



AY: 2020 -2021

Marathwada Mitramandal's  
INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING (IMERT), Pune  
S. No. 18, Plot No. 5/3, CTS No. 205, Behind Vandevi Temple, Karvenagar, Pune - 411052

**A+ Grade by NAAC**

## Webinar on Digital Marketing

|                                            |                         |                  |                              |
|--------------------------------------------|-------------------------|------------------|------------------------------|
| <b>Date of the Event:<br/>(DD/MM/YYYY)</b> | 16/12/2020 & 17/12/2020 | <b>Duration:</b> | <b>From -11:00 To -01:00</b> |
| <b>Day of the Event:</b>                   | Wednesday & Thursday    | <b>Venue:</b>    | IMERT (Webinar)              |

| Sr. No. | Speaker / Resource person                         |
|---------|---------------------------------------------------|
|         | Mr.Prashant K.,Founder & CEO,Digital Trainee,Pune |

| Sr. No. | Topics Covered                   |
|---------|----------------------------------|
| 1.      | Google Ads                       |
| 2.      | Search Engine Optimization (SEO) |

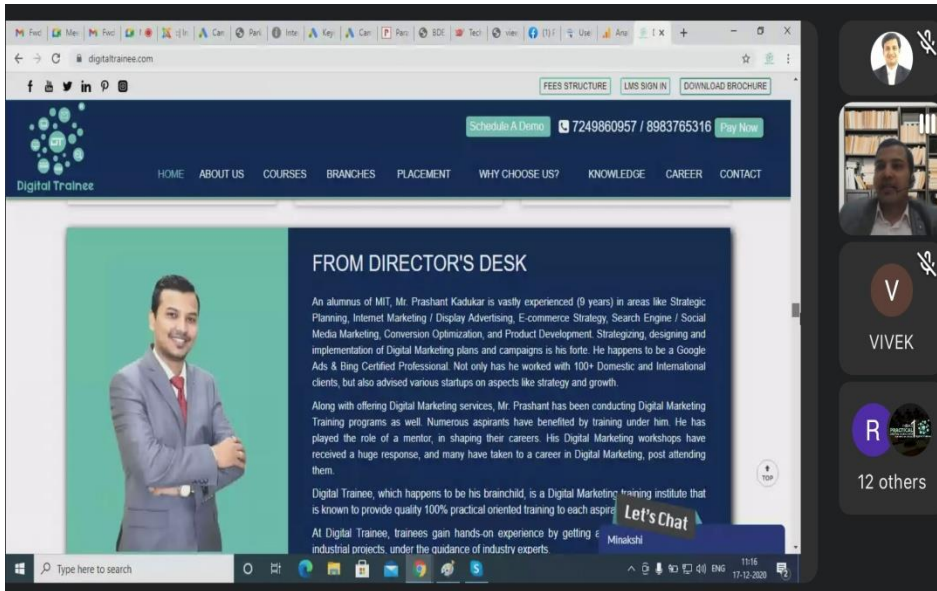
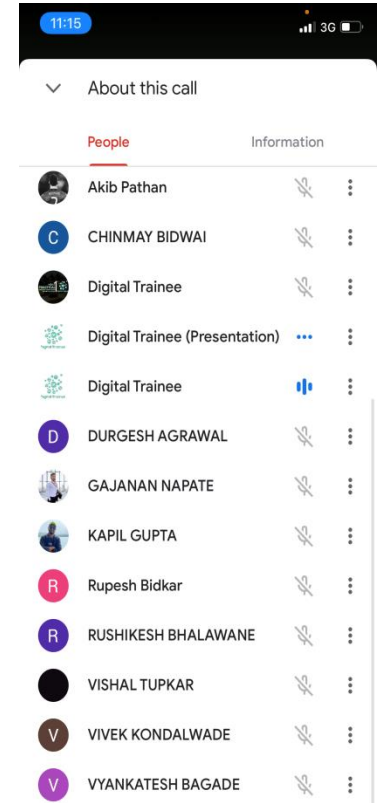
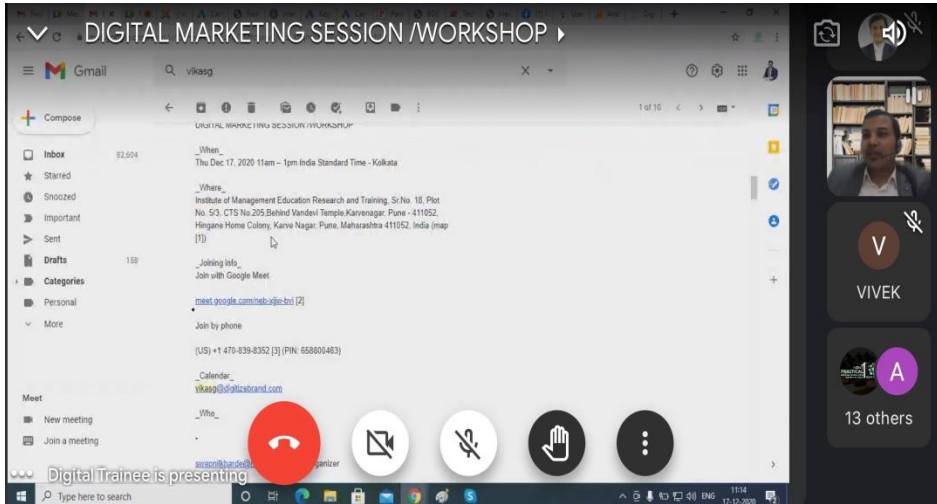
| Sr. No. | Brief report /Description on the event                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|         | The Webinar on Digital Marketing was organized on 16th & 17th December 2020.Mr.Prashant K., Founder & CEO, Digital Trainee, Pune was the resource person for the Workshop. The topics such as Google Ads and SEO (on-page & Off-page) were covered in the workshop. The webinar helped the students to understand the usage & importance of SEO for ranking of the website. How to create Google Ads & Google Analytics accounts and their functioning was covered in the webinar. A total of 18 students from Marketing Specialization attended the webinar. |

| Sr. No. | Coordinated by | Vote of thanks by |
|---------|----------------|-------------------|
| 1.      | Mr.Swapnil K.  | Mr.Swapnil K.     |

|                                                |                              |                             |             |
|------------------------------------------------|------------------------------|-----------------------------|-------------|
| Mr.Swapnil K.                                  | Dr. Rupendra Gaikwad         | Dr.Jitendra Bhandari        | Page 1 of 2 |
| <b>Name &amp; Signature of<br/>Coordinator</b> | <b>Reviewed by IQAC Head</b> | <b>Approved by Director</b> |             |



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|                                    |                       |                      |
|------------------------------------|-----------------------|----------------------|
| Mr.Swapnil K.                      | Dr. Rupendra Gaikwad  | Dr.Jitendra Bhandari |
| Name & Signature of<br>Coordinator | Reviewed by IQAC Head | Approved by Director |