

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

## Syllabus- Basic Digital Marketing

Unit No.	Contents	No. of Lectures
01.	<b>Introduction to Digital Marketing</b> What is Marketing? How we do Marketing? What is Digital Marketing?	2+4
02.	<b>Internet and social media platforms</b> What is Internet and how it works? What is social Media Social media platforms Facebook Twitter Instagram Youtube	2+4
03.	<b>Search Engine Optimization</b> What are Search Engines and Basics? HTML Basics. On Page Optimization. Off Page Optimization.	2+4
04.	<b>Content Marketing</b> Use of image, use of video, Use of blogs Info graphics Podcast Webcast	2+4
05.	<b>Online advertising and revenue model</b> Metrics of digital advertising Revenue models for online advertising	6
	<b>Total</b>	<b>30</b>

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**Tuljaram Chaturchand College of Arts, Science and Comm., Baramati**  
**Department of Media and Communication Studies**  
**Basic Digital Marketing Certificate course**

Sr. No	Name of Student	Class	Roll No.
1.	Kokare Mahesh	F.Y.B.Com	7139
2.	Bhosale Shubham	F.Y.B.Com	7151
3.	Natu Ajit	F.Y.B.Com	6962
4.	Pansare Amar	F.Y.B.Com	7141
5.	Bande Ranvir	F.Y.B.Com	7142
6.	Jadhav Unmesh	F.Y.B.Com	7140
7.	Chopade Atul	F.Y.B.Com	7028
8.	Khalase Vaibhav	F.Y.B.Com	6953
9.	Kolekar Aniket	F.Y.B.Com	6955
10.	Gavali Abhishek	F.Y.B.Com	6988
11.	More Ketan	F.Y.B.Com	6987
12.	Pise Ranjit	F.Y.B.Com	7014
13.	Randive Yogesh	F.Y.B.Com	6980
14.	Vishwakarma Bindu	MA-I(Psychology)	12460
15.	Thorat Tejaswini	MA-I(Psychology)	12455
16.	Hemade Ajinkya	F.Y.B.Com	7321
17.	Yadav Vighnesh	F.Y.B.Com	7442
18.	Padkar Kunal	F.Y.B.Com	7004
19.	Sapkal Rohan	F.Y.B.Com	7738
20.	Dalvi Sahil	AB	
21.	Jadhav Shrutika	F.Y.B.B.A	10610
22.	Dahidule Radhika	F.Y.B.B.A	10611
23.	Ghogare Poonam	F.Y.B.B.A	10635
24.	Sammedha Patil	F.Y.B.B.A	10626
25.	Kankariya Khushi	F.Y.B.B.A	10622
26.	Mulmule Priyanka	MA-I(Psychology)	12451
27.	Doiphode Sakshi	F.Y.B.Com	7252
28.	Gawali Sangram	F.Y.B.Com	7137
29.	Jagtap Aniket	F.Y.B.Com	7497
30.	Korde Rohan	F.Y.B.Com	7499
31.	Jagtap Yogesh	F.Y.B.Com	7498
32.	Shende Pradip	F.Y.B.Com	6966
33.	Murumkar Omkar	F.Y.B.Com	7005



# Skill Development Certificate Course

## Basic Digital Marketing

r. No	Name of Student	06/12	07/12	13/12	16/12	18/12	22/12
1.	Kokare Mahesh	<del>Mahesh</del>	Mahesh	Mahesh	Mahesh	A	Mahesh
2.	Bhosale Shubham	<del>Shubham</del>	A	A	A	A	
3.	Natu Ajit	A.P.Natu	A.P.Natu	A.P.Natu	A.P.Natu	A	
4.	Pansare Amar	Amar	Amar	Amar	Amar	A	Amar
5.	Bande Ranvir	Ranvir	Ranvir	Ranvir	Ranvir	A	Ranvir
6.	Jadhav Unmesh	Unmesh	Unmesh	Unmesh	Unmesh	Unmesh	Unmesh
7.	Chopade Atul	<del>Atul</del>	<del>Atul</del>	<del>Atul</del>	<del>Atul</del>	<del>Atul</del>	<del>Atul</del>
8.	Khalase Vaibhav	Vaibhav	Vaibhav	Vaibhav	Vaibhav	Vaibhav	Vaibhav
9.	Kolekar Aniket	Aniket	Aniket	Aniket	Aniket	Aniket	Aniket
10.	Gavali Abhishek	Abhishek	Abhishek	Abhishek	Abhishek	Abhishek	Abhishek
11.	More Ketan	Ketan	Ketan	Ketan	Ketan	Ketan	Ketan
12.	Pise Ranjit	Ranjit	Ranjit	Ranjit	Ranjit	Ranjit	Ranjit
13.	Randive Yogesh	Yogesh	Yogesh	Yogesh	Yogesh	Yogesh	Yogesh
14.	Vishwakarma Bindu	Bindu	Bindu	Bindu	Bindu	Bindu	Bindu
15.	Thorat Tejaswini	Tejaswini	Tejaswini	A	A	A	A
16.	Hemade Ajinkya	<del>Ajinkya</del>	<del>Ajinkya</del>	<del>Ajinkya</del>	<del>Ajinkya</del>	<del>Ajinkya</del>	<del>Ajinkya</del>
17.	Shaikh Allabakash	A	A	A	A	A	A
18.	Gundule Onkar	A	A	A	A	A	A
19.	Gaikwad Kumar	A	A	A	A	A	A
20.	Kharat Sajan	A	A	A	A	A	A
21.	vighnesh yadav	<del>Vighnesh</del>	V.M.yadav	V.M.yadav	V.M.yadav	V.M.yadav	V.M.yadav
22.	kunal padkar	<del>Kunal</del>	Kunal	Kunal	A	A	<del>Kunal</del>
23.	Rohan Sapkal	<del>Rohan</del>	A	A	A	A	<del>Rohan</del>
24.	sahil dalvi	A	A	A	A	A	A
25.	shrutika jadhav	Shrutika	Shrutika	Shrutika	Shrutika	Shrutika	Shrutika
26.	Rutik dahidule	A	A	A	A	A	A
27.	poonam ghogare	Poonam	Poonam	Poonam	Poonam	Poonam	Poonam
28.	sammedha patil	Patil	Patil	Patil	Patil	Patil	Patil
29.	khushi kankar	Khushi	Khushi	Khushi	A	A	Khushi
30.	piyanka mulmule	Piyanka	Piyanka	A	A	A	A
31.	saksh dhoiphade	Saksh	Saksh	Saksh	Saksh	Saksh	Saksh
32.	Sangtam Gowali	Sangtam	Sangtam	Sangtam	Sangtam	A	S.P.Gowali
33.	Jagtap Aniket	Aniket	Aniket	Aniket	Aniket	A	
34.	Korde Rohan	Rohan	Rohan	Rohan	Rohan	A	
35.	yogesh jagtap	<del>Yogesh</del>	<del>Yogesh</del>	<del>Yogesh</del>	Yogesh		
36.	Radhika Dahidule	<del>Radhika</del>	Radhika		Radhika		
37.	shende Pradip	<del>Pradip</del>	Pradip		Pradip		Pradip

Basic Digital Marketing

Sr. No	Name of Student	①	②	③	④
1.	Kokare Mahesh	11/12/19	12/12/19	13/12/19	14/12/19
2.	Bhosale Shubham	Shubham	Shubham	Shubham	Shubham
3.	Natu Ajit	Ajit	Ajit	Ajit	Ajit
4.	Pansare Amar	Amar	Amar	Amar	Amar
5.	Bande Ranvir	Ranvir	Ranvir	Ranvir	Ranvir
6.	Jadhav Unmesh	Unmesh	Unmesh	Unmesh	Unmesh
7.	Chopade Atul	Atul	Atul	Atul	Atul
8.	Khalase Vaibhav	Vaibhav	Vaibhav	Vaibhav	Vaibhav
9.	Kolekar Aniket	Aniket	Aniket	Aniket	Aniket
10.	Gavali Abhishek	Abhishek	Abhishek	Abhishek	Abhishek
11.	More Ketan	-	-	-	-
12.	Pise Ranjit	Ranjit	Ranjit	Ranjit	Ranjit
13.	Randive Yogesh	Yogesh	Yogesh	Yogesh	Yogesh
14.	Vishwakarma Bindu	Bindu	Bindu	Bindu	Bindu
15.	Thorat Tejaswini	Tejaswini	Tejaswini	Tejaswini	Tejaswini
16.	Hemade Ajinkya	Ajinkya	Ajinkya	Ajinkya	Ajinkya
17.	Shaikh Allabakash	-	-	-	-
18.	Gundule Onkar	-	-	-	-
19.	Gaikwad Kumar	-	-	-	-
20.	Kharat Sajan	-	-	-	-
21.	Yadav Vighnesh	Vighnesh	Vighnesh	Vighnesh	Vighnesh
22.	Padkar Kunal	Kunal	Kunal	Kunal	Kunal
23.	Sapkal Rohan	Rohan	Rohan	Rohan	Rohan
24.	Dalvi Sahil	Sahil	Sahil	Sahil	Sahil
25.	Jadhav Shrutika	Shrutika	Shrutika	Shrutika	Shrutika
26.	Dahidule Rutik	-	-	-	-
27.	Ghogare Poonam	Poonam	Poonam	Poonam	Poonam
28.	Patil Sammedha	Sammedha	Sammedha	Sammedha	Sammedha
29.	Kankariya Khushi	Khushi	Khushi	Khushi	Khushi
30.	Mulmule Priyanka	Priyanka	Priyanka	Priyanka	Priyanka
31.	Dhoiphode Sakshi	Sakshi	Sakshi	Sakshi	Sakshi
32.	Gawali Sangram	Sangram	Sangram	Sangram	Sangram
33.	Jagtap Aniket	Aniket	Aniket	Aniket	Aniket
34.	Korde Rohan	Rohan	Rohan	Rohan	Rohan
35.	Jagtap Yogesh	Yogesh	Yogesh	Yogesh	Yogesh
36.	Dahidule Radhika	Radhika	Radhika	Radhika	Radhika
37.	Shende Pradip	Pradip	Pradip	Pradip	Pradip
38.	Murumkar Omkar	Omkar	Omkar	Omkar	Omkar

Topic Covered

- \* Blog creation + Blog writing
- \* Creating twitter, A/c & Facebook page & its application
- \* HTML Page creation Page (web page)
- \* Search Eng. Optimization - on page optimization - off page optimization

**Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati  
(Autonomous)**

**Department of Media and Communication Studies**

**Certificate Course Examination 2019**

**Subject: - Basic Digital Marketing**

Sr. No.	Roll No	pName of Student	Class	Marks (Out of 50)	Remarks
1.	7139	Kokare Mahesh	F.Y.B.Com	22	Successfully Completed
2.	7151	Bhosale Shubham	F.Y.B.Com	21	Successfully Completed
3.	6962	Natu Ajit	F.Y.B.Com	30	Successfully Completed
4.	7141	Pansare Amar	F.Y.B.Com	35	Successfully Completed
5.	7142	Bande Ranvir	F.Y.B.Com	30	Successfully Completed
6.	7140	Jadhav Unmesh	F.Y.B.Com	25	Successfully Completed
7.	7028	Chopade Atul	F.Y.B.Com	29	Successfully Completed
8.	6953	Khalase Vaibhav	F.Y.B.Com	32	Successfully Completed
9.	6955	Kolekar Aniket	F.Y.B.Com	27	Successfully Completed
10.	6988	Gavali Abhishek	F.Y.B.Com	20	Successfully Completed
11.	6987	More Ketan	F.Y.B.Com	20	Successfully Completed
12.	7014	Pise Ranjit	F.Y.B.Com	28	Successfully Completed
13.	6980	Randive Yogesh	F.Y.B.Com	22	Successfully Completed
14.	7321	Hemade Ajinkya	F.Y.B.Com	30	Successfully Completed
15.	7442	Yadav Vighnesh	F.Y.B.Com	21	Successfully Completed
16.	7004	Padkar Kunal	F.Y.B.Com	21	Successfully Completed
17.	7738	Sapkal Rohan	F.Y.B.Com	20	Successfully Completed
18.	7252	Doiphode Sakshi	F.Y.B.Com	27	Successfully Completed
19.	7137	Gawali Sangram	F.Y.B.Com	27	Successfully Completed
20.	7497	Jagtap Aniket	F.Y.B.Com	31	Successfully Completed
21.	7499	Korde Rohan	F.Y.B.Com	30	Successfully Completed
22.	7498	Jagtap Yogesh	F.Y.B.Com	30	Successfully Completed
23.	6966	Shende Pradip	F.Y.B.Com	25	Successfully Completed
24.	7005	Murumkar Omkar	F.Y.B.Com	22	Successfully Completed
25.	12460	Vishwakarma Bindu	MA-I(Psycholog	36	Successfully Completed
26.	12455	Thorat Tejaswini	MA-I(Psycholog	31	Successfully Completed
27.	12451	Mulmule Priyanka	MA-I(Psycholog	35	Successfully Completed
28.	10610	Jadhav Shrutika	F.Y.B.B.A	25	Successfully Completed
29.	10611	Dahidule Radhika	F.Y.B.B.A	24	Successfully Completed
30.	10635	Ghogare Poonam	F.Y.B.B.A	25	Successfully Completed
31.	10626	Sammedha Patil	F.Y.B.B.A	26	Successfully Completed
32.	10622	Kankariya Khushi	F.Y.B.B.A	21	Successfully Completed
33.	7192	Dalvi Sahil	F.Y.B.Com	AA	Not Completed

  
Course In charge