



**Sandip Foundation's  
Sandip Institute of Technology & Research Centre, Nashik  
Department of Management Studies  
Academic Year 2019-20  
Report On Certification on Digital Marketing**

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***Event Title: “ Certification on Digital Marketing”***

***Date: 24th – 27th August 2019***

***Conduction Duration: 3 days***

***Venue: MBA Class Room***

***Resource Person:***

***1.Mr. Kartik Sanghvi ( Marketing Manager, NetBiz)***

***2.Mr. Pankaj Ghadge (CEO, Beefly)***

***Coordinator: Prof Tushar Savale***

***Objective:***

- 1. To study the importance of Digital marketing***
- 2. To understand the various platforms used in Digital Media.***
- 3. To study the procedure for creating Digital Presence.***

***About The Program:***

***Day -1***

Department of Management Studies had organized: “Certification Digital Marketing for MBA –II students. The session was conducted by Mr. Kartik Sanghvi and Mr. Pankaj Ghadge. The session began with introduction of Digital Marketing and its essence in today’s techno savvy world. Mr. Kartik Sanghvi explained the definition of Digital Marketing as “the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising and any other digital medium”. He further briefed about the organic

and inorganic platforms used to create digital essence that is about Search Engine Optimization and Search Engine Marketing. He also stated the importance of Keywords used in this platforms and how it create difference amongst searches in the local directories. They also emphasized on Email Marketing, Social Media Marketing and Affiliated Marketing.

### ***On Day 2***

Mr. Pankaj Ghadge introduced students -Digital Unlocked Google Certification Online and helped them for completing the above said certification.

### ***On Day 3***

The students were briefed about the various Digital Marketing Certification available and about the Opportunities existing for them in Digital Media World. Mr. Pankaj enlighten the student about his business and various latest marketing Strategies used nowadays used in digital Media World.

### ***Outcome:***

- 1.Students learnt about the various platforms in Digital Marketing***
- 2.Student became aware about the various opportunities available in Digital Marketing Field***
- 3.Each and every student successfully completed the basic Google digital unlocked certification which will help them to fetch job opportunities.***

**Photographs:**











