



Since 1994

**Marathwada Mitra Mandal'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 Report  
On Digital Marketing Certification: Makeintern IIM Bangalore**

<b>Date of the Event/Training: (DD/MM/YYYY)</b>	4 <sup>th</sup> May – 8 <sup>th</sup> May 2026	<b>Duration: 5 Days</b>	10:00 A.M. to 05:00 P.M.
<b>Day of the Event/Training:</b>	Monday to Friday	<b>Venue &amp; Total Participants</b>	MM's IMERT 4th Floor Computer Lab 3 Staff & 19 Students

**Digital Marketing Certification: Makeintern IIM Bangalore**

Marathwada Mitra Mandal's Institute of Management Education, Research and Training (MM's IMERT), in association with Indian Institute of Management Bangalore through the Digital Marketing Certification program by Makeintern, successfully organized a 5-day Digital Marketing Certification Training Program from 4th May to 8th May 2026 for the students of MM's IMERT. The program was conducted under the guidance of Dr. Shubhangee Ramaswamy.

The training sessions were conducted by Mr. Ashish Mantri, a seasoned digital marketing leader and growth consultant with extensive industry experience. The objective of the certification program was to provide students with practical knowledge and industry-oriented exposure to the rapidly evolving field of digital marketing.

During the five-day program, students were introduced to various important aspects of digital marketing, including Search Engine Optimization (SEO), Social Media Marketing (SMM), Content Marketing, Google Ads, Email Marketing, Website Analytics, Branding Strategies, and Online Consumer Behaviour. The sessions focused on both theoretical understanding and practical applications, enabling students to gain hands-on experience through case studies, live examples, and interactive activities.

Mr. Ashish Mantri shared valuable insights into current digital marketing trends, career opportunities, and effective online business strategies. The interactive nature of the sessions encouraged active participation from students and helped them understand the practical implementation of digital marketing tools and techniques in today's competitive business environment.

The certification program proved to be highly beneficial for the students as it enhanced their digital skills, marketing knowledge, analytical thinking, and professional competencies. Students actively participated throughout the training and appreciated the practical learning experience provided during the sessions.

 Dr. Vinod Mohite Associate Professor	 Prof. Vivekanad Gaikwad Assistant Professor	 Dr. Shubhangee Ramaswamy Director
Prepared By	Reviewed / Recommended By	Approved By



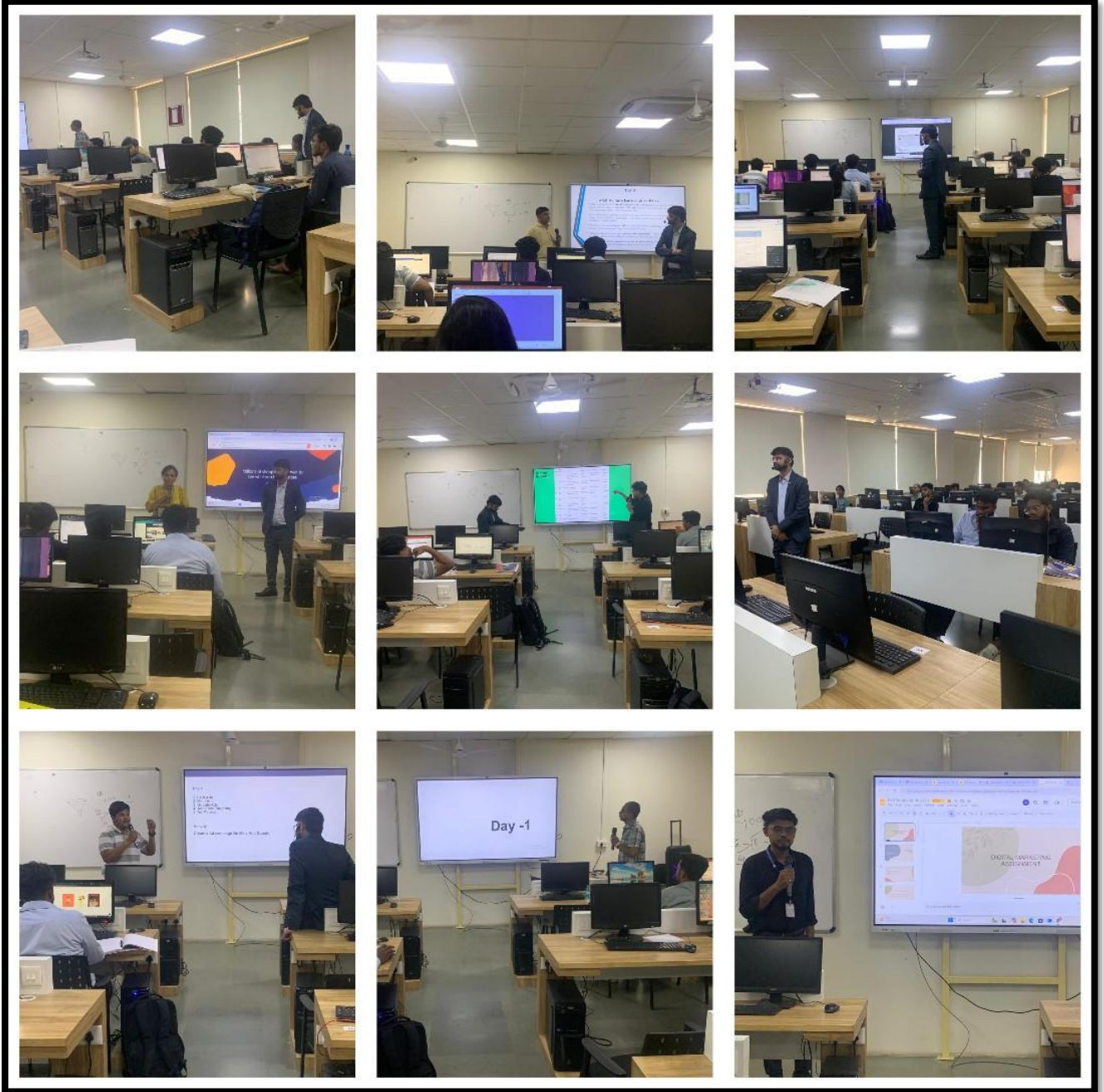
Since 1994




**Marathwada Mitra Mandal's  
INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING  
(IMERT), Pune**

**S. No. 18, Plot No. 5/3, CT5 No. 205, Behind Vandevi Temple, Karvenagar, Pune – 411052**



**Geotagged Photos:**



 Dr. Vinod Mohite Associate Professor	 Prof. Vivekanad Gaikwad Assistant Professor	 Dr. Shubhangee Ramaswamy Director
Prepared By	Reviewed / Recommended By	Approved By