



**Konkan Education Society's
Anandibai Pradhan Science College,
Nagothane, District-Raigad (Maharashtra)**

ICT



**Konkan Education Society's
Anandibai Pradhan Science College,
Nagothane, District-Raigad (Maharashtra)**

Details of activities conducted under ICT

Sr. No	Name of activity	Date \ Year	Enrolled students	Department
ICT				
1	ICT-PPT	2020-21	525	I.T\S.C
2	Certificate course digital Marketing	2021-22	20	Dept. I.T



**Konkan Education Society's
Anandibai Pradhan Science College,
Nagothane, District-Raigad (Maharashtra)**

ICT REPORTS

2021-22

K. E. S.
ANANDIBAI PRADHAN SCIENCE COLLEGE
Nagothane, Tal. Roha, Dist. Raigad, Pin.402106

Department of Computer Science & Information Technology

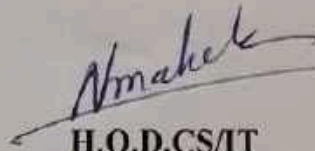
A certificate course in Digital Marketing

Syllabus of the Course

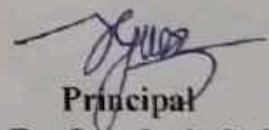
1. SEO
2. Search Engine marketing
3. Content marketing
4. Influencer marketing
5. Content automation
6. Campaign marketing
7. E – Commerce Marketing
8. Social media marketing
9. E mail direct marketing
10. Mobile phones(SMS &MMS)



Course Coordinator
Mrs. Sonal Patil



H.O.D.CS/IT
Mrs. Nilam Mahale



Principal
Dr. Sandesh S. Gurav

PRINCIPAL
K.E.S. A. P. Science College
Nagothane, Dist. Raigad (M.S.)



Objective of the Course

- Every business has some goals which it wants to achieve within a limited time period. No business puts their money to get themselves in any kind of loss. In order to achieve these goals & missions, specific digital marketing objectives are set so that they can lead in meeting your targets
- Digital marketing is used as the major key tool nowadays to turn the impact of any small size business into a measurable & huge one. Its impact is so much high that even small scale business are growing their shares in a very large market. And why wouldn't it be? digital marketing provides you with various tools which make a business to grow & compete in the market

Course Outcome

A result is a smaller piece of what you may review after a marketing campaign, such as a metric. An outcome, on the other hand, is a larger, more meaningful development – the full story of how a campaign affects your business and your bottom line.



Konkan Education Society's
Anandibai Pradhan Science College,
Nagothane, District-Raigad (Maharashtra)

This is to certify that

Mr./Miss/Mrs. _____ Class _____

has successfully completed a Certificate Course in Digital Marketing from
_____ to _____ conducted by Department of Computer Science
and Information Technology, K.E.S. Anandibai Pradhan Science College,
Nagothane, Tal. Roha, Dist. Raigad, with grade _____.

Date: -

Place: -

Course Coordinator
Mrs. Sonal Patil

H.O.D. CS/IT
Mrs. Nilam Mahale

Principal
Dr. Sandesh S. Gurav



Konkan Education Society's

ANANDIBAI PRADHAN SCIENCE COLLEGE

Bapusaheb Deshpande Educational Complex
Nagothane, Tal. Roha Dist. Raigad. 402106

**Department of Computer Science &
Information Technology**

A Manual For

A Certificate Course in Digital Marketing

By

Mrs. Sonal Patil

Coordinator,

A certificate Course in Digital Marketing

Assist.Prof.in CS/IT

KES Anandibai Pradhan Science College,

Nagothane Tal. Roha Dist. Raigad

Index

Sr. No.	Particulars	Page No.s
1	SEO	3
2	Search Engine marketing	10
3	Content marketing	15
4	Influencer marketing	20
5	Content automation	21
6	Campaign marketing	26
7	E - Commerce Marketing	28
8	Social media marketing	33
9	E mail direct marketing	34
10	Mobile phones(SMS &MMS)	38

Konkan Education
Anandibai Pradhan
Nagothane, District-Raigad (Maharashtra)



Society's
Science College,

Nagothane, District-Raigad (Maharashtra)

List of Students Enrolled for a Certificate Course in Digital Marketing 2021-22

Sr.No.	ROLL NO	STUDENT NAME	CLASS
1	821	AWAD AKSHATA ANANTA	T.Y.B.Sc.I.T.
2	822	BAIT SAKSHI SUHAS	T.Y.B.Sc.I.T.
3	823	BHAGAT SANIKA SUNIL	T.Y.B.Sc.I.T.
4	824	BHOIR SAKSHI SANTOSH	T.Y.B.Sc.I.T.
5	825	BIRGAVALI PRAJAKTA NARESH	T.Y.B.Sc.I.T.
6	827	CHANDEL SWEETY ARJUN	T.Y.B.Sc.I.T.
7	828	CHITALKAR MANSI DATTARAM	T.Y.B.Sc.I.T.
8	829	CHITALKAR PRACHI JANARDAN	T.Y.B.Sc.I.T.
9	830	DANE KUNAL HARIDAS	T.Y.B.Sc.I.T.
10	832	DESAI VEDANT AVINASH	T.Y.B.Sc.I.T.
11	835	GHAG PRADNESH NITIN	T.Y.B.Sc.I.T.
12	836	GHARAT DARSHAN DATTARAM	T.Y.B.Sc.I.T.
13	837	GHEVADE AISHWARYA KUMAR	T.Y.B.Sc.I.T.
14	838	GODAMBE MILIND YASHWANT	T.Y.B.Sc.I.T.
15	839	JANGALE MOKSHADA NIVRUTTI	T.Y.B.Sc.I.T.
16	840	JAVAKE BRIJESH NARAYAN	T.Y.B.Sc.I.T.
17	842	KHAN NOORUNNISA ANZAR	T.Y.B.Sc.I.T.
18	844	KSHIRSAGAR VINIT VIJAY	T.Y.B.Sc.I.T.
19	845	MAMLUSKAR SAKSHI RAVINDRA	T.Y.B.Sc.I.T.
20	846	MANDE TEJASHREE MANGESH	T.Y.B.Sc.I.T.

**K. E. S.
ANANDIBAI PRADHAN SCIENCE COLLEGE
Nagothane, Tal. Roha, Dist. Raigad, Pin.402106**

Department of Computer Science & Information Technology

Date:-20/01/2022

Notice

All the students of B.Sc (IT/CS) are hereby informed that Department of CS/IT is going to start a one month certificate course in Digital Marketing and Advanced Excel in the college from the academic year 2021-22.

Name of the Course: - **A certificate course in Digital Marketing**

Duration : - **30 days**

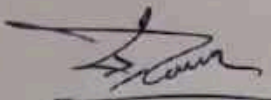
Intake Capacity : - **20 Seats**

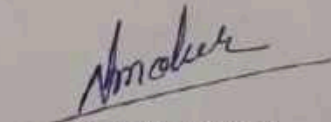
Course fees :- **Free**

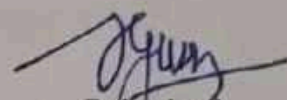
Co-ordinator :- **Mrs. Sonal Patil**

Interested students may give their names to Course coordinator on or before 31/01/2022. Students those who complete the course successfully will get the certificate for the same.

The lectures and practicals of this course will start from 01/02/2022 onwards in the CS/IT department. The detail time table of this course will be displayed on your Whatsapp group.


Course Coordinator
Mrs. Sonal Patil


H.O.D.CS/IT
Mrs. Nilam Mahale


Principal
Dr. Sandesh S. Gurav
PRINCIPAL
K.E.S. A. P. Science College
Nagothane, Dist. Raigad (M.S.)



**K. E. S.
ANANDIBAI PRADHAN SCIENCE COLLEGE
Nagothane, Tal. Roha, Dist. Raigad, Pin. 402106**

Department of Computer Science & Information Technology

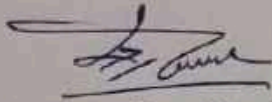
Date:-31/01/2022

Notice

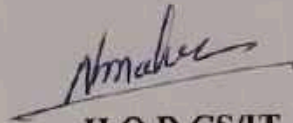
Time Table for a Certificate Course in Digital Marketing

(01/02/2022 to 12/03/2022)

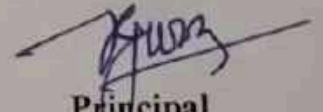
Days→ Time↓	Mon	Tue	Wed	Thu	Fri	Sat
3.00.to 4.00 pm	-----	-----	-----	Theory	Theory	Theory
3.00 to 4.00 pm	Practical	Practical	Practical	-----	-----	-----



**Course Coordinator
Mrs. Sonal Patil**



**H.O.D.CS/IT
Mrs. Nilam Mahale**



**Principal
Dr. Sandesh S. Gurav
PRINCIPAL
K.E.S. A. P. Science College
Nagothane, Dist. Raigad (M.S.)**



K. E. S.
ANANDIBAI PRADHAN SCIENCE COLLEGE
Nagothane, Tal. Roha, Dist. Raigad, Pin.402106

Department of Computer Science & Information Technology

Date:-14/03/2022

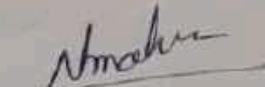
Notice

All those students of B.Sc. (CS/IT) who have been completed a lectures and practicals of Certificate course in Digital MARKeting are hereby informed that there will be viva voce exam based on your course syllabus on 15th March 2022. After successful completion of journal and viva, you will get the certificate.

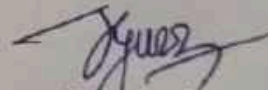
Note the same and be present for the via voce examination.



Course Coordinator
Mrs. Sonal Patil



H.O.D.CS/IT
Mrs. Nilam Mahale



Principal
Dr. Sandesh S. Gurav
PRINCIPAL
K.E.S. A. P. Science College
Nagothane, Dist. Raigad (M.S.)





**Konkan Education Society's
Anandibai Pradhan Science College,
Nagothane, District-Raigad (Maharashtra)**

ICT-PPT

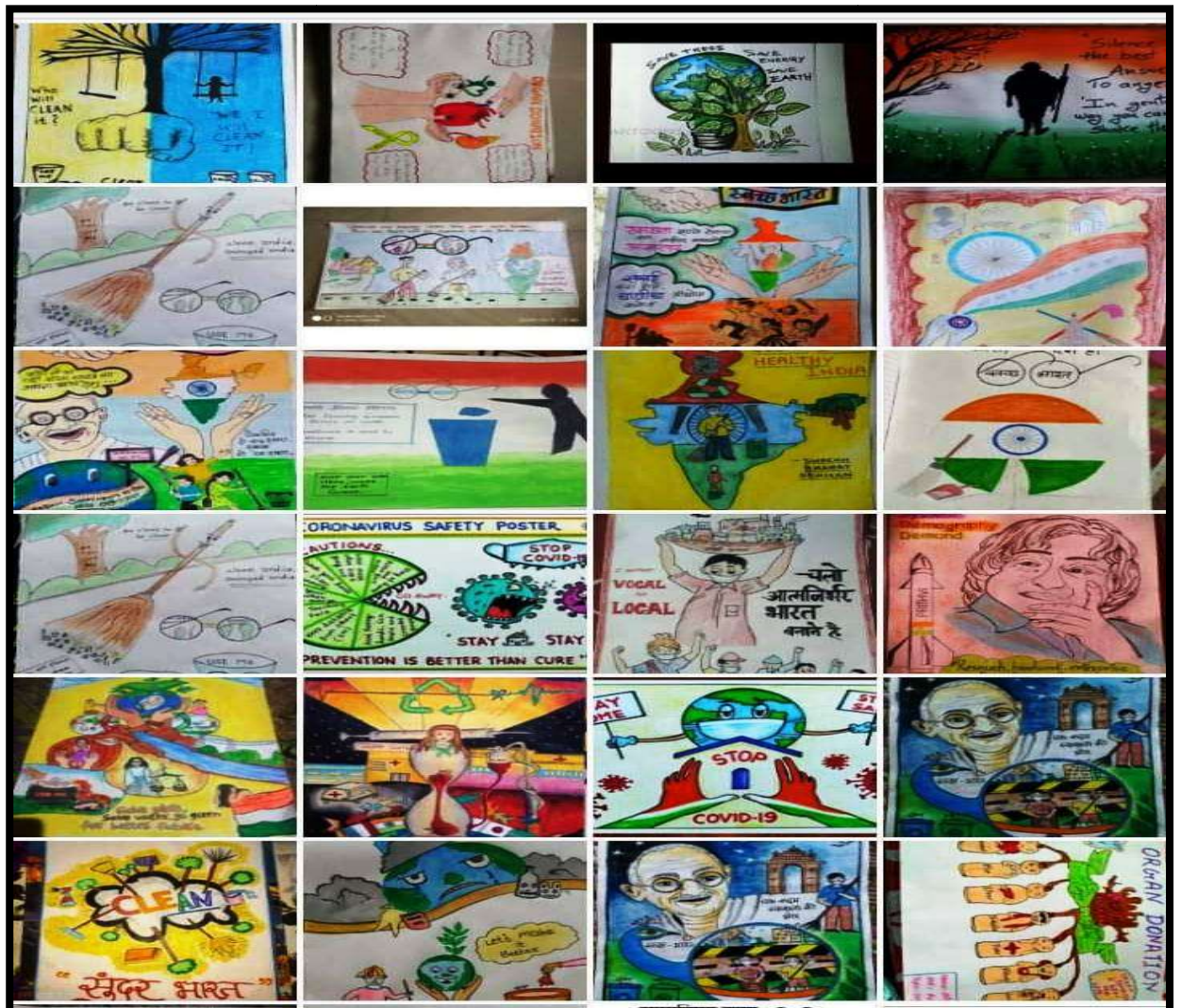
2020-21

ICT/ Computing Skills

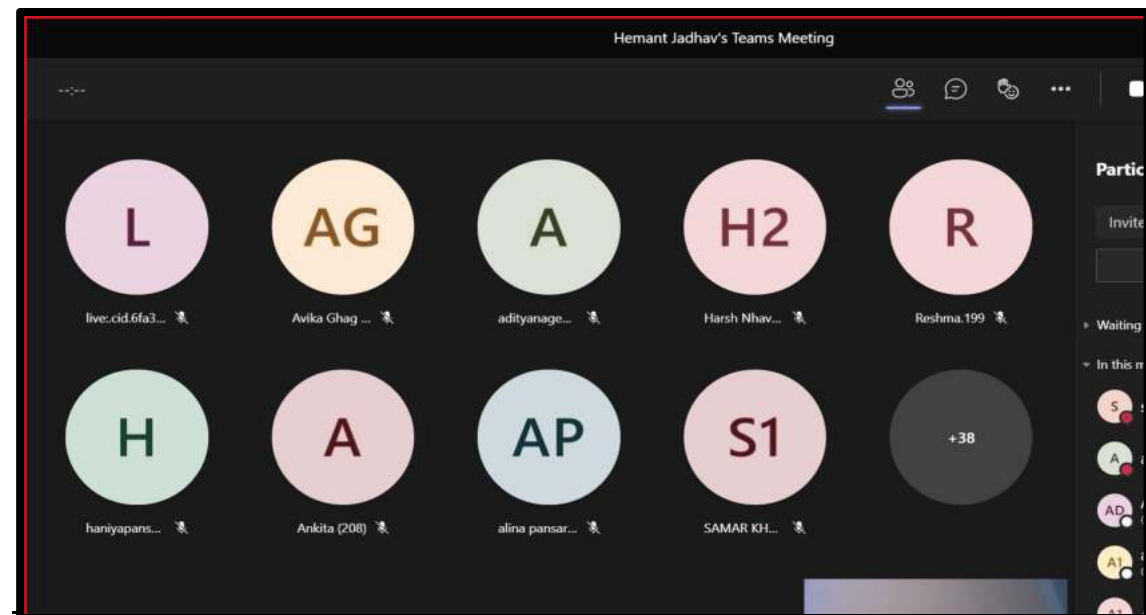
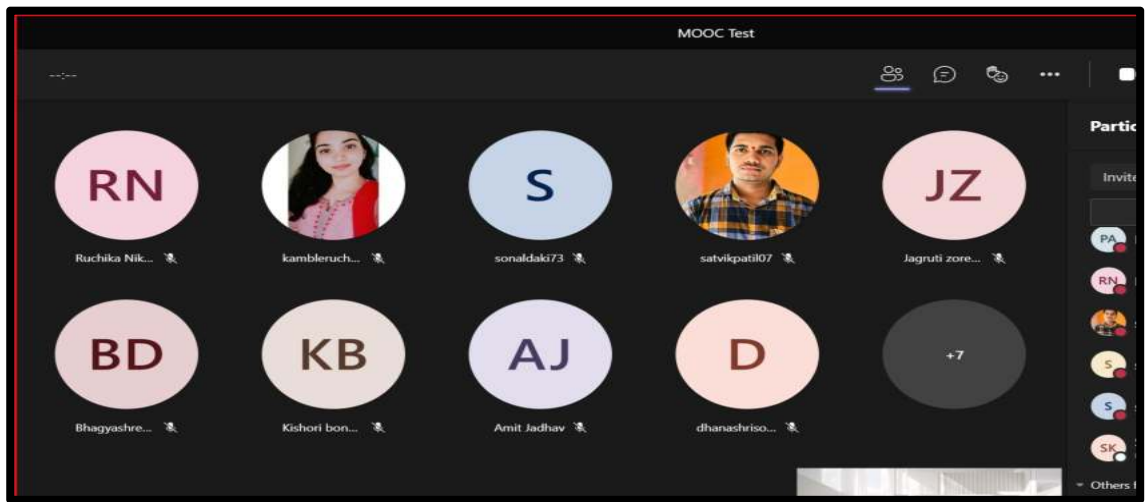
Online Poster Competition(Science Association)

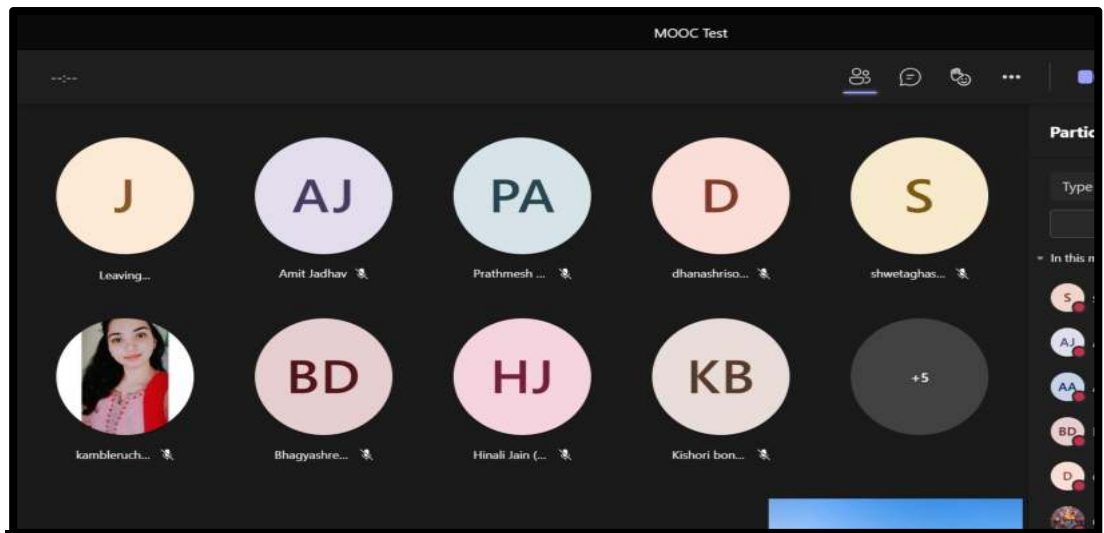


Online Poster Competition (NSS)



Online Video Lectures





Yoga Physical Fitness and health

