MANGALMAY
INSTITUTE OF MANAGEMENT TECHNOLOGY
— Greater Noida —

ADD ON

CERTIFICATION PROGRAM

on
Digital Marketing

BBA 1st Year students

Date: 12th February, 2024 to 1st March, 2024
Time: 3:00 PM - 5:00 PM | Venue: Computer Lab, B Block

Coordinator:
Lt.(Dr.) Seema Singh

Resource Person
Mr. Ashok Kumar Gupta

Mangalmay Institute of Management Technology
Greater Noida (U.P.)

Date: 6th February, 2024

NOTICE

This is to inform all BBA 1st Semester Students of Management Department that Certification Course on **"Digital Marketing"** is being scheduled from 12th February – 1st March, 2024 in Computer Lab/Classroom, MIMT. Nowadays, organizations are turning to digital mediums for their branding needs as they see the target audience shift to search engines and social media.

Interested students can attend this certification course. The course is being conducted byMr. Ashok Kumar Gupta, a certified trainer of Digital Marketing. The timing for the program will be 3:00 pm to 5:00 pm.

Lt.(Dr.) SeemaSingh will be coordinating the program and will look after the active participation of students.

Program Details:

Date:	12th February – 1st March, 2024
Time:	3:00 pm to 5:00 pm.
Venue:	B-Block, Classroom/Computer Lab
Beneficiaries:	Students of BBA 1st Year
Participation:	Participants can give their names to the Coordinator by 8th February 2024
Coordinator:	Lt.(Dr.) Seema Singh

Associate Dean
MIMT

CC to:

Principal, MIMT
Director IQAC, MIMT
HODs/Coordinators
Faculty Members
Student Notice Board
Office File

Syllabus

(30 Hours)

Module 1: Introduction to Digital Marketing and SEO Basics (6 Hours)

Session 1: Introduction to Digital Marketing

- Importance of Digital Marketing
- General Overview of Web Concept and Hosting, Domain
- Website Planning

Session 2: Search Engine Optimization (SEO)

- Black HAT and White HAT SEO
- Importance of Search Engine Optimization (SEO)

Session 3: Types of SEO

- SEO On Page
- What is SEO Off Page
- Local SEO

Module 2: SEO Tools and Web Analytics (4 Hours)

Session 4: Google Webmaster Tool

- Importance of Google Webmaster Tool
- How does it work?

Session 5: Web Analytics Fundamentals
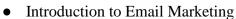
- What is Website Analytics
- Tools for Web Analytics
- How to Analyze Competitors
- Traffic
- Tools for App, Third-Party Analytics

Module 3: Email and Social Media Marketing (6 Hours)

Session 6: Email Marketing Fundamentals

- Introduction to Email Marketing
- Types of Blogging
- What is Content Copyrighting?
- Tools to Improve Content Writing
- How Content Writing Helps in Generating Relevant Traffic

Session 7: Social Media Marketing

- How Social Media Marketing Works for Business
- Facebook & Instagram

Session 8: Social Media Optimization

- Creating FB Insta Business Account
- How to Use Hashtags in Posts

Module 4: Campaign Management and Online Ads (8 Hours)

Session 9: Campaign Structure & Keyword Research Tool

- The Campaign Level
- The Ad Group Level
- Keyword Selection

Session 10: Ad Copy and Extensions

- Ad Copy
- Ad Extensions
- Using Keywords Research
- What is High Low Bid Range

Session 11: Online Ads & Google AdWords

- How Online Advertisements Work
- Online Ad Inventory Type

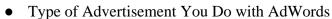Session 12: Online Ads Ad Buying Methods

- Beginning with Google AdWords

Module 5: Advanced Advertising and Reputation Management (6 Hours)

Session 13: Advanced Google AdWords Techniques

- Type of Advertisement You Do with AdWords
- What is Match Type
- How and When to Select Match Types

Session 14: Online Reputation Management

- How to Manage Online Reputation
- CRM Platform
- Reviews

Session 15: Affiliate Marketing

- How Does Affiliate Marketing Work?
- Internet Entrepreneurship with Google AdSense

Schedule

Session	Content	Time	Date
S 1	Introduction to Digital Marketing · Importance of Digital Marketing, · General Over View of Web Concept and Hosting, Domain · Website Planning	3PM – 5PM	12-February-2024
S 2	Search Engine Optimization (SEO), · Black HAT and White HAT SEO, · Importance of Search Engine Optimization (SEO)	3PM – 5PM	13-February-2024

S 3	Types of SEO · SEO On Page · what is SEO Off Page · Local SEO	3PM – 5PM	14-February-2024
S 4	Google Webmaster Tool. · Importance of Google Webmaster Tool. · How does it work?	3PM – 5PM	15-February-2024
S 5	Web Analytics Fundamentals What is Website Analytics · Tools For Web Analytics · How to Analyze Competitors · Traffic · Tools For App, Third party · Analytics.	3PM – 5PM	16-February-2024
S 6	Email Marketing Fundamentals · Introduction To Email Marketing · What are Types Of Blogging? · What Is Content Copyrighting?	3PM – 5PM	19-February-2024

	· Tools To Improve Content Writing · How Content Writing Helps In · Generating Relevant Traffic		
S 7	Social Media Marketing · How Social Media Marketing · Works for Business · Facebook & Instagram	3PM – 5PM	20-February-2024
S 8	· Optimization · Creating FB Insta Business Account · How to use Hashtags in posts	3PM – 5PM	21-February-2024
S 9	Campaign Structure & Keyword Research Tool · The Campaign Level · The Ad Group Level · Keyword Selection	3PM – 5PM	22-February-2024
S 10	· Ad Copy · Ad Extensions · Using Keywords Research What is High Low Bid Range	3PM – 5PM	23-February-2024

S 11	Online Ads & Google AdWords How online Advertisements Works · Online Ad Inventory Type	3PM – 5PM	26- February-2024
S 12	· Online Ads Ad Buying Methods · Beginning with Google AdWords	3PM – 5PM	27- February-2024
S 13	· Type Of Advertisement you do · with AdWords · What is Match Type · How and when to select Match Types	3PM – 5PM	28-February-2024
S 14	Online Reputation Management · How to manage online reputation · CRM platform · Reviews	3PM – 5PM	29-February-2024
S 15	Affiliate Marketing · How does Affiliate Marketing work? · Internet Entrepreneurship with Google AdSense,	3PM – 5PM	1-March-2024
	Assessment	3PM – 4PM	4-March-2024

	Report
Name of Activity	Certification Course "Digital Marketing"
Date	12th February ,2024 to 1st March, 2024
Venue	Computer Lab/Classroom, MIMT
Organized by	Management Department
Name of Expert	Mr. Ashok Kumar Gupta (Trainer)
Beneficiary	BBA I year students
Activity Convener	Dr. Anuradha Singh
Objective	The aim of this certification course is: · To make students learn Digital Marketing usage in real life. · To make them ready for the employment in the digital era.

Content	In present digital era if the students have to be competitive and thus to increase their employability we should prepare workforce with the hands on experience on digital marketing. With the focus of imparting digital marketing concepts, channels and job opportunities to students, IQAC Cell, MIMT conducted a 30-hours Certification Course titled "Digital Marketing" at Department of Management Studies for BBA 2nd Year students. The main aim is to educate, train and make students ready for any job role in digital marketing industry.

Day 1: Introduction to Digital Marketing

On the first day, participants were introduced to the fundamental concepts and significance of digital marketing. The session began by discussing the importance of digital marketing in today's business environment, highlighting its role in reaching a global audience, personalizing marketing efforts, and accurately measuring results. An overview of web concepts, including domain names and hosting, was provided, explaining how these elements are essential for establishing an online presence. Participants then learned about website planning, covering steps from identifying target audiences and setting objectives to designing the site structure and creating a content plan. Real-life examples and case studies illustrated the points, making the concepts more relatable. By the end of the session, participants had a foundational understanding of digital marketing's importance, web concepts, and the initial steps in planning a website.

Day 2: Search Engine Optimization (SEO)

The second day focused on Search Engine Optimization (SEO). Participants were introduced to SEO's significance in enhancing website visibility on search engines and driving organic traffic. The session covered Black Hat and White Hat SEO techniques, explaining the risks associated with Black Hat methods and the long-term benefits of adhering to White Hat practices. The importance of SEO in improving search engine rankings, credibility, and conversion rates was emphasized. Participants also learned key SEO elements such

as keyword research, on-page optimization, and off-page optimization. Practical exercises included conducting keyword research and practicing on-page SEO techniques. By the end of the session, participants understood the principles of SEO and were equipped with practical skills to implement effective SEO strategies.

Day 3: Types of SEO

On the third day, participants delved into the different types of SEO. The session began with On-Page SEO, focusing on optimizing individual web pages for better search engine rankings. Topics included optimizing title tags, meta descriptions, headers, and content, as well as improving site speed and mobile responsiveness. The session then covered Off-Page SEO, highlighting strategies such as backlink building, social media marketing, and influencer outreach. The importance of high-quality backlinks and natural link profiles was emphasized. Finally, participants learned about Local SEO, which involves optimizing a website to attract local traffic. Practical examples and exercises reinforced the learning, providing participants with a comprehensive understanding of various SEO types and their applications.

Day 4: Google Webmaster Tool

The fourth day was dedicated to Google Webmaster Tool. Participants learned about its importance in monitoring and maintaining a website's presence in Google search results. The session explained how the tool helps in identifying issues affecting a site's performance, such as crawl errors and security issues. Participants were shown how to use the tool to submit sitemaps, track keyword performance, and analyze search traffic. Practical demonstrations illustrated how to interpret the data and insights provided by Google Webmaster Tool, enabling participants to optimize their websites effectively. By the end of the session, participants had a clear understanding of the tool's functionalities and its role in SEO.

Day 5: Web Analytics Fundamentals

On the fifth day, participants explored the fundamentals of web analytics. The session began by defining website analytics and its significance in understanding user behavior and measuring website performance. Various tools for web analytics were introduced, including Google Analytics. Participants learned how to analyze competitors' traffic and use third-party tools for app analytics. The session covered essential metrics such as page views, bounce rates, and conversion rates. Practical exercises involved setting up analytics tools and interpreting data to make informed decisions. By the end of the session, participants were equipped with the knowledge and skills to utilize web analytics for enhancing their digital marketing strategies.

Day 6: Email Marketing Fundamentals

The sixth day focused on email marketing fundamentals. Participants were introduced to the basics of email marketing, including its advantages and best practices. The session covered different types of blogging, content copywriting, and tools to improve content writing. Emphasis was placed on how quality content can drive relevant traffic and enhance email marketing campaigns. Participants learned about segmenting email lists, crafting compelling subject lines, and creating engaging email content. Practical exercises included writing sample emails and designing email templates. By the end of the session, participants understood the importance of email marketing and were equipped with techniques to create effective email campaigns.

Day 7: Social Media Marketing

On the seventh day, participants learned about social media marketing and its impact on businesses. The session covered how social media platforms like Facebook and Instagram can be leveraged for marketing purposes. Participants learned about setting up business accounts, creating engaging content, and using hashtags effectively. The importance of social media optimization was emphasized, along with strategies to

increase reach and engagement. Practical exercises involved creating sample posts and analyzing successful social media campaigns. By the end of the session, participants had a comprehensive understanding of social media marketing strategies and their applications.

Day 8: Campaign Structure & Keyword Research Tool

The eighth day focused on campaign structure and keyword research tools. Participants learned about the different levels of a campaign, including the campaign level and the ad group level. The session covered techniques for selecting effective keywords and structuring ad campaigns for maximum impact. Participants were introduced to keyword research tools and learned how to use them to identify high-performing keywords. The session also covered ad copy and ad extensions, emphasizing the importance of compelling ad content. By the end of the session, participants were equipped with the skills to design and execute successful digital marketing campaigns.

Day 9: Online Ads & Google AdWords

The ninth day was dedicated to online advertisements and Google AdWords. Participants learned how online ads work and the various types of online ad inventory available. The session covered different ad buying methods and provided an introduction to Google AdWords. Participants learned about the types of advertisements that can be created with AdWords and the concept of match types. Practical exercises involved setting up sample ad campaigns and selecting appropriate match types. By the end of the session, participants had a thorough understanding of online advertising and the basics of using Google AdWords.

Day 10: Online Reputation Management

On the tenth day, participants explored online reputation management. The session covered strategies for managing a

company's online reputation, including using customer relationship management (CRM) platforms and handling online reviews. Participants learned about monitoring and responding to customer feedback, addressing negative reviews, and building a positive online presence. Practical exercises involved creating response strategies for various online reputation scenarios. By the end of the session, participants understood the importance of maintaining a positive online reputation and had the tools to manage it effectively.

Day 11: Affiliate Marketing

The eleventh day focused on affiliate marketing. Participants learned about the fundamentals of affiliate marketing and how it works. The session covered the benefits of affiliate marketing, such as generating passive income and expanding reach. Participants were introduced to internet entrepreneurship with Google AdSense and other affiliate programs. Practical exercises included identifying potential affiliate products and creating sample affiliate marketing plans. By the end of the session, participants had a comprehensive understanding of affiliate marketing and its potential as a digital marketing strategy.

Day 12: Online Ads & Google AdWords (Continued)

On the twelfth day, the focus was on online advertisements and a deeper dive into Google AdWords. Participants explored the different types of online ad inventory available, including display ads, search ads, and video ads. The session detailed the ad buying methods used in online advertising, such as cost-per-click (CPC) and cost-per-impression (CPM). Participants received a comprehensive introduction to Google AdWords, including how to set up an account, create ad campaigns, and utilize AdWords tools for managing and optimizing campaigns. Practical exercises involved configuring sample campaigns, selecting appropriate bidding strategies, and setting up tracking for ad performance. By the end of the

session, participants were familiar with the essentials of online advertising and proficient in using Google AdWords for campaign management.

Day 13: AdWords Match Types

The thirteenth day focused on the various types of advertisements you can run with AdWords and the concept of match types. Participants learned about the different match types available for keywords, including broad match, phrase match, exact match, and negative match. The session emphasized how each match type affects ad visibility and targeting precision. Participants explored when and how to use each match type to optimize their ad campaigns and control the relevance of traffic. Practical exercises included setting up keyword match types in sample AdWords campaigns and analyzing their impact on campaign performance. By the end of the session, participants were adept at selecting and utilizing keyword match types to enhance their advertising strategies.

Day 14: Online Reputation Management

On the fourteenth day, the focus returned to online reputation management. Participants delved into advanced strategies for managing and improving a brand's online reputation. The session covered the use of CRM platforms for tracking customer interactions and feedback, as well as strategies for effectively handling and responding to online reviews. Participants learned about techniques for monitoring brand mentions across various digital channels and addressing negative feedback promptly and professionally. Practical exercises included drafting responses to hypothetical negative reviews and creating a reputation management plan. By the end of the session, participants had developed a robust understanding of how to maintain and enhance a positive online reputation through proactive management and responsive strategies.

Day 15: Affiliate Marketing

On the final day, the focus was on affiliate marketing, emphasizing its role in internet entrepreneurship. Participants revisited the fundamentals of affiliate marketing, including how affiliate programs work, the types of commissions available, and strategies for selecting profitable affiliate products. The session covered practical aspects of starting an affiliate marketing business, such as building a website or blog, creating compelling content, and using Google AdSense for monetization. Participants engaged in practical exercises to set up affiliate marketing accounts, choose suitable products, and develop marketing strategies. By the end of the session, participants were well-versed in the intricacies of affiliate marketing and prepared to implement their own affiliate marketing initiatives effectively.

During the session, the expert went through the crucial aspects such as digital marketing fundamentals, website creation, search engine optimization, social media marketing, email marketing and analytics. And then, the certification course suggested the ways to setting up Facebook page and Google Ad Words account and installing and creating reports from Google Analytics. In future, IQAC Cell has planned to conduct more digital marketing seminars or certification courses in the institute to aware students about the job opportunities available in the digital marketing.

Outcome of Activity	The students will be competent enough to create digital content for effective marketing by implementing and assessing strategies for social media, designing and evaluating the effectiveness of interactive web sites. They will be able to analyze the performance of the digital marketing by using Google analytics.

Resource Person's Profile

Mr. Ashok Kumar Gupta

Mr. Ashok Kumar Gupta is a Digital Marketing expert. He has significant experience in industry. His core areas are Digital Marketing. Video Compositing, Creating SEO optimized content, Create & manage Google Ad words, Managing Social Media Campaigns.

Academically He is a postgraduate in management. He is having experience more than 33 years including 19 Years in industry. He has earned certificates in Digital Marketing. He has attended various FDPs and MDPs related to Marketing and Digital Marketing.

Photographs

Dr. Ashok discussing with students

Students grasping the session of Dr. Ashok

Mangalmay Institute of Management Technology
Greater Noida (U.P.)

Sample Certificate

Mangalmay Institute of Management Technology
Greater Noida (U.P.)

CERTIFICATE

It is to certify that **Mr. Abhishek Kesari** of **BBA 1st year** has successfully completed **30 hours** certification course on **"Digital Marketing"** from **12/02/2024 to 01/03/2024** organized by Mangalmay Institute of Management & Technology, Greater Noida.

VICE CHAIRMAN	**IQAC Coordinator**	**PRINCIPAL**
Mangalmay Group of Institutions	Mangalmay Institute of Management & Technology	Mangalmay Institute of Management & Technology

Mangalmay Institute of Management Technology
Greater Noida (U.P.)

Sample Assessment

Mangalmay Institute of Management Technology
Greater Noida (U.P.)

16/20

ADD ON CERTIFICATION QUIZ
Course Name: Digital Marketing

Date: 04/03/2024

Duration: 20 Minutes

Name: Gagan Bhati

Father's Name: Mr. Aman Bhati

Roll No.- 220992610309

10*2 =20 Marks

Attempt all questions:

Tick the correct answer

1. Which of the following is not a commonly used digital marketing channel?
A) Search Engine Optimization (SEO)
B) Television Advertisements
C) Email Marketing
D) Social Media Marketing

2. What does SEO stand for?
A) Social Engagement Optimization
B) Search Engine Optimization
C) Social Email Outreach
D) Site Engagement Optimization

3. Which social media platform is known for its character limit in posts?
A) Facebook
B) LinkedIn
C) Twitter
D) Instagram

4. What is the primary goal of email marketing?
A) Increasing website traffic
B) Building brand awareness
C) Generating leads
D) Engaging with existing customers

5. Which metric measures the number of times an ad is shown?
A) Click-Through Rate (CTR)
B) Cost Per Click (CPC)
C) Impressions
D) Conversion Rate

6. Which of the following is an example of a paid digital advertising model?
A) Search Engine Optimization (SEO)
B) Content Marketing
C) Pay-Per-Click (PPC)
D) Influencer Marketing

7. What is the purpose of A/B testing in digital marketing?
A) To analyze competitors' strategies
B) To optimize website design
C) To compare two versions of a marketing asset
D) To measure social media engagement

8. The process of optimizing a website to rank higher in search engine results is known as
A) Search Engine Marketing (SEM)
B) Content Marketing
C) Social Media Optimization (SMO)
D) Search Engine Optimization (SEO)

9. Which platform is best suited for sharing visual content?
A) Facebook
B) LinkedIn
C) Twitter
D) Instagram

10. What is the term for the practice of attracting website traffic by earning natural, unpaid search engine results?
A) Paid Advertising
B) Search Engine Optimization (SEO)
C) Social Media Marketing
D) Content Marketing

List of Beneficiary for Digital Marketing

Mangalmay Institute of Management Technology
Greater Noida (U.P.)

SN	Roll Number	Student Name	Registered
1	230992010199	ABHAY CHAUHAN	Registered
2	230992010205	ABHISHEK	Registered
3	230992010206	ABHISHEK JANGHALA	Registered
4	230992010207	ABHISHEK KESHARI	Registered
5	230992010210	ABHISHEK RAGHAV	Registered
6	230992010223	ADITYA VASHISHTH	Registered
7	230992010232	AMAN NAGAR	Registered
8	230992010239	ANCHAL GAUR	Registered
9	230992010286	CHANCHAL KUMAR	Registered
10	230992010296	DEEPTI SINGH	Registered
11	230992010303	DIXIT CHAUDHARY	Registered
12	230992010309	GAGAN BHATI	Registered
13	230992010315	GOURAV SINGH	Registered
14	230992010320	HARSH	Registered
15	230992010329	HARSH KUMAR	Registered
16	230992010323	HARSH BHATI	Registered
17	230992010336	HIMANSHU KUSHWAHA	Registered
18	230992010339	IMRAN ANSARI	Registered
19	230992010349	KARAN SHARMA	Registered
20	230992010352	KASIM QURESHI	Registered
21	230992010354	KESHAV PACHAURI	Registered
22	230992010363	KULDEEP MISHRA	Registered
23	230992010369	KUNDAN KUMAR	Registered
24	230992010371	LAVISH KUMAR	Registered

25	230992010378	MANISH SINGH	Registered
26	230992010383	MD ADNAN KHAN	Registered
27	230992010393	MOHAMMAD ZAID	Registered
28	230992010408	MUSSAB	Registered
29	230992010421	NIKI KUMARI	Registered
30	230992010423	NIKKI YADAV	Registered
31	230992010424	NIKUNJ SHARMA	Registered
32	230992010427	NISHANT BHATI	Registered
33	230992010428	NISHANT TEOTIA	Registered
34	230992010429	NISHIKA	Registered
35	230992010432	NITISHA MITTAL	Registered
36	230992010438	PANKAJ YADAV	Registered
37	230992010453	PREET BHATI	Registered
38	230992010458	PRITAM KUMAR	Registered
39	230992010470	RAHIL	Registered
40	230992010471	RAHUL GURUNG	Registered
41	230992010475	RAJAT KUMAR	Registered
42	230992010480	RAVI PARIHAR	Registered
43	230992010483	RICHA BAGHEL	Registered
44	230992010489	RISHU RAJ	Registered
45	230992010505	SACHIN KUMAR	Registered
46	230992010506	SACHIN SAROJ	Registered
47	230992010515	SAJAN KUMAR THAKUR	Registered
48	230992010518	SAKSHAM MENDIRATTA	Registered
49	230992010519	SAKSHI	Registered
50	230992010526	SAQUIB MANZAR	Registered

51	230992010534	SHALINI SUDHA	Registered
52	230992010540	SHIVAM	Registered
53	230992010551	SHUBHAM BHATI	Registered
54	230992010566	SUHANI KUMARI	Registered
55	230992010578	TUSHAR BHATI	Registered
56	230992010581	TUSHAR SINGH	Registered
57	230992010584	UMAR FAROOQ	Registered
58	230992010586	VANSH BHARDWAJ	Registered
59	230992010591	VARUN DEDHA	Registered
60	230992010593	VEDIKA BANIK	Registered
61	230992010599	VINOD ATTRI	Registered
62	230992010601	VISHAL KASHYAP	Registered
63	230992010604	VISHU CHAUHAN	Registered
64	230992010606	VIVEK SHARMA	Registered

Mangalmay Institute of Management Technology
Greater Noida (U.P.)
Status of Students for Add on certificate of Digital Marketing.

SN	Sr. No.	Student Name	Registered	Status
1	230992010199	ABHAY CHAUHAN	Registered	Completed
2	230992010205	ABHISHEK	Registered	Completed
3	230992010206	ABHISHEK JANGHALA	Registered	Completed
4	230992010207	ABHISHEK KESHARI	Registered	Completed
5	230992010210	ABHISHEK RAGHAV	Registered	Completed
6	230992010223	ADITYA VASHISHTH	Registered	Completed
7	230992010232	AMAN NAGAR	Registered	Completed
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48	230992010518	SAKSHAM MENDIRATTA	Registered	Completed
49	230992010519	SAKSHI	Registered	Completed
50	230992010526	SAQUIB MANZAR	Registered	Completed

51	230992010534	SHALINI SUDHA	Registered	Completed
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59	230992010591	VARUN DEDHA	Registered	Completed
60	230992010593	VEDIKA BANIK	Registered	Completed
61	230992010599	VINOD ATTRI	Registered	Completed
62	230992010601	VISHAL KASHYAP	Registered	Completed
63	230992010604	VISHU CHAUHAN	Registered	Completed
64	230992010606	VIVEK SHARMA	Registered	Completed