MARKETING

COURSE CODE: CSE/VAC/01

LIST OF STUDENTS

S.NO	NAME OF STUDENT	FATHER NAME
S.No.	Enrolment No.	Name
1	1701010000383	Sadhvi Devi Verma
2	1701010001335	Anushka Dixit
3	1701010001339	Km. Archana
4	1701010001341	Laldingliana
5	1701010001342	Madhur Burman
6	1701010001347	Saurav Mishra
7	1801008823879	Paras Malik
8	1501070003042	Vivek Jha
9	1501070002233	Siddhant Chaudhary
10	1501070002219	Rishi Kumar Jha
11	1801000021676	Abhishek Kumar Singh
12	1801000021678	Arjun Agrawal
13	1801000021672	Ashwani Gupta
14	1801000021677	Vivek Kumar





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**CERTIFICATE OF SUCCESSFUL COMPLETION OF VALUE
ADDED COURSE**

On

DIGITAL MARKETING

(4th January 2021 to 21st January 2021)

This is to certify that **Ms. Sadhvi Devi Verma** of IV year CSE has **successfully completed the course on “Digital Marketing”**, organised by Computer Science Engineering Department, Subharti Institute Of Technology & Engineering

Er. Parag Rastogi, Er. Pankaj Pratap, Er. Archita Bhatnagr
Coordinator

Dr. Sanjive Tyagi
Patron