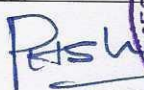

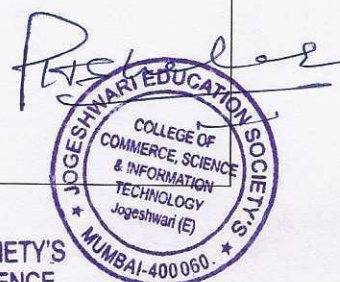


ADVANCED PROGRAM IN DIGITAL MARKETING (DURATION 4 MONTHS)

SR.NO	INDEX
01	<p>Digital Marketing - A Broader Overview</p> <ul style="list-style-type: none"> • Website Planning & Creation • Working with WordPress Website • Search Engine Optimization • Content Marketing - Blogging & Google AdSense • Social Media Optimization • Social Media Marketing • YouTube Advertisement - Online Video Campaigns • Google Analytics & Google Search Console • Google AdWords • Mobile Marketing • Email Marketing • Affiliate Marketing • ASSIGNMENT
02	<p>Soft Skills</p> <ul style="list-style-type: none"> • Relocation for Better Life • Getting Ready for Work • Time Management • Developing discipline and understanding the Office Work Culture • Writing Resume and Preparing for Interviews • Job Ownership • Goal Setting • Current IT trend and Requirement • Self-Introduction and Types of Interview



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 KUNDAI-4000860

	<ul style="list-style-type: none"> Techniques of Interview
03	<p>Digital Literacy</p> <ul style="list-style-type: none"> Computer & it's Hardware Computer Software and Operating System Working with Windows and mac Introduction to Microsoft Excel Microsoft Excel-Formatting Cells and using find & replace Microsoft Excel: Sorting and Filtering Data Microsoft Excel Formulas and Functions Microsoft Excel - VLOOKUP & HLOOKUP Microsoft Excel - Inserting charts and hyperlinks Getting started with Microsoft Word Microsoft Word - Formatting Text Introduction to Internet Online Activities Online navigation tool Online collaboration and remote access tool Email - Creating Gmail account & basic functionality of email Social Networking – LinkedIn
04	<p>Advance English</p> <ul style="list-style-type: none"> Applied English Grammar Comprehension and Listening Skills Interpersonal Communication Skills



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 Caves Road, Jogeshwari (E), Mumbai-400 060.

	<ul style="list-style-type: none"> · Telephonic Communication · Group Discussion · Extempore and Public Speaking · Email Business Communication · Presentation Skills
05	Digital Literacy
06	Revision and Assessment

P. S. Helve

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SCIENCE & INFORMATION TECHNOLOGY
(AFFILIATED TO MUMBAI UNIVERSITY)**

**SKILL DEVELOPMENT REPORT
(DIGITAL MARKETING)**

CLASS: -TYBMS/TYBCOM

VENUE: - 1ST FLOOR IT LAB

TOTAL HRS: - 30HRS

A three month courses of Digital Marketing as an activity under skill development programmed we conducted for TYBCOM & TYBMS. A total of 15 students from the two streams of commerce took the 25th March 2023 and got concluded on 14th June 2023 a programmed of 30 hours. The IT lab on the first floor was utilized to the fullest extent which enabled the learners to use the computers.

The 30hrs duration course provided knowledge on the topics mentioned below.

1. Digital marketing
2. Soft Skills
3. Digital Literacy
4. Advance English
5. Digital Literacy
6. Revision and Assessment.

The faculty trained the students were Ms.Rupali Pawar, Mr.Bipin More and Ms.Sheetal singh from Anudip foundation Kandiwali. The Programmed fulfilled the requirements of the students as they gained the necessary skills.



Sheetal

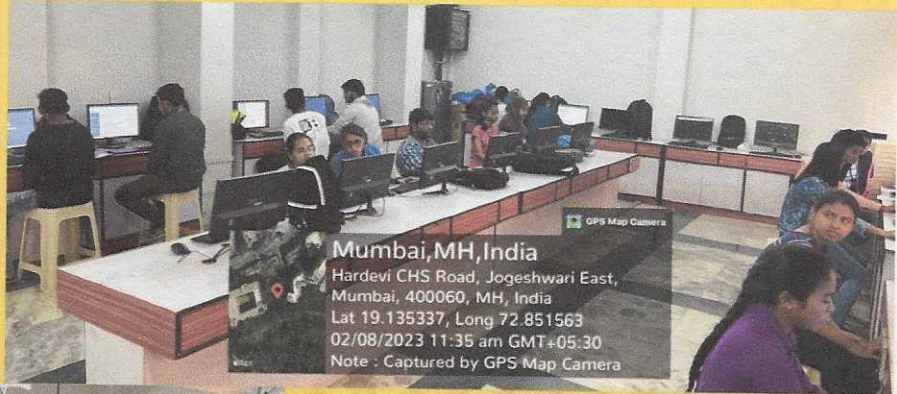
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Jogeshwari Education Society's JES COLLEGE OF COMMERCE SCIENCE & INFORMATION TECHNOLOGY (AFFILIATED TO MUMBAI UNIVERSITY)

Advanced program in Digital Marketing.



<https://mail.google.com/mail/u/0/?ogbl#sent/QgrcJHsNpXMQMBCNZtcKqHbFTtRGHqshLpQ?projector=1&messagePartId=0.1>

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Certificate of Merit is awarded to

Siddhesh Toraskar

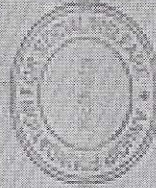
for successfully completing 280 hours of training on
Diploma in Digital Marketing (Combo)

at Anudip Foundation Skill and Career Development Center, Kandiyali
Mumbai, Maharashtra

Grade :- A

Reg. No. - U91900WB02007NPL116269

Student Reg. No. - MHK.A.V.A.F0072312



Menisha Banerjee

[Chief Executive Officer]

Anudip Foundation

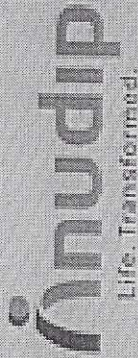
Cimsys Towers, 3rd Floor, Plot Y-13, Block EP, Sector 5, Salt Lake, PS: Bishan Nagar (EAST), Kolkata-700091, India
CIN: U91900WB02007NPL116269



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COLLEGE OF COMMERCE SCIENCE
& INFORMATION TECHNOLOGY

Caves Road, Jogeshwari (E), Mumbai-400 060.



Certificate of Merit is awarded to

Kashish Mishra

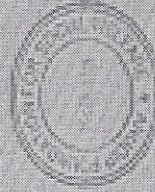
for successfully completing 280 hours of training on
Diploma in Digital Marketing (Combo)

at Anudip Foundation Skill and Career Development Center, Kandivali
Mumbai, Maharashtra

Grade :- A

Reg. No. :- 491900WB200/NPL/16269

Student Reg. No. :- MIHKA/A/F0073312



Momisha Banerjee

[Chief Executive Officer]

Cimsys Towers, 3rd Floor, Plot T-13, Block EP, Sector-5, Salt Lake, PS: Bishan Nagar (EAST), Kolkata-700091, India
Anudip Foundation
CIN: U91900WB200NPL16269



Pratibha **PRINCIPAL**
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COLLEGE OF COMMERCE SCIENCE
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