



TECNIA INSTITUTE OF ADVANCED STUDIES
 NAAC ACCREDITED GRADE "A" INSTITUTE
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Department of Management Sciences

**Report
 On
 Value Added Course
 (2019-20)
 Certificate course in Digital Marketing**

ACTIVITY: Value Added Course

TITLE : Certificate Course in Digital Marketing

VALUES: Use of Google analytics, SEO, Content writing, Google Ads

LEARNING OUTCOMES: Discover the knowledge of different techniques of promotion on online platforms, understanding of Internet marketing communication techniques, Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics, comprehend the importance of conversion and working with digital relationship marketing, Understanding of different forms of content writing skills

Organized by: Department of Management Sciences

Program Theme: Value Added Course on Digital Marketing

Internal Experts: Dr. Surbhi Jain ,Dr.Varun Kumar

Date: 9th September, 2019

Time:

Batch	Time
Batch 1	12:30pm-1:30pm
Batch 2	4:00 pm – 5:00 pm

Venue: Room no.- 1302

Batch	Room No.
Batch 1	1409
Batch 2	1408

Poster/Flyer/Notice*

Social media link (promoting in any one Facebook/Instagram/Twitter is mandatory)

N.A.

No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)

113(60 students per batch)

Batch	No. of Students
Batch 1	60
Batch 2	53

No. of Faculty* (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)

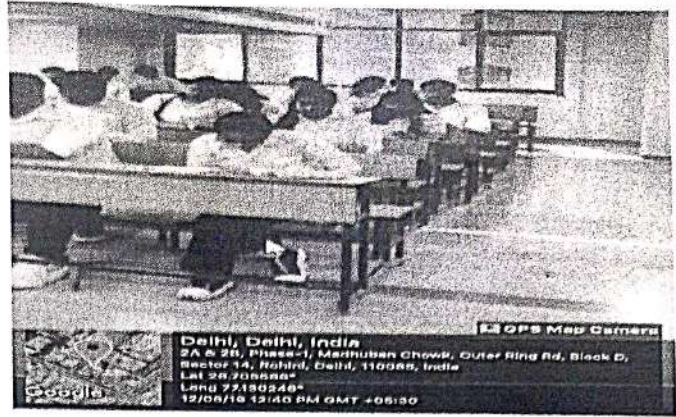
2

No. of External Participants (students + faculty) [write NA if not applicable]

N.A.


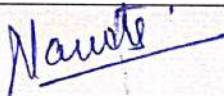
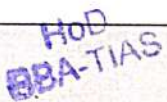
(Geotag) Photograph*

Photograph of the Event with the Caption



Report: Description in (min 250 to max 800 word)*

A Value Added Course on Digital Marketing was organized by Department of Management Sciences, In Tecnia Institute of Advanced Studies in Offline Mode. The theme of this course was learning techniques of digital marketing. It was organized for TIAS students of to provide them the understanding of Google analytics. This Value Added course offers a crucial knowledge of online business models and digital marketing methodology from the point of view of consumers and entrepreneurs. In this course, student will interpret the concept of digital marketing and acquires skills to take various decisions related to online marketing. This course will further enhance skills to exploit the opportunities of this medium to support the organization's marketing activities. This course aims at understanding the student's different techniques of digital marketing so that they can utilize this technique to support organization's marketing activities. After completing the course, students will assimilate technical functional knowledge of operations in business organization. They will discover the knowledge of different techniques of promotion on online platforms, understanding of Internet marketing communication techniques, Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics. The objective of this course was to provide the knowledge of digital marketing and the details of the tools used in digital marketing. Students understand about the recent marketing tools and enhance their marketing skills. After completing the course, students will able to use Google analytics, SEO, Content writing,

	Google Ads and Word press.
Resource Person Profile	Dr. Surbhi Jain ,Dr. Varun Kumar Assistant Professor in Department of Management Sciences, she is having 4 years of teaching experience, her expertise is in Marketing.
Attendance Sheet*	Attached at the end of Report
Feedback	Sample feedback attached at the end of Report
Report Submitted by Convener (write faculty coordinator name)	Dr. A.K. Srivastva
For Office Use	
	 
Signature of Event Coordinator	Signature of Head of Department (with seal)

Fields marked with "*"are mandatory