

Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science and Comm., Baramati  
Department of Media and Communication Studies

Certificate Course Title: Basic Digital Marketing

A) Learning Objectives:

- To understand the basics of Internet.
- To understand the basic of social media.
- To understand digital marketing insights
- Theory and practical knowledge.

B) Learning Outcome:

By successfully completing this course, students will be able to:

- Understand working of internet, Social Media.
- Students will understand basic digital marketing tools.
- They will understand to use social media effectively
- They will learn basic digital marketing

C) Mode of Evaluation:

- Written and practical Examination.

D) Eligibility:

- This course will require at least a Higher Secondary School education, and having basic computer literacy

E) Course Requirements:

- Computer Lab with internet connectivity

