



PTVA's Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)
Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce,
Vile Parle (East), Mumbai – 400 057.

Tel.: 022-31061594/31099598, Email: admin@ptvaim.com, Web: www.ptvaim.ac.in
ISO 9001:2015 Certified Institute & Accredited by NAAC

CERTIFICATE COURSE IN DIGITAL MARKETING 2023-24

PARTICULAR	DETAILS
Course duration	30 hours; Offline (18/10/2023 to 15/01/2024)
List of students who have enrolled along with name and signature of students	Link to the scanned records:
Course objectives	<ul style="list-style-type: none">• To sensitize students to the need, importance and types of digital platforms and their relevance in modern day marketing.• To help students understand various digital marketing strategies and customized requirements of varied types of business.
Curriculum of the Program	<ul style="list-style-type: none">• Introduction to SEO & How do Search Engines work?• Organic Search vs. Paid Search Results• Keyword Research• On-Page Optimization• Off-Page Optimization• Measurement with Google Analytics• Advanced SEO• SEO tools• Introduction to SEM – Fundamentals & Case Studies• Creation of Google Display Network• Bidding Strategy• Mobile Ad Campaigns• Shopping Campaigns – Introduction• YouTube Marketing – Introduction & Ad Formats• Introduction to Websites & WordPress/Wix• Creating a new page• Images• Introduction to social media



B. Chmukh
Director
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	<ul style="list-style-type: none">• Facebook Marketing• Influencer Marketing on Instagram• LinkedIn as a Marketing Platform• Twitter• Pinterest Marketing & Creating a Successful Digital Marketing Strategy• Social Media Marketing Tools• Introduction to Google Analytics & Understanding• Google Analytics Interface
Assessment Procedure	Assignment and Tests
Resource Person	Mrs. Ashwini Desai




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