



Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research(IICMR)
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Recognized by DTE, Government of Maharashtra, NAAC Re-accredited
Ranked Platinum Category by AICTE.CII for Industry Linked Technical Institute
Awarded Best Management Institute for Industry Interface by CEGR

MBA@IICMR

Date : 30/08/2022

Report

VAC Digital Marketing

1. Name of the Course: VAC – Digital Marketing
2. Name of the Trainer: Mr. Devdatta Mandore
3. Name of the faculty coordinator: Mr. Harshal Patil
4. Name of the student coordinators: Saba Shaikh and Anuja Pawar

1. About Course:

Digital Marketing is the need of hour and we at MBA@IICMR institute provide extensive 360 degree digital marketing training to our MBA students with regular MBA degree. Digital marketing utilizes internet and online based technologies to promote products and services. It is concerned with the growth of various brands that help in understanding the complexities of digital marketing, such as SEO, social media marketing, email marketing, and pay-per-click advertising. These tools help to develop awareness about current e-shopping, e-distribution, and e-collaboration practices and opportunities that explore a variety of e-business challenges. Marketing in a digital world is so much more than "digital marketing." It's a discipline that is driven by data, scaled through automation and optimized by analytics – all while maintaining a customer-centric focus. Demand is strong for marketers who can aptly navigate this evolving field.



students will gain a broad overview of the digital marketing landscape, develop the in-demand skills that hiring managers are seeking, and discover their own unique niche in this rapidly expanding domain. This certification course has been conducted for MBA first year div1 and div2 students.

2. Objectives:

- To understand the concept of digital Marketing.
- To investigate key issues in adoption of digital marketing to business
- To equip students with specific knowledge in the areas of digital marketing communication
- To familiarise students with methodologies, tools & technologies involved in digital marketing
- To provide students with sufficient background that will allow them to pursue their careers in the Digital Marketing area

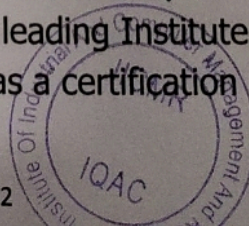
3. Description of Course:

With the objective of core competency generation and enhancement of Employability Quotient amongst the students, Value Added Certification Program on Digital & Social Media Marketing was organized by MBA@IICMR institute from 22 -11-2021 to 02-07-2022. 60 hours training was conducted by the renowned Webchincler academy. The program was delivered by Mr. Devdatta Mandore and certificates were awarded after successful completion of the course.

The Director, Dr. Abhay Kulkarni, in his inaugural address, ignited the minds of students by emphasizing on growing importance of Digital Marketing, Social Media Savviness, placement readiness and how these professional training are becoming undeniable factors in this digital era.

Dr. Manisha Kulkarni (HOD, MBA@IIICMR), apprised the participants that digital marketing is future and it is going to replace conventional marketing in next twenty years.

A Digital Marketing certification program was conducted from 22 -11-2021 to 02-07-2022, as a part of value addition to MBA Students from Industry Practitioners. The certification was conducted by Mr. Devdatta Mandore (Founder – Webchincler), one of the leading Institute in Digital Marketing Training. The certification also acts as a certification program wherein



students will get certificate Webchindler. The resource person took the students through practical hands-on sessions in SEO, SMO, PPC, Email, Blogging, Affiliate, Google AdWords, Google Analytics, YouTube Marketing etc.

During the valedictory session, our honorable director sir Dr. Abhay Kulkarni congratulated the budding managers for upgrading skills and make them industry ready.

4. Outcomes:

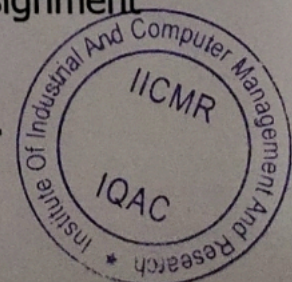
1. The students were able to review the history of digital marketing and gave them some perspective to develop digital marketing plan
2. The students were able to evaluate and understand concepts like consumer behaviour and online marketing communications
3. The students could explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks
4. Finally the students outlined an approach to develop a digital marketing plan

5. Feedback:

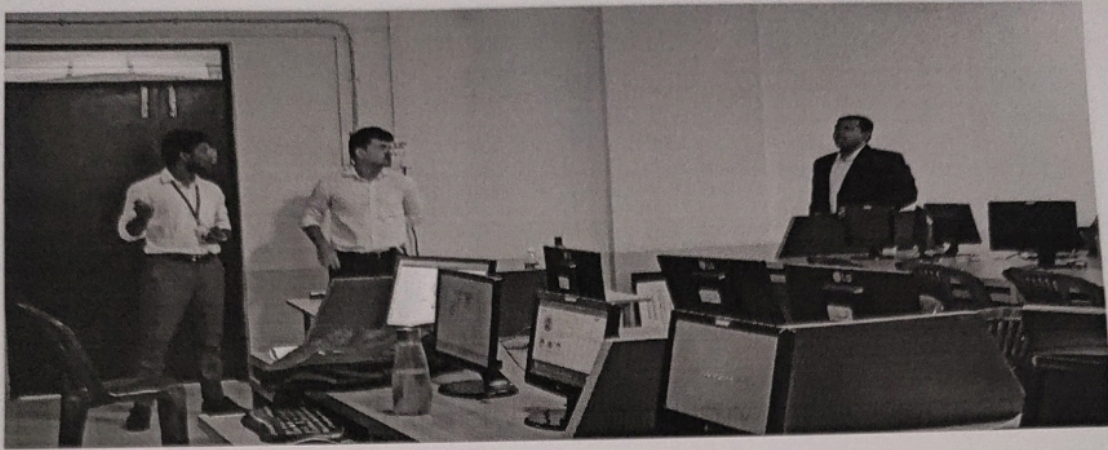
The feedback for the Certification on VAC-Digital Marketing certification course was Excellent. Students got benefited by the excellent knowledge and practical hands on content writing, website promotion and google analytics etc.

6. Assessment and Evaluation: -

1. Assessment and Evaluation will be done by taking the case study and assignment.
2. Certificate will be awarded based on the regular assignment submission and 100 percent attendance.
3. Evaluation conducted on 25th and 26th August 2022.



4. It helped to bridge the gap between the industry and academia and make them industry ready.



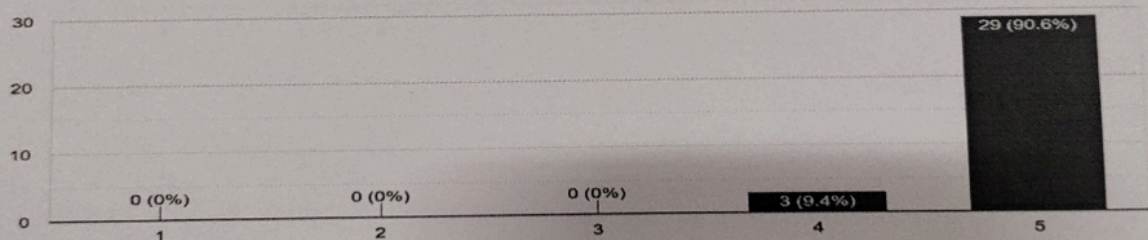
Digital Marketing Evaluation

Feedback Analysis and Blank Feedback form: - Available in the G-Drive

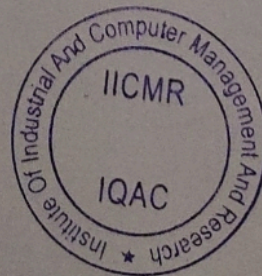
The feedback for the session was collected from the students through the Google Form.

1= Poor, 2= Below Average, 3 = Average, 4 = Very Good and 5 = Excellent

1. Interest generated by speaker
32 responses

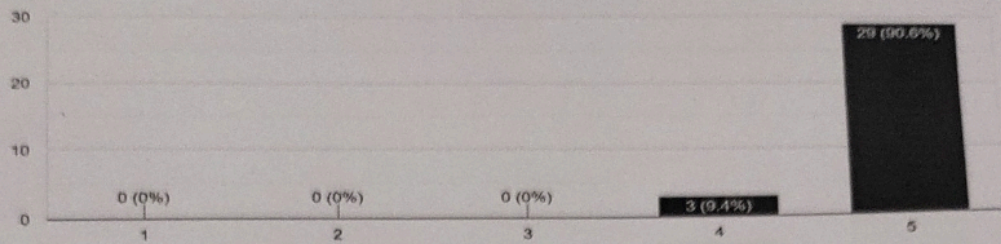


Interpretation: It is visible from the graph that 90.6 % students rated it was excellent and 9.4 % rated it as very good.



2. Delivery of Content

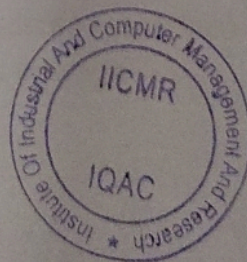
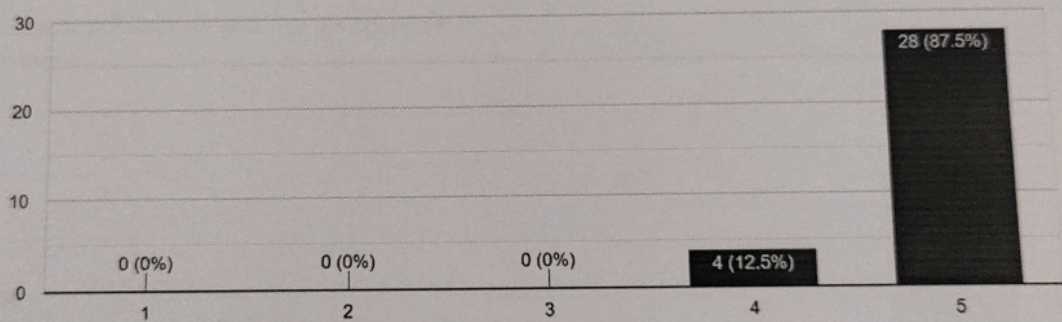
32 responses



Interpretation: It is visible from the graph that 9.4% students thought that the quality of content by the speaker was very good. 90.6% students mentioned as it was excellent.

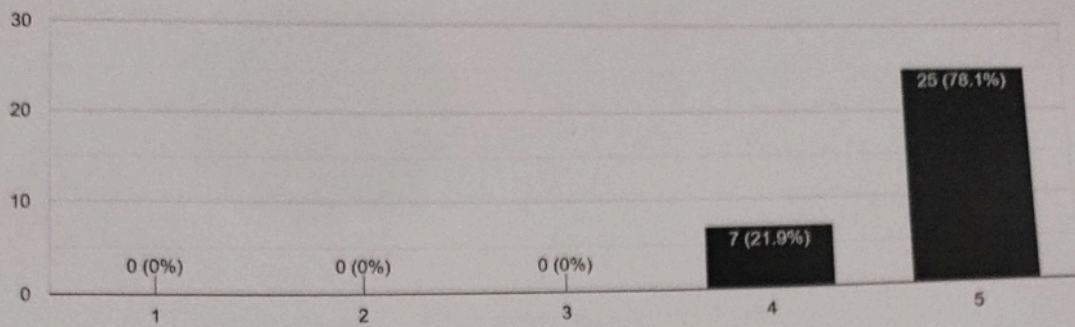
3. Practical application of subject

32 responses



6. Delivery of Content by the trainer during all the session.

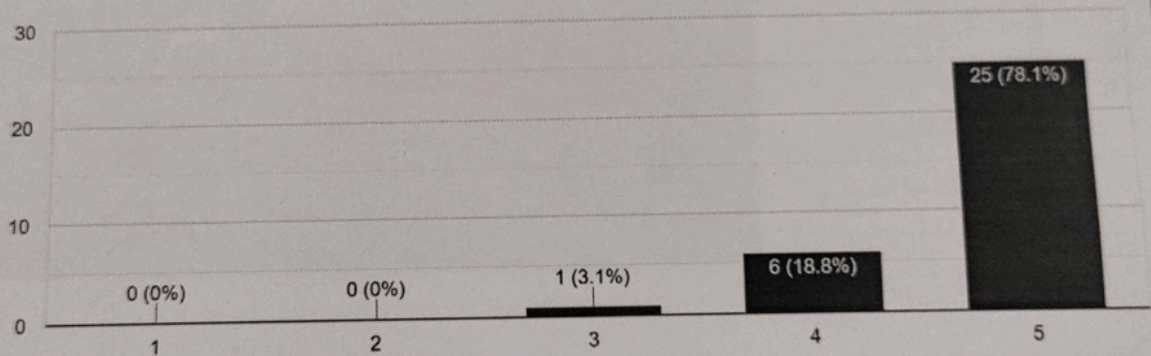
32 responses



Interpretation: On a scale of 5 total 78.1% students mentioned it was Excellent and 21.9% felt very good.

7. Execution & support given by the coordinator

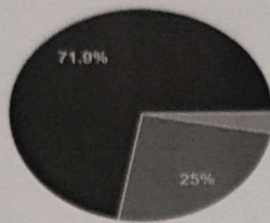
32 responses



Interpretation: On a scale of 5 total 78.1% students mentioned it was Excellent, 18.8% felt very good and 3.1% was average



8. Overall Rating for the certification course (5 Excellent, 1 Need improvement)
32 responses

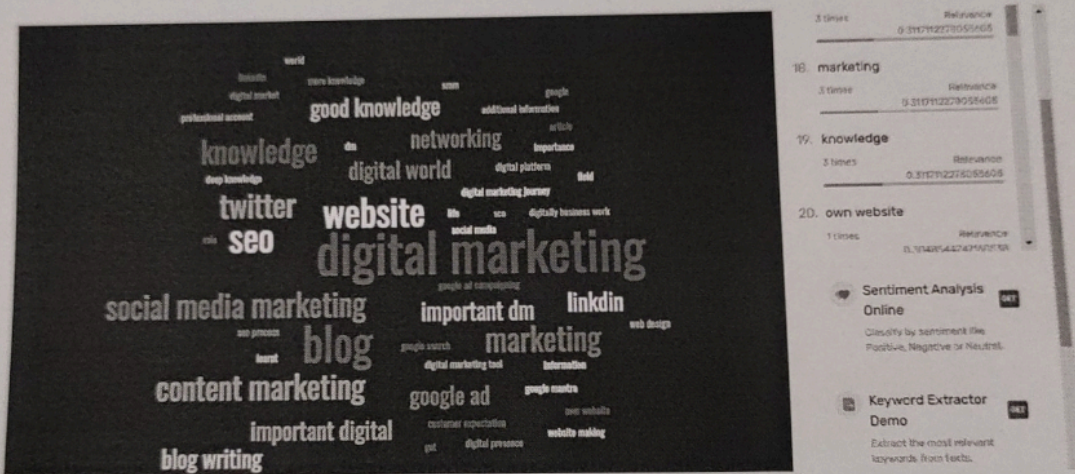


- 1
- 2
- 3
- 4
- 5

Interpretation: On a scale of 5 total 71.9% students mentioned it was Excellent. And 25% felt very good.

Takeaways from the session:

The word cloud report shows the feedback analysis of this questions:



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