



## 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](mailto:admin@ptvaim.com), Web: [www.ptvaim.ac.in](http://www.ptvaim.ac.in)  
ISO 9001:2015 Certified Institute & Accredited by NAAC

### CERTIFICATE COURSE IN DIGITAL MARKETING 2019-20

PARTICULAR	DETAILS
Course duration	30 hours; Offline (29/08/2019 to 30/11/2019)
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"><li>• This is to enable participants to get an in-depth knowledge of various digital marketing tactics.</li><li>• The program would enable participants to be confident in executing various digital marketing tactics like SEO, SEM, social media, Email marketing and others.</li><li>• It will help them to immediately start internships or engage in freelancing opportunities in digital marketing.</li></ul>
Curriculum of the Program	Module I: Business, Marketing & eMarketing Module II: Search Marketing Module III: Social Media Marketing Module IV: Email Marketing Module V: Display Marketing Module VI: Mobile Marketing Module VII: Web Analytics
Assessment Procedure	Assignment and Tests
Resource Person	Learning Catalyst



  
Director  
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