



Shri Mahaveer College

(Affiliated to the University of Rajasthan)

A Co-educational English Medium PG College



Shri Mahaveer College

(Affiliated to the University of Rajasthan)

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Mahaveer College of Commerce

(Affiliated to the University of Rajasthan)

Workshop on Digital Marketing



Innovative Designs Branding to Lead

SEO Strategies Category Growth

FB & Instagram Marketing

Designs Theories Branding to Lead

18 - 19 Nov 2021



About: Digital Marketing: Digital marketing leverages online platforms to promote products or services and engage with target audiences. It encompasses various strategies including search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing, content creation, and email campaigns. By utilizing data analytics, businesses can tailor their approach to meet specific customer needs and track campaign performance in real time. This dynamic field is essential for driving brand awareness, generating leads, and fostering customer loyalty. As technology evolves, digital marketing continuously adapts, integrating new tools and trends to enhance effectiveness and reach. Embracing a comprehensive digital strategy allows businesses to stay competitive in an increasingly digital world.

Schedule: 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, info graphics, etc.) |
| SEO and SEM | Strategy and Analytics |
| Social Media Marketing | Best practices for email marketing |

Neelima
IQAC
Co-ordinator
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A Report on “Digital Marketing” Workshop

NAME OF ACTIVITY: Digital Marketing

DATE & DURATION: 18th - 19th November, 2021

TYPE OF ACTIVITY: Workshop

ORGANIZER(S): Mahaveer College of Commerce, Jaipur.

EXPECTED OUTCOMES:

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

CO2: Student will be able to articulate innovative insights of digital marketing enabling a competitive edge.

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

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, info-graphics, etc) |
| SEO and SEM | Strategy and Analytics |
| 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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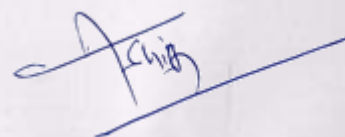
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NOTICE

Date: 11/11/2021

We are pleased to announce through this notice that a two day workshop entitled” **Digital Marketing**” will be organized on 18th & 19th November 2021. Participants are required to register themselves. Certificate will be issued to the registered participants.



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

18 - 19 Nov 2021



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ABSTRACT OF THE SESSION: MCC organized 'Digital Marketing Workshop' on 18th- 19th November 2021. The main objective of this workshop is to enhance your digital marketing skills with our intensive 2-Day Digital Marketing Workshop, 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 shifts focus to 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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ATTENDANCE SHEET:

| S. No. | Name | College Name | Signature |
|--------|------------------------|------------------------------|------------------------|
| 1 | Abhishek Jain | Mahaveer College of Commerce | Abhishek Jain |
| 2 | Aashika Swami | Mahaveer College of Commerce | Aashika Swami |
| 3 | Aayush Lulla | Mahaveer College of Commerce | Aayush Lulla |
| 4 | Aayush Mendiratta | Mahaveer College of Commerce | Aayush Mendiratta |
| 5 | Abhishek Rai | Mahaveer College of Commerce | Abhishek Rai |
| 6 | Akanksha Nandwana | Mahaveer College of Commerce | Akanksha Nandwana |
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| 31 | Jagrati Kumawat | Mahaveer College of Commerce | Jagrati Kumawat |
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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 | | | | | |
| | | | Yes | No | Partial | --- | --- | |
| 1 | Do you think workshop was useful for you? | 47 | 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 | 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 | 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 | 47 | 0 | 0 | 0 | 0 | Objective Achieved (100%) |
| | | | 100 | 0 | 0 | 0 | 0 | |
| | | | | | | | | |
| 5 | How satisfied were you with the overall workshop experience? | 47 | 45 | 1 | 1 | 0 | 0 | Objective Achieved - Outstanding (86.67%) |
| | | | 86.67 | 6.66 | 6.67 | 0 | 0 | |
| | | | | | | | | |

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SAMPLE CERTIFICATE:



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Present this

CERTIFICATE OF PARTICIPATION

to

This is to certify that Aashika Swami of Mahaveer College of Commerce has successfully completed the 2 day workshop on “Digital Marketing” held on 18th- 19th, November 2021. He / She demonstrated a strong commitment to enhance their skills and developing their knowledge.

Dr. Vaishali Purohit
Coordinator

Principal
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