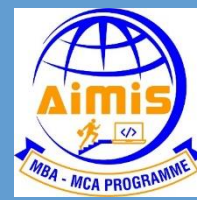




Certificate Course on
**DIGITAL MARKETING and
SEARCH ENGINE OPTIMIZATION**
Under the GTU Centre for Continuing Education



Patron

Smt. Jyotsanaben Patel
Hon. Seceretary, SRKSM

Convenor

Dr. N. N. Patel
Director, AIMIS

Course Coordinator

Dr. Bindiya Soni
I/C Director, Professor (MBA), AIMIS

Prof. Tanvi Desai
HOD, Assistant Professor (MCA), AIMIS

GTU CCE Coordinator

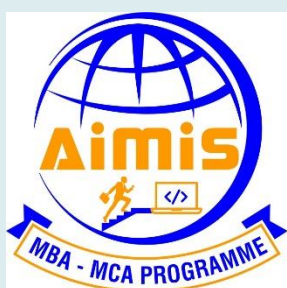
Prof. Mahesh Panchal
Assistant Professor, GTU-GSET

About the trust



Shri Ramkrishna Seva Mandal (SRKSM) is a registered body under the Societies Act and was established as a public trust in the year 1954. The trust was setup under the leadership of Late Shri Gordhanbhai Patel, popularly and respectfully known as “Vakil Saheb”. And with whole hearted cooperation of the prominent citizens and leading industrialist of the area, as multi- dimensional experiment, advertising various socio- economic problems and its implications. At present, Shri Ramkrishna Seva Mandal is managing about 27 academic institutes from K G School to Post Graduate Schools of excellence by effectively and efficiently maintaining pace with the ever- changing needs of modern educational environment. The Hon. Secretary, Smt. Jyotsnaben K Patel is a source of inspiration by itself and her ever readiness to help by providing dynamic leadership acts as a stimulating force of growth & development.

About the Institute

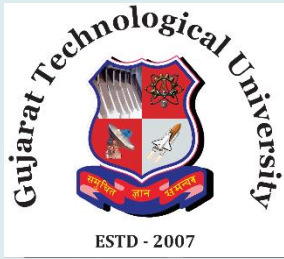


Anand Institute of Management and Information Science was established in year 2001 by Shri Ramkrishna Seva Mandal. AIMIS is affiliated to Gujarat Technological University, Ahmedabad and is approved by A.I.C.T.E.

The institute was established with a view to imparting post graduate management and computer education to young students of surrounding areas and from all over Gujarat. Since inception our institute is privileged by the care and guidance from the management of Shri Ramkrishna Seva Mandal.

AIMIS is dedicated to prepare highly skilled and competent I.T. and management professionals, meeting the ever increasing demands, of I.T. industry and management.

About GTU



Gujarat Technological University is a premier academic & research institution which has driven new ways of thinking since its 2007 founding, established by the Government of Gujarat vide Gujarat Act NO. 20 of 2007. Today, GTU is an intellectual destination that draws inspired scholars to its campus, keeping GTU at the nexus of ideas that challenge and change the world. GTU is a State University

with 486 affiliated colleges in its fold

operating across the state of Gujarat through its FIVE zones at Ahmedabad, Gandhinagar, Vallabh Vidyanagar, Rajkot and Surat. The University caters to the fields of Engineering, Architecture, Management, Pharmacy and Computer Science. The University has about 4,00,000, students enrolled in a large number of Diploma, Under Graduate, Post Graduate programs along with the robust Doctoral program.

Objective of GTU CCE Course

The certificate course is intended to train the participants in the area of Digital Marketing & Search Engine Optimization from basic fundamental to live practical training using latest online tools.

Topics to be covered

- Business Fundamentals
- Traditional Marketing Vs Digital Marketing
- Digital Marketing Tools
 - Facebook (Page)
 - Instagram
 - WhatsApp
 - Twitter
 - LinkedIn
 - Pinterest
 - Youtube

- SEO Tools for Website Traffic Generation
 - Website Review using Paid Tools / Free Tools
 - Identify Pages to Improve using Google Search Console
 - Identify Keywords to focus using Paid Tools
 - Improve Pages With SEO Friendly Contents and Proper Images
- Backlink Generation Tools
 - Classifieds Posting
- Local SEO Tools
 - Google Business
- Find out the Opportunity using Analytics
- Google Analytics

Practical list

- Digital Marketing Implementation in Business Scenario
- Create a Webpage as per the requirement of SEO.
- Conducting the Search Engine Optimization and Search Engine Marketing survey of existing website.
- Using Google Analytics to analyze website performance.
- Creating Promotional banner through Canva
- Facebook Promotion using banners
- Creating YouTube Channel for Marketing
- Email Marketing demonstration.
- Digital Marketing Final Analysis and Report

Why participants should join the course

- After obtaining the proposed course, the participants will be able to explore career opportunities in the field of
 - Content writing
 - Social Media Marketing
 - Web Analytics
 - Google Analytics
 - Email Marketing
 - SEO Specialist
- Certificate will be given by GTU after Successful Completion of Course.
- This Certificate from GTU has equivalent credit to other GTU certificates.

Uniqueness of the course

- The Course will cover all the content by giving hands on training.
- Learning digital marketing helps focus on targeted audiences with a global reach, unlike traditional marketing, bringing in high revenue with little investment.
- With digital marketing, it is possible to monitor campaigns and optimize them for better results.
- With SEO, it is possible to save on the advertising budget
- SEO helps in having an edge over competitor.

Outcome of GTU CCE Course

Participants will

- Gain end-to-end knowledge of Digital Marketing & SEO
- Understand what is Digital Marketing and its scope
- Learn the different SEO Tools & SEO Reporting
- Apply appropriate marketing theories and frameworks

Eligibility for participation

- Under graduate, graduate or post graduate Students
- Academician preferably from Commerce, Management, Engineering Faculties
- Working Professionals from Industry

Resource Person

Mr. Adarsh Patel, CEO, Arth technology



Mr. Adarsh Patel is working as CEO at Arth Technology, a Custom Software Development Company from Vadodara, Gujarat, India. He is also working as Business Consultant & Education Consultant for various organizations. He has 13+ Years of Experience including in Teaching and Industry. He has worked with 25+ Different Programming Languages and under his guidance, Arth Technology has successfully delivered 1000+ Custom Software, websites, and Mobile Applications to Clients. He is invited as an Expert for various events like Expert Lectures, Seminars, and Workshops at Various Educational institutes & industries.

Important Dates

Starting Date: 2nd July, 2022

Ending Date: 30th July, 2022

Total Hours: 30 hours

Mode: Offline

Last date for Registration: 30th June, 2022

Registration Detail

Registration Fees: Rs. 2500/- ₹

Registration Link: <https://forms.gle/Zip2m6ZMAn4xjzVW7>

Certification

- Certificate from GTU and AIMIS will be provided upon successful completion of the Programme (Minimum 80% attendance and a qualifying score of 60% required)

Important Guidelines

- The duration of this course is 5 weeks of teaching-learning with 30 contact hours, from 2nd July, 2022 to 30th July, 2022.
- Classes will be held on Saturday - 06 hours per day.
- Classes will be conducted purely in offline mode.
- If all the participants has attended 80% of total sessions, submitted all 3 assignments and appeared for MCQ test, then only they will be issued a completion certificate.
- Interested candidates can apply by registering at the link given below:
- Programme Fee: Rs. 2500/-
- Fees payment can be made through NEFT using below mentioned details.

Name of Account:

ANAND INSTITUTE OF MANAGEMENT AND INFORMATION SCIENCE

Bank Name: UNION BANK

Bank Account No.: 356701010310659

IFSC Code: UBIN0535672

- Fees will be accepted through online or Cash mode.
- Fees once paid will not be refundable.
- For any clarifications/details please feel free to **Contact on 9879605639**

Contact Us

ANAND INSTITUTE OF MANAGEMENT AND INFORMATION SCIENCE

SRKSM Campus, opp. Town Hall, Anand, Gujarat 388001 INDIA

Email: info@aimis.ac.in Phone: +91 2692 269977 (MBA) / 266062 (MCA)

Website: www.aimis.ac.in

  @aimis.srksm