



Shri Mahaveer College

(Affiliated to the University of Rajasthan)

A Co-educational English Medium PG College



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Mahaveer College of Commerce

(Affiliated to the University of Rajasthan)

Workshop on Digital Marketing



- Innovative Designs
wanting to Lead
- SEO Strategies
Category Growth
- FB & Instagram
Marketing
- Designs Theories
Forming to Lead

13th- 14th July 2019

About : Digital Marketing

Digital marketing uses online channels and technologies to promote products, services, or brands to targeted audiences. It encompasses strategies such as search engine optimization (SEO), content marketing, social media marketing, email marketing, and pay-per-click (PPC) advertising. SEO focuses on improving website visibility in search engine results, while content marketing involves creating valuable content to attract and engage audiences. Social media marketing leverages platforms like Facebook, Instagram and LinkedIn to build brand presence and interact with users. Email marketing targets specific segments with personalized messages, and PPC campaigns drive traffic through paid ads. Digital marketing allows for precise audience targeting, cost-effective advertising, and real-time performance analysis. By utilizing these techniques, businesses can increase brand awareness, drive website traffic, and boost conversions.

2-Day Workshop on Digital Marketing

Day 1: Topics	Day 2: Topics
Digital Marketing- Fundamental and Tools	Fundamental -Content Creation
Digital Marketing Strategy	Content Marketing Basics ((blogs, videos, infographics, etc.)
SEO and SEM	Strategy and Analytics
Social Media Marketing	Best practices for email marketing

Neelima
IQAC
Co-ordinator
Shri Mahaveer College



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A Report on “Digital Marketing” Workshop

NAME OF ACTIVITY: Digital Marketing

DATE & DURATION: 13th- 14th, July 2019

TYPE OF ACTIVITY: Workshop

ORGANIZER: Mahaveer College of Commerce, Jaipur.

EXPECTED OUTCOMES:

CO1: Students will be able to understand the concept of digital marketing and its real-world iterations.

CO2: Students will be able to articulate innovative insights of digital marketing.

CO3: Students will be able to learn how to create and run digital media based campaigns.

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Social Media Marketing	Best practices for email marketing

MAPPINGS WITH PO & PSO: Mapping Levels: 1- Low, 2- Moderate, 3-Strong

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	-	-	-	3	-	-	-	-	-	-	-	2	3	2
CO2	-	2	-	-	-	-	-	-	3	-	-	-	3	3	2
CO3	-	-	-	-	-	-	-	-	-	-	-	3	2	3	2

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NOTICE

Date: 06/07/2019

We are pleased to announce through this notice that a two day workshop entitled “**Digital Marketing**” will be organized on 13th & 14th July 2019. Participants are required to register themselves. Certificates will be issued to the registered participants.

Dr. Ravi Sharma
Principal
Mahaveer College of Commerce

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FLYER/POSTER:



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Workshop on Digital Marketing

Innovative Designs
Branding to Lead

SEO Strategies
Category Growth

FB & Instagram
Marketing

Designs Theories
Branding to Lead

13th- 14th, July 2019

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ABSTRACT OF THE SESSION: MCC organized 'Digital Marketing Workshop' on 13th- 14th July 2019. The main objective of this workshop is to enhance your digital marketing skills, perfect for marketers and business owners aiming to boost their online presence. Day 1 introduces you to the core principles of digital marketing, including SEO, SEM, social media, and content marketing, complemented by practical sessions with tools like Google Ads and Social media management platforms. You'll learn to set up and optimize campaigns, ensuring a strong foundational knowledge. Day 2 focus on content creation and strategy implementation. Discover how to create compelling blogs, engaging social media updates, and effective email marketing campaigns. Learn to use multimedia content to capture your audience's attention. The day concludes with training on Google Analytics, teaching you to track and analyze your campaign performance. By the end of the workshop, you'll have a solid understanding of digital marketing, hands-on experience with key tools, and the confidence to develop and implement successful marketing strategies.

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GLIMPSES.

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LIST OF PARTICIPANTS



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ATTENDANCE SHEET:

S. No.	Name	College Name	Signature
1	AkshatSoni	Mahaveer College of Commerce	Akshat
2	AkshuJangid	Mahaveer College of Commerce	Akshu Jangid
3	AnanyaKhurana	Mahaveer College of Commerce	Ananya
4	Anmol Singh Chouhan	Mahaveer College of Commerce	Anmol
5	Anna Sharma	Mahaveer College of Commerce	Anna
6	Anushka Bhargava	Mahaveer College of Commerce	Anushka
7	Apeksha Agarwal	Mahaveer College of Commerce	Apeksha Agarwal
8	ApoorvKalla	Mahaveer College of Commerce	Apoorv Kalla
9	Aryan Sain	Mahaveer College of Commerce	Aryan Sain
10	Aryan Sharma	Mahaveer College of Commerce	Aryan
11	Ashpreet Singh	Mahaveer College of Commerce	Ashpreet Singh
12	AshutoshPareek	Mahaveer College of Commerce	Ashutosh
13	Ayush Patel	Mahaveer College of Commerce	Ayush Patel
14	Bilal Qureshi	Mahaveer College of Commerce	Bilal Qureshi
15	Charandeep Singh	Mahaveer College of Commerce	Charan Prakesh
16	ChinmaySogani	Mahaveer College of Commerce	Chinmay
17	Chirag Gupta	Mahaveer College of Commerce	Chirag Gupta
18	DeeptikRajoria	Mahaveer College of Commerce	Deeptik
19	Dev Kapoor	Mahaveer College of Commerce	Dev Kapoor
20	DevanshGulyani	Mahaveer College of Commerce	Devansh
21	DeveshKoolwal	Mahaveer College of Commerce	Devesh
22	Divyansh Sharma	Mahaveer College of Commerce	Divyansh
23	Divyanshi Sharma	Mahaveer College of Commerce	Divyanshi
24	Farhan Khan	Mahaveer College of Commerce	Farhan Khan
25	Ganesh Sharma	Mahaveer College of Commerce	Ganesh Sharma
26	GautamBihani	Mahaveer College of Commerce	Gautam
27	GautamJaipuria	Mahaveer College of Commerce	Gautam Jaipuria
28	Harsh Kushwaha	Mahaveer College of Commerce	Harsh Kushwaha
29	Harsh Pareek	Mahaveer College of Commerce	Harsh
30	Harsh Sharma	Mahaveer College of Commerce	Harsh Sharma
31	Harshita Bansal	Mahaveer College of Commerce	Harshita
32	Hemangi Sharma	Mahaveer College of Commerce	Hemangi Sharma
33	Hemant Sharma	Mahaveer College of Commerce	Hemant Sharma
34	Himanshi Agarwal	Mahaveer College of Commerce	Himanshi
35	HimanshuJhamtani	Mahaveer College of Commerce	Himanshu
36	Ishu Agarwal	Mahaveer College of Commerce	Ishu Agarwal
37	Jai Sharma	Mahaveer College of Commerce	Jai Sharma
38	JatinBathija	Mahaveer College of Commerce	Kanika Gaur
39	Kanika Gaur	Mahaveer College of Commerce	Kanika Gaur
40	Kashish Suresh Khanchandani	Mahaveer College of Commerce	Kashish Suresh
41	Kashvi Jain	Mahaveer College of Commerce	Kashvi
42	KeshavKumawat	Mahaveer College of Commerce	Keshav
43	KhushiKhandelwal	Mahaveer College of Commerce	Khushi
44	KirtiKhandal	Mahaveer College of Commerce	Kirti Khandal
45	KirtiKhandelwal	Mahaveer College of Commerce	Kirti
46	Krishna Soni	Mahaveer College of Commerce	Krishna
47	Krishnam Rohra	Mahaveer College of Commerce	Krishnam

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FEEDBACK ANALYSIS:

WORKSHOP FEEDBACK ANALYSIS								
Sr.no	Attributes	Total Feed Back	Total Feed Back- 47					Remark
			>80% Objective Achieved, 60 to 79 %- Satisfactory, Below 60%, Need improvement					
1	Do you think workshop was useful for you?	47	Yes	No	Partial	---	---	Remark
			45	0	2	0	0	Objective Achieved (86.67%)
			86.67	0.00	13.33	0.00	0.00	
2	Did you receive all the information about Digital Marketing?	47	Yes	No	Partial	---	---	Remark
			46	0	1	0	0	Objective Achieved (93.33%)
			93.33	0.00	6.67	0.00	0.00	
3	Did you find the interactive activities engaging and helpful in Digital Marketing?	47	Yes	No	Partial	---	---	Remark
			47	0	0	0	0	Objective Achieved - Outstanding & Excellent (100%)
			100	0	0	0.00	0	
4	Do you feel more confident in practicing Digital Marketing after attending the workshop?	47	Yes	No	Partial	---	---	Remark
			47	0	0	0	0	Objective Achieved (100%)
			100	0	0	0	0	
5	How satisfied were you with the overall workshop experience?	47	Outstanding	Excellent	Good	Average	Satisfactory	Remark
			45	1	1	0	0	Objective Achieved - Outstanding (86.67%)
			86.67	6.66	6.67	0	0	

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SAMPLE CERTIFICATE:



Mahaveer College of Commerce

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Present this

CERTIFICATE OF PARTICIPATION

to

This is to certify that Akshat Soni of Mahaveer College of Commerce has successfully completed the 2 day workshop on “Digital Marketing” held on 13th- 14th, July 2019. He / She demonstrated a strong commitment to enhance their skills and developing their knowledge.

Dr. Vaishali Purohit
Coordinator

Dr. Ravi Sharma
Principal
Mahaveer College of Commerce

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