

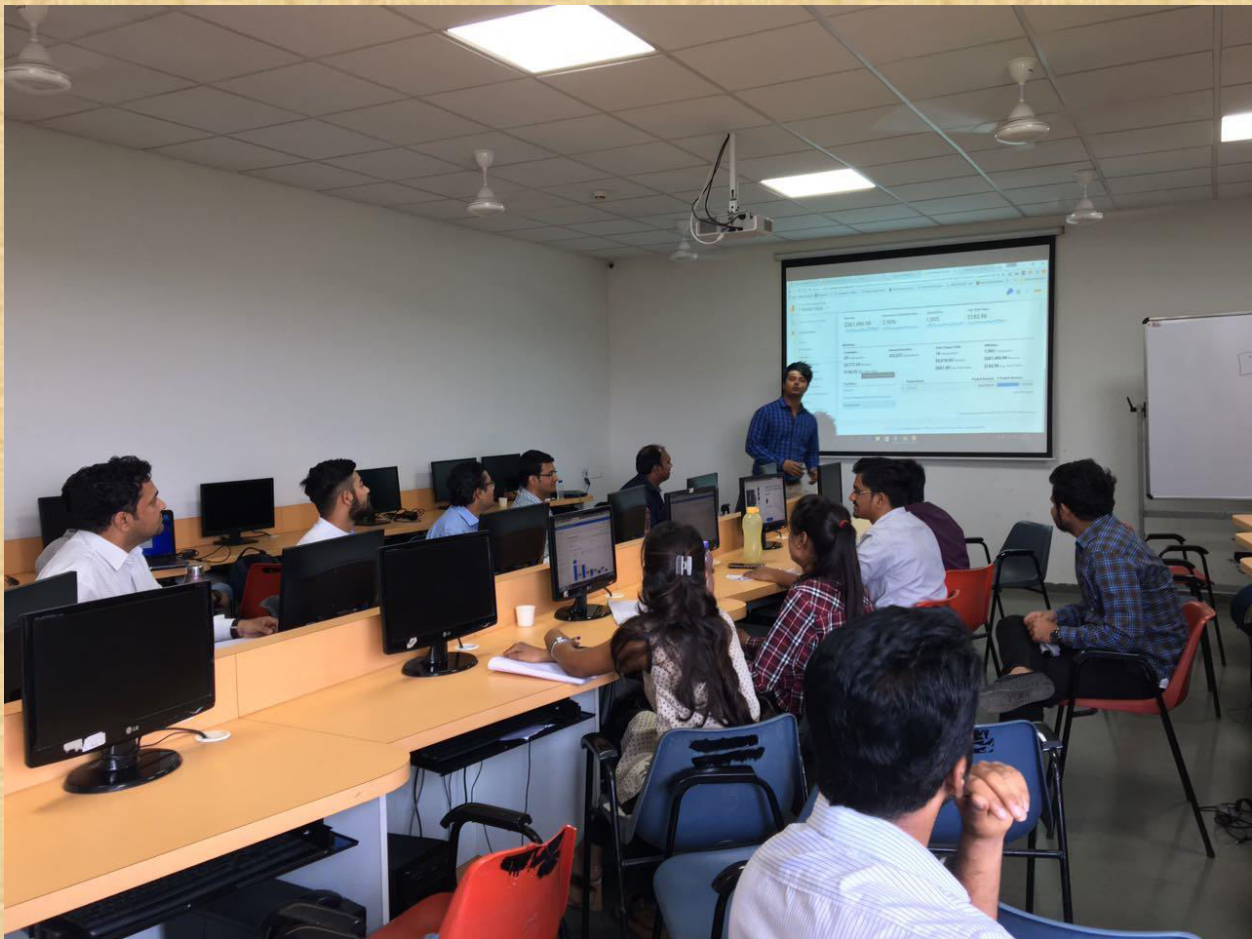
## MARATHWADA MITRA MANDAL'S INSTITUTE OF MANAGEMENT

### EDUCATION RESEARCH & TRAINING

(Affiliated to University of Pune and Recognised by AICTE, New Delhi ) 302/A, Deccan Gymkhana, Pune - 411 004.

7038822917, 25676618 Fax : 25653039

### Certification course on Digital Marketing



As today world is moving towards Digitalization, to make our students more competitive, a Digital Marketing certification course by Mr. Harshit Gupta (Corporate Trainer) from NSDM, Pune was held from 22 March to 29 March 2017 (48 hours) for MBA (Marketing specialization) students as an additional input.



The course helped the students to understand how Search Engine works and what tactics Digital Marketers use to rule the search results. It developed a deep understanding of how websites are promoted through paid advertising on Search Engines. 76% of Businesses use social media to achieve their business objective. This creates a huge Opportunity for Digital Marketers which implies they must be skilled to design and implement strategies that can win Social ranking. Web analytics provided valuable insights to marketers to improve their Decision making & achieve preset campaign objectives.