

Shanti Education Society's

A. G. Patil Institute of Technology, Solapur.

Affiliated to DBATU, Lonere/Solapur University, Approved by AICTE &
Recognized by Govt of Maharashtra

18 (2/2A) / 2, Pratap Nagar, Near S.R.P. Camp, Vijapur Road, Solapur - 413 008

Ph. No. : 0217 - 2342499, 2343099 Fax No. - 0217 - 2342221

Website : www.agpit.edu.in Email Id : contact@agpit.edu.in

(NAAC Accredited - "B+" Grade)



**INDUSTRIAL INTERNSHIP ON DIGITAL
MARKETING**

FOR THIRD YEAR STUDENTS

FROM 01/01/2020 TO 09/01/2020

Digital Marketing Workshop

Syllabus/Curriculum

Session	Topics	Contents
Day 1 & 2	Introduction to Digital Marketing	Principles of Digital Marketing; Digital Marketing Channels; Tools to Create Buyer Persona; Competitor Research Tools, Website Analysis Tools, etc.
Day 3 & 4	Content Marketing	Content Marketing Concepts & Strategies; Planning, Creating, Distributing & Promoting Content; Optimize Website UX & Landing Pages; Measure Impact; Metrics & Performance; Using Content Research for Opportunities, etc.
Day 4 & 5	Social Media Marketing	Introduction; Major Social Media Platforms for Marketing; Developing Data-driven Audience & Campaign Insights; Social Media for Business; Creation & Optimization of Social Media Campaigns, etc.
Day 6 & 7	Search Engine Optimization	Search Engine Optimization Fundamentals; Keywords and SEO Content Plan; SEO & Business Objectives; Writing SEO Content; On-site & off-site SEO; Optimize Organic Search Ranking, etc.
Day 8 & 9	Web Analytics & Google Analytics	Google Analytics Tools; Web Analytics Tools, etc.
Day 10 & 11	E-mail Marketing	Effective E-mail Campaigns; E-mail Plan; E-mail Marketing Campaign Analysis; Measuring Conversions & keeping up, etc.
Day 12 & 13	Web Design	Web design, optimization of websites; Publishing a basic website; User-centred Design and Website Optimization; Design Principles and Website Copy; Website Metrics & Developing Insight, etc.
Day 14	Introduction to CRM	Fundamentals to CRM; CRM Platforms; CRM Models; CRM Strategy, etc.

To,
The principal,
A.P.T.,
Sikapur.

Date: 30/1/20


Subject: Organizing the fee collection of inhouse
internship of digital marketing.


Respected Sir,


With reference to the above, we the dept.
of mech. Engg is organizing inhouse internship
for TY students which commences from 1st Jan 2020
to 14th Jan 2020. In this regard, the students have to
pay a ₹ of 2500/- towards the program. I request to
permit the payment to be collected in the office.

This is for your kind information & necessary action
Thanking you,

Yours sincerely,


(Prof. S.B. Gahlot)


02/01/2020


30/1/19

30/12/19

To,
The Principal,
AGPIT, Solapur.

Subject :- About Utilization of Computer Lab
of civil dept.

Respected sir,


We the department of mechanical
Engg. will be organising two weeks
workshop on Digital marketing. from
01/01/2020 to 14/01/2020 for our third
year students.


So we need to utilise. Computer
lab. of civil dept. for the said period.
(02-hours daily). kindly allow to
(Time 01:00pm to 03:00pm)
conduct with your prior permission.

Thanking you,

Your's faithfully.

Forwarded to
Principal for kind
consideration


30/12/19.

HOD (Civil)
for u. e.

30/12/19

permitted.

30/12/2019

A. Patil Institute of Technology, Solap

Two Week's Training on "Digital Marketing"

Mechanical Department

T.E. Mech. (2019-20)

R.N	Students Name	01.01.2020		02.01.2020		03.01.2020		04.01.2020		05.01.2020		06.01.2020		07.01.2020		08.01.2020		09.01.2020	
		M	E	M	E	M	E	M	E	M	E	M	E	M	E	M	E	M	E
1	Kawar Suresh B.
2	Shaikh Shahids.
3	Wative Parag H.
4	Bhawesh A. M.
5	Pise N.A
6	Bandai R.R.
7	Mybwanapu. G.R.
8	Ardeshi. P.S
9	Shaikh shakir S.
10	Pujari Tejashri S.
11	Birajdar Nikil G.
12	Bhewar Dnyaneshwar.
13	Deshmukh Rahul
14	Patil Ashutosh
15	Gadekar Mahesh
16	Gajdhane Vinay D.
17	Zafarhudek.
18	Mulla Ladatarnadk A.
19	Shrimangala G.M.
20	Gaikwad Nikhils.
21	Kashele vinayak.
22	Rajwade Jaiide
23	Ruteraoj Sutar
24	Nimbargikar. R.B
25	Mule. R.R

28	Bhasale S.R	Sund	Food	Food	Food	Food	Food	Food	Food	Food	Food	Food	Food	Food	Food
29	Mane P.K	Food	Food	Food	Food	Food	Food	Food	Food	Food	Food	Food	Food	Food	Food
30	Khashnis V.S	Food	Food	Food	Food	Food	Food	Food	Food	Food	Food	Food	Food	Food	Food
31	Kadabgankar R.R.	Food	Food	Food	Food	Food	Food	Food	Food	Food	Food	Food	Food	Food	Food
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40															

Digital Marketing Workshop

Final Test for assessment of participants

Total Questions: 25

Total Marks: 25

Duration: 60 minutes

All questions are compulsory/Tick the appropriate answer with blue ink pen only.

Name of Participant:

Ques. SEM means __

- (a) Search engine marketing
- (b) Social engine marketing
- (c) Super e-marketing
- (d) strategic email marketing

Ques. In planning and obtaining publicity, a frequently used tool is the __, which is an announcement regarding changes in the company or the product line.

- (a) Google Ads
- (b) Press release
- (c) Infomercial
- (d) Facebook Ads

Ques. __ marketing refers to achieving marketing objectives through applying digital technologies such as web sites

- (a) Internet
- (b) digital
- (c) email
- (d) viral

Ques. A lead is useful for

- (a) A marketing staff
- (b) A team leader
- (c) Company Chairman
- (d) An industry making lead products

Ques. In traditional marketing, there is:

- (a) Tele-marketing
- (b) Direct marketing
- (c) Indirect marketing
- (d) Internet marketing

Ques. Word of mouth marketing through electronic channels like email, internet etc is known as __

- (a) Internet
- (b) digital
- (c) email
- (d) viral

Ques. ___ is a form of contextual advertising where specific keywords within the text of a web-page are matched with advertising and/or related information units.

- (a) Shopping ad
- (b) In-text ad
- (c) phase match keyword ad
- (d) Keyword text ad

Ques. ___ can be defined as convergence of branding, information dissemination and sales transactions all in one place.

- (a) E-advertising
- (b) E-branding
- (c) E-commerce
- (d) E-marketing

Ques. The customer resource pages of a company on "Facebook" is an example of

- (a) Viral Marketing
- (b) Internal Marketing
- (c) Network Marketing
- (d) Referral Marketing

Ques. Which of the following is importance of e-marketing?

- (a) sell
- (b) serve
- (c) sizzle
- (d) all of these

Ques. ___ is a low cost communication tool that can be easily tested, refined and rolled out.

- (a) Opt- in- e-mail
- (b) i- TV
- (c) i- radio
- (d) i-kiosks

Ques. Which of the following is not an e-marketing tool?

- (a) mobile phone
- (b) cinema
- (c) i- radio
- (d) i-kiosks

Question: A Website's main page is called its

- (a) Home Page
- (b) Browser Page
- (c) Search Page
- (d) Bookmark

Ques. Which are the important concepts in the development of a website?

- (a) Information Presentation
- (b) Good navigation & usability
- (c) Feedback
- (d) All the above

Ques. Marketing of Internet Banking means

- (a) Marketing of Banks on the net
- (b) Net practice
- (c) Marketing the usage of Banking transactions through internet.
- (d) Transactions with foreign countries

Ques. An online banner ad that looks like a dialog box with buttons. It simulates an error message or an alert.

- (a) Trick banner Ad
- (b) Spam Ad
- (c) Banner Ad
- (d) Persuasive Ad

Ques. AdSense is

- (a) An advertising agency
- (b) Set of regulations and standards in advertising
- (c) Google's advertising programme to display ads in web pages
- (d) Awareness programme introduced to give advice about the advertising tendencies to the consumers

Question: A word in a web page that, when clicked, opens another document

- (a) anchor
- (b) URL
- (c) hyperlink
- (d) reference

Ques. The user reaches this page when they specify the address of a website.

- (a) Home page
- (b) Web page
- (c) Summary page
- (d) None

Question: If a marketing agency is exposing its customers to its various other services also, it will be known as:

- (a) Cross selling
- (b) Market Research
- (c) Customer Relationship Extension
- (d) Competition

Ques. Google is World's most popular

- (a) Social Media
- (b) Search engine
- (c) Browser
- (d) Application

Ques. Important site evaluation criteria are

- (a) Key words
- (b) Keyword ratio
- (c) Conversion ratio
- (d) All the above

Question: The "homepage" of a web site is _____

- (a) the largest page
- (b) the last page
- (c) the first page
- (d) the most colorful page

Ques. This is a website that provide links to other resources on the internet

- (a) Directory
- (b) Browser
- (c) Search engine
- (d) None

Ques. This is a form of advertisement on the web that appears between web pages that the user requests

- (a) Banner advt
- (b) Floating advt
- (c) Interstitials
- (d) None

Summary:

The workshop aims to make you more effective in developing and executing digital marketing strategies. You will:

Learn how to adapt to the new world of marketing. Perceive how the internet has transformed the way brands engage with consumers, and appreciate the new rules and perspectives.

Embrace the tools and techniques required to succeed in digital marketing.

Learn to develop and execute digital marketing plans, including aspects such as website building and optimization, development of content scheme, use of social media, advertising, conversion and nurturing leads, and tracking and monitoring.

Optimize your online platforms for search engines, and improve business performance. You will gain hands-on experience using the Google Console platform and Google Analytics to monitor and enhance search performance, and draw insights to strengthen the business.

Run search marketing campaigns. Using case examples, you will study the processes of strategizing, planning, developing, executing and evaluating search marketing campaigns. You will also learn to use the Google Ads platform to create search and display advertisements.

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- (a) Key words
- (b) Retention rates
- (c) Conversion rates
- (d) All the above

CERTIFICATE

OF APPRECIATION

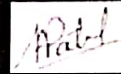
This Certificate is Proudly Present to :



For actively participating in Digital Marketing Workshop
arranged by A. G. Patil Institute of Technology, Solapur.
During 01 Jan 2020 to 14 Jan 2020.



HOD



PRINCIPAL

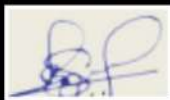
CERTIFICATE

OF APPRECIATION

This Certificate is Proudly Present to :

NIKITA S. BIRAJDAR

For actively participating in Digital Marketing Workshop
arranged by A. G. Patil Institute of Technology, Solapur.
During 01 Jan 2020 to 09 Jan 2020.



HOD



PRINCIPAL