



Department of Management Sciences
(Session: 2019-20)

Ref: TIAS/2019-20/BBA/ACAD/VAC/102

Dated: 13/11/2019

(Batch-1)

Value Added Course: Certificate Course in Digital Marketing

Status as on date: 13/11/2019

This is to certify that the course module for Value Added Course titled Certificate Course in Digital Marketing scheduled from 22.07.19 to 13.11.19 comprising of 30 Hours deliverance has been completed by the resource person Dr. Surbhi Jain, Faculty in Department of Management Sciences with the module contents as under:-

S.No.	Contents Deliverance	Learning Outcomes
1	Introduction (3 hours)	Understanding of Internet marketing communication techniques
2	Google My Business (4 hours)	Knowledge of different techniques of promotion on online platforms
3	Search Engine Optimization (4 hours)	Learn about On-page and Off-page SEO
4	Content Writing (3 hours)	Understanding of different forms of content writing skills
5	Ads Marketing (3 hours)	Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics
6	Google Analytics (4 hours)	Evaluate traffic, cost and leads by using Google analytics
7	Blog/Videos (3 hours)	Ability to make impactful blogs and video creation
8	Website Building and Marketing (3 hours)	Comprehend the importance of conversion and working with digital relationship marketing
9	Freelancing/Job (3 hours)	Learn to become a digital marketing freelancer and how to get jobs in the field of digital Marketing

All the above contents are delivered to the best of my knowledge and belief and nothing is withheld.

Signature of Resource Person
 Name of Resource Person: *Dr. Surbhi Jain*
 Dated: *13/11/19*

Submitted to HoD-

[Signature]
 HoD
 BBA-TIAS



Department of Management Sciences
(Session: 2019-20)

Ref: TIAS/2019-20/BBA/ACAD/VAC/102

Dated: 13/11/2019

(Batch-2)

Value Added Course: Certificate Course in Digital Marketing

Status as on date: 13/11/2019

This is to certify that the course module for Value Added Course titled Certificate Course in Digital Marketing scheduled from 22.07.19 to 13.11.19 comprising of 30 Hours deliverance has been completed by the resource person Dr. Varun Kumar, Faculty in Department of Management Sciences with the module contents as under:-

S.No.	Contents Deliverance	Learning Outcomes
1	Introduction (3 hours)	Understanding of Internet marketing communication techniques
2	Google My Business (4 hours)	Knowledge of different techniques of promotion on online platforms
3	Search Engine Optimization (4 hours)	Learn about On-page and Off-age SEO
4	Content Writing (3 hours)	Understanding of different forms of content writing skills
5	Ads Marketing (3 hours)	Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics
6	Google Analytics (4 hours)	Evaluate traffic, cost and leads by using Google analytics
7	Blog/Videos (3 hours)	Ability to make impactful blogs and video creation
8	Website Building and Marketing (3 hours)	Comprehend the importance of conversion and working with digital relationship marketing
9	Freelancing/Job (3 hours)	Learn to become a digital marketing freelancer and how to get jobs in the field of digital Marketing

All the above contents are delivered to the best of my knowledge and belief and nothing is withheld.

Signature of Resource Person

Name of Resource Person: Dr. Varun Kumar

Dated: 13/11/19

Submitted to HoD-

HoD
 BBA-TIAS

