

Annexure 1 - Syllabus

Digital Marketing

Duration: 40 hours

Fees: Rs. 2400

Description

Fundamentals Of Marketing In Business
Introduction To Search Engine Optimization (SEO)
Need for Search Engine Optimization
How Search Engines Work and Search Engine Algorithms
Major search engines and directories
Submission to search engines
Keyword research and analysis
Keywords Position Checker
Keyword Density & Webpage Content
Title And Description Optimization
Internal Link Structure and Link Building
Directory & Article Submission
Header and Meta Tags Optimization
SEO Website Evaluation
Google Keyword Tool
How to market on different social media channels
Social Media Analytics
Paid YouTube products to drive scale
Email Marketing
How to Optimize your ads
How to measure ROI?
Google analytics – all the reports that matter

| Name | Mobile No | Course | 23/7 | 24/7 | 27/7 | 28 |
|------------------|-------------|-------------------|----------|----------|----------|----------|
| Aryan Dolas | 92243 08941 | Digital Marketing | A | A | A | A |
| Shital Padvi | 80800 56660 | Digital Marketing | Shital | Shital | Shital | Shital |
| Diksha Apte | 91520 86134 | Digital Marketing | Apte | Apte | Apte | Apte |
| Snehal Rane | 90761 82776 | Digital Marketing | S | S | S | S |
| Sapna Sharma | 85910 16148 | Digital Marketing | Sapna | Sapna | Sapna | Sapna |
| Sakshi Ghadge | 90824 31219 | Digital Marketing | A | S | | |
| Chinmay Poyrekar | 98675 66154 | Digital Marketing | Chinmaye | Chinmaye | Chinmaye | Chinmaye |
| Ravina Pathakala | 77108 53560 | Digital Marketing | | | | |
| Adish Poojary | 89284 39946 | Digital Marketing | A | A | A | A |
| Darshan Sawant | 93216 26764 | Digital Marketing | Darshan | Darshan | Darshan | Darshan |
| Dipti Raut | 70219 45814 | Digital Marketing | Raut | Raut | Raut | Raut |
| Saniya Shelar | 91370 85983 | Digital Marketing | S.Shelar | S.Shelar | S.Shelar | S.Shelar |



**Karnataka Sangha's
Manjunatha College of Commerce
Affiliated to University of Mumbai**

THIS IS TO CERTIFY THAT

SANJANA GUPTA

has successfully completed the add-on course in "Advance Excel"
Comprising of 36 hours in collaboration with OneInfini in the academic year
2023-24.

oneinfini

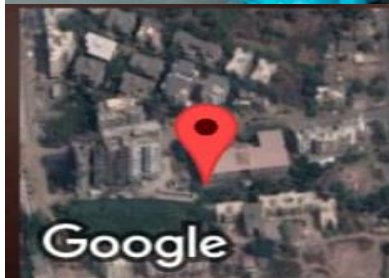
Nanda.m

Ms. NANDA M
CHIEF IN-CHARGE, ONEINFINI

Phila

DR. SUSHILA VIJAYKUMAR
PRINCIPAL

Digital Marketing photo



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Sushila

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