



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 2022-23

Batch 2021-23

PARTICULAR	DETAILS
Course duration	30 hours; Offline (March 01, 2023, to May 13, 2023)
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 educate the learners with digital parlanceTo equip the learners with digital techniques of promotionTo facilitate employment for the learner based on digital skills
Curriculum of the Program	<ol style="list-style-type: none">1. Introduction to Digital Marketing2. Campaigning on Digital Media3. Search Engine Optimization4. Content Marketing5. Social Media Marketing6. Pay Per Click7. Email Marketing8. Web Analytics
Assessment Procedure	4 Gamified Tests and 1 Assignment Towards the End of The Course. Student must score minimum 50% score in the Class Tests And complete the Assignment to qualify for Successful Certification
Resource Person	Ms Preeti Kaushik



Beshmukh
Director
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