



# ST. WILFRED'S COLLEGE OF ARTS, COMMERCE & SCIENCE

*(Affiliated to Mumbai University)*

Opp. Ayush Resort, Near Shedung Toll Plaza, Old Mumbai-Pune Highway, Panvel, Navi Mumbai-410206  
Ph. No. +91-8655678500, 9699625148 • College Code 1033 • E-mail: stwilfred.acs@gmail.com • website : www.stwilfreds.org

## Value Added Course “Digital Marketing Certifications”

16 July, 2021 to 08 September, 2021

Coordinated By- Department of Commerce

Faculty Name- Ms. Sarita Hemant Tambe



**St. Wilfred's college of Arts, Commerce & Science**



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*Where the mind is without fear! where the head is held high!*



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Ref. No.

Date: 08/07/2021

## NOTICE

It is to inform all the members of Program Academic Advisory Cell (PAAC) that there will be a meeting on 08/07/2021 at 11.00 AM in Seminar Room to discuss about the various academic activities for the upcoming session. All concerned are requested to attend the meeting on time and be prepared to contribute to the discussion.

**Principal**



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## CIRCULAR

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## Meeting Minutes

Date: 08/07/2021

Time: 11:00 AM

Place: Seminar Room

### Attendees:

S.No.	Name	Designation	Signature
1.			
2.			
3.			
4.			
5.			
6.			
7.			

### Agendas:

1. To frame time table for UG and PG courses.
2. Discussion on last year result.
3. Framing of academic planner.
4. FDP for faculty development.
5. Discuss admission policies, syllabus of value added course.
6. Discussion of teaching methodology and to incorporate new teaching method.
7. Promote teachers to participate in conferences and seminar
8. To organize guest lectures department wise to reach students development cell and plan to organize maximum activities by the student to organize.
9. Motivational Guest Speakers, Guest lectures department wise.
10. To organize Value added courses for Semester 1<sup>st</sup> Students.

### Minutes:

The meeting was called to order by Principal at 11.AM in Seminar Room. The attendees were welcomed, and the agenda for the meeting was presented.

### Frame time table for UG and PG courses:

The Principal proposed the framing of a comprehensive time table for undergraduate (UG) and postgraduate (PG) courses. It was suggested to ensure a balanced distribution of subjects, taking into account the availability of faculty members and minimizing scheduling conflicts. The



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faculty members responsible for each course were assigned the task of collaborating and finalizing the time table in consultation with the Principal.

## **Discussion on last year's results:**

The Principal initiated a discussion on the previous year's results to analyze and assess the academic performance of students. Faculty members were encouraged to provide insights and identify areas for improvement, both at the individual student level and within specific courses. This discussion aimed to identify strategies and interventions to enhance student outcomes in the future.

## **Framing of academic planner:**

The Principal emphasized the importance of a well-structured academic planner to ensure smooth functioning of the institution. It was proposed to frame an academic planner that includes key academic events, examination schedules, assignment deadlines, and other important dates. The faculty members were requested to collaborate and contribute to the development of the academic planner.

## **Faculty Development Program (FDP) for faculty development:**

Recognizing the significance of faculty development, the Principal proposed organizing a Faculty Development Program (FDP). The FDP will provide opportunities for faculty members to enhance their teaching skills, explore innovative pedagogical approaches, and stay updated with the latest developments in their respective fields. The specific topics and duration of the FDP will be determined in consultation with the concerned faculty members.

## **Discuss admission policies and syllabus of value-added courses:**

The Principal called for a discussion on admission policies, specifically focusing on ensuring transparency and fairness in the admission process. Additionally, the syllabus of value-added courses, designed to provide additional skills and knowledge to students, was brought forward for review and refinement. Faculty members were encouraged to contribute their suggestions and insights to improve the admission policies and syllabus.

## **Discussion of teaching methodology and incorporating new teaching methods:**

The Principal emphasized the need to continuously evolve teaching methodologies to enhance the learning experience of students. Faculty members were encouraged to share innovative teaching methods and techniques that have proven effective in their respective domains. It was proposed to incorporate new teaching methods into the curriculum to promote student engagement, critical thinking, and active learning.

## **Promotion of teachers' participation in conferences and seminars:**

To foster professional growth and keep up with the latest developments in their fields, the Principal highlighted the importance of teachers' participation in conferences and seminars. Faculty members were encouraged to attend and present papers at relevant academic events to



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exchange knowledge, gain exposure, and establish collaborations with professionals from other institutions.

## **Organizing guest lectures department-wise and promoting student activities:**

The Principal proposed organizing guest lectures by experts and professionals in each department to enrich students' learning experience. These guest lectures would provide students with valuable insights, industry perspectives, and practical applications of their academic knowledge. Furthermore, the Principal emphasized the importance of promoting student development by encouraging them to organize maximum activities under the guidance of the Student Development Cell.

## **Action Items:**

Faculty members responsible for UG and PG courses will collaborate to frame a comprehensive time table.

Faculty members will analyze and provide insights on the previous year's results, identifying areas for improvement.

Faculty members will collaborate to develop an academic planner, incorporating key academic events and deadlines.

The administration will organize a Faculty Development Program (FDP) for faculty members, focusing on their professional growth.

The admission policies and syllabus of value-added courses will be reviewed and refined based on faculty members' suggestions.

Faculty members will explore and incorporate new teaching methodologies into the curriculum.

Faculty members will be encouraged to participate in conferences and seminars relevant to their areas of expertise.

The administration will organize department-wise guest lectures, inviting experts and professionals to share their knowledge.

The Student Development Cell will work with students to plan and organize a maximum number of activities to promote their holistic development.

These action items will be followed up on in subsequent meetings to track progress and ensure the successful implementation of the proposed agendas.

## **Closing:**

Principal expressed gratitude to the staff members for their active participation and valuable input during the meeting. It was emphasized that their collaboration and dedication are essential in implementing the discussed agendas successfully. The staff members were encouraged to further develop and refine these proposals and work collectively towards the holistic development of the students.

The meeting concluded at 01.00 PM. The next meeting will be scheduled and communicated to the committee members accordingly.



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Date-13/07/2021

## Notice

We are pleased to inform all the students that the Value Added Course (VAC)-  
**Digital Marketing Programme** classes will commence from **July 16, 2021**. This course is designed to provide additional skills and knowledge beyond the regular curriculum, enhancing your learning experience and improving your career prospects.

### Details of the VAC Classes:

Start Date: July 16, 2021

Timings: 3:00 PM to 4:00 PM (Monday to Saturday)

Faculty Coordinator- Ms. Sarita Hemant Tambe

**Principal**

CC-

HOD of all departments



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Date- 13/07/2021

## Circular

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## Value Added Course: Digital Marketing Certifications Program

### Expected Outcomes

#### On completion of the course, student will be able to-

- Understand the fundamental concepts and principles of digital marketing, including its role in the overall marketing landscape and its impact on business strategies.
- Develop proficiency in utilizing key digital marketing tools and platforms, such as search engine optimization (SEO), social media marketing, email marketing, and content marketing.
- Gain practical skills in creating and implementing effective digital marketing campaigns tailored to specific target audiences and business objectives.
- Analyze and interpret key performance indicators (KPIs) to evaluate the success of digital marketing efforts and make data-driven decisions for continuous improvement.
- Demonstrate knowledge of ethical considerations and legal aspects related to digital marketing practices, ensuring compliance with industry standards and regulations.
- Acquire the ability to conduct market research and competitor analysis to inform digital marketing strategies and enhance overall market positioning.
- Develop strong content creation and copywriting skills to effectively engage and resonate with diverse audiences across various digital channels.
- Explore the use of analytics tools and techniques to track user behavior, measure website performance, and optimize digital marketing efforts for maximum impact.
- Cultivate an understanding of user experience (UX) design principles to enhance the effectiveness of digital marketing campaigns and improve overall customer satisfaction.



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## Value Added Course Digital Marketing Certifications Program COURSE OUTCOME

Subject	Professional Development Program
CO1	Receive a certificate upon successful completion of the program, recognizing your commitment.
CO2	Create and maintain a professional image and personal brand that reflects your values, expertise, and unique strengths.
CO3	Develop emotional intelligence skills, including self-awareness, self-regulation, empathy, and social skills.



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## Value Added Course Digital Marketing Certification Program (16 July, 2021 to 15 September 2021) Syllabus

Topic	Week Days
<ul style="list-style-type: none"><li>• Overview of Digital Marketing</li><li>• Evolution and Trends in Digital Marketing</li><li>• Importance of Digital Marketing in the Business Landscape</li><li>• Digital Marketing vs Traditional Marketing</li></ul>	Monday-Saturday
<ul style="list-style-type: none"><li>• Website Design and User Experience (UX)</li><li>• Introduction to Search Engine Optimization (SEO)</li><li>• On-Page and Off-Page SEO Techniques</li><li>• SEO Best Practices</li></ul>	Monday-Saturday
<ul style="list-style-type: none"><li>• Procurement process and strategies</li><li>• Supplier selection, evaluation, and relationship management</li><li>• Contract negotiation and management</li></ul>	Monday-Saturday



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## **Syllabus:**

### **Digital Marketing Certification**

#### Unit-I

1. Overview of Digital Marketing
2. Evolution and Trends in Digital Marketing
3. Importance of Digital Marketing in the Business Landscape
4. Digital Marketing vs Traditional Marketing

#### Unit-II

1. Website Design and User Experience (UX)
2. Introduction to Search Engine Optimization (SEO)
3. On-Page and Off-Page SEO Techniques
4. SEO Best Practices

#### Unit-III

1. Overview of Social Media Platforms
2. Developing a Social Media Strategy
3. Content Creation and Curation
4. Social Media Advertising



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## Time Table Digital Marketing Certification

W.e.f: 08/07/2021

Days	Subject	Time
Monday	Digital Marketing Certification	03:00-04:00PM
Tuesday	Digital Marketing Certification	03:00-04:00PM
Wednesday	Digital Marketing Certification	03:00-04:00PM
Thursday	Digital Marketing Certification	03:00-04:00PM
Friday	Digital Marketing Certification	03:00-04:00PM
Saturday	Digital Marketing Certification	03:00-04:00PM

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**Copy to:**

- Vice Principal
- Deans
- HOD's of all Departments



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## Lesson Plan Digital Marketing Certification

Unit	Topic	Weekdays	Allotment
Unit-I	Overview of Digital Marketing Evolution and Trends in Digital Marketing	Monday-Saturday	03:00-04:00PM
Unit-I	Importance of Digital Marketing in the Business Landscape Digital Marketing vs Traditional Marketing	Monday-Saturday	03:00-04:00PM
Unit-II	Website Design and User Experience (UX) Introduction to Search Engine Optimization (SEO)	Monday-Saturday	03:00-04:00PM
Unit-II	On-Page and Off-Page SEO Techniques SEO Best Practices	Monday-Saturday	03:00-04:00PM
Unit-III	Overview of Social Media Platforms Developing a Social Media Strategy	Monday-Saturday	03:00-04:00PM
Unit-III	Content Creation and Curation Social Media Advertising	Monday-Saturday	03:00-04:00PM



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## APPLICATION FORM

### Add On Course-"Digital Marketing Certifications"

Student's Name : .....

Father's Name : .....

Class : .....

Percentage of Marks obtained in Last Qualifying Examination: .....

Date of Admission in this Institution: .....

Phone No. : .....

Mobile : .....

### DETAILS OF ADD ON COURSES

Parent's Signature: .....

.....

Student's Signature:

Date:

Date:

### Reference

Signature of Counsellor: .....

Name of Counsellor : .....

Remarks of Counsellor : .....

Remarks of Principal : .....



  
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## Digital Marketing Certifications

16 July ,2021 to 08 September 2021

### Enrolled List:-

S. No.	Class	Name
1.	B.A	YadavAkanksha Suresh
2.	B.A	KatareAnujaChandrashekhar
3.	B.A	Khan ArfeenaTahir
4.	B.A	Mulla Ayesha Kifayetulla
5.	B.A	NikaljeGayatriSampat
6.	B.A	JhaHarshaAshokkumar
7.	B.A	ChetryKeshabPrem
8.	B.A	ChavanKrupeshaRavindra
9.	B.A	MallikarjunShriniwasPapola
10.	B.A	HudarMansiAvinash
11.	B.A	Swain PoonamNiranjan
12.	B.A	SherlekarRutikaParesh
13.	B.Com. (A&F)	Mate NehaBalaram
14.	B.Com. (A&F)	PatilNehaKishor
15.	B.Com. (A&F)	PrachiKishorPatil
16.	B.Com. (A&F)	Mande Raj Pundlik
17.	B.Com. (A&F)	Sawant Raj Krushna
18.	B.Com. (A&F)	SiddharthBhagwan Gupta
19.	B.Com. (A&F)	PatilVaibhaviBalkrushana
20.	B.Com. (A&F)	Gupta VaishnaviShravan
21.	B.Com. (B&I)	ShettyNeeravNiranjan
22.	B.Com. (B&I)	NagrkarPrachiPundalik
23.	B.Com. (B&I)	PetheSahilRajendra
24.	B.Com. (B&I)	WalidHanifKarjekar
25.	B.Com	MalkarChaitanya Ramesh
26.	B.Com	BhagatChetanNaresh
27.	B.Com	PatilDarshanPudalik
28.	B.Com	Darshan Ashok Patil
29.	B.Com	ArethiyaDarshanaDhanji
30.	B.Com	Singh GulshanJitendra
31.	B.Com	Bhanushali Jay Dayaram
32.	B.Com	Sharma KhushbuRajnet
33.	B.Com	Prasad LalsaShatrughan
34.	B.Com	Pereira Lirin Richard
35.	B.Sc. CS	DuttaBisalBiplabchandra
36.	B.Sc. CS	Mali IshwariPundalik
37.	B.Sc. CS	ChakravortyPritamParitosh
38.	B.Sc. CS	KhopadeSandeshSantosh
39.	B.Sc. CS	SnehalBhuwad
40.	B.Sc. CS	YadavSumeet Ramesh



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S. No.	Class	Name
41.	B.Sc. CS	DuttaBisalBiplabchandra
42.	B.Sc. CS	Mali IshwariPundalik
43.	B.Sc. CS	ChakravortyPritamParitosh
44.	B.Sc. (I.T.)	KasbeAakashPrakash
45.	B.Sc. (I.T.)	ShindeAbhijeet Vishnu
46.	B.Sc. (I.T.)	Abhishek Raj
47.	B.Sc. (I.T.)	Mali AkshadSantosh
48.	B.Sc. (I.T.)	Khan AnamAbusad
49.	B.Sc. (I.T.)	Tele AniketPrakash
50.	B.Sc. (I.T.)	PatilAvishkarAnanta
51.	B.Sc. (I.T.)	GawandDiptiAnand
52.	B.Sc. (I.T.)	ChavanHritikHonaji
53.	B.Sc. (I.T.)	MhatreJaymalaDattaram
54.	B.Sc. (I.T.)	Patil Karan Anant
55.	B.Sc. (I.T.)	NikamKiranSachin
56.	B.Sc. (I.T.)	SolaskarKuldeepPrabhakar
57.	B.Sc. (I.T.)	LoharMadhumatiKishor
58.	B.Sc. (I.T.)	Joshi Mansi Hanuman
59.	B.M.S.	SonawaleAdityaSantosh
60.	B.M.S.	KambleAnurag Ashok
61.	B.M.S.	ShaikhArshiyaNishaMukhtar
62.	B.M.S.	Sarangapani Austin Solomon
63.	B.M.S.	KuppekarCaethanoBonison
64.	B.M.S.	GhogareDhanashriSantosh
65.	B.M.S.	Singh GurveerCharanjeet
66.	B.M.S.	Gavaskar Harsh Sunil
67.	B.M.S.	Gupta HritikMahavir
68.	B.M.S.	Jason Nelson Makasare
69.	B.M.S.	Mishra KajalKunal
70.	B.M.S.	BhatesaraKajalKarmanbhai



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