



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 2018-19

PARTICULAR	DETAILS
Course duration	30 hours; Offline (05/10/2018 to 17/10/2018)
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"> • This is to enable participants to get an in-depth knowledge of various digital marketing tactics. • The program would enable participants to be confident in executing various digital marketing tactics like SEO, SEM, social media, Email marketing and others. • It will help them to immediately start internships or engage in freelancing opportunities in digital marketing.
Curriculum of the Program	<ol style="list-style-type: none"> 1. Website Designing 2. Search Engine Optimisation (SEO) 3. Search Engine Marketing (SEM) 4. Social Media Optimisation (SMO) 5. Google Analytics 6. Email Marketing
Assessment Procedure	Assignment and Tests
Resource Person	Learning Catalyst



Dehmadh
Director
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