

Modern Education Society's

# NESS WADIA COLLEGE OF COMMERCE

19, Prin. V. K. Joag Path, Pune - 411 001, Maharashtra State (India)

Website : www.nesswadiacollege.edu.in

Senior College ID/No.: PU/PN/C/021/1969

Senior College Code No.: 060

Junior College Code No.: J.11.15.003

**Re-accredited by NAAC with an 'A' Grade (2014-2019)**

Affiliated to the University of Pune and Recognised by Government of Maharashtra

Recognised Under Section 2(f) and 12(B) of UGC Act, 1956.



College (O) : 020-26167024 / 26160909

Fax : 020-2616 3149 / 26160572

E-mail : nesswadiacollege@gmail.com

**Date: Monday, 13 August 2018**

## NOTICE

### The Department of Marketing Certificate Course in Digital Marketing

This is to inform all B.Com., BBA, BBA-IB, BBA-CA, M.Com., DTL, PGDIB, PGDBF Student that the Department of Marketing is going to start the "Certificate Courses in Digital Marketing" in the College premises from **20<sup>th</sup> August, 2018**.

The details of the course are as follows:

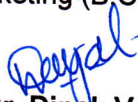
#### Consents of the Courses:

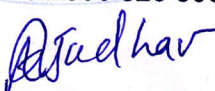
- 1. Html Basics**
- 2. Google Adwords:**
  - Search Campaign
  - Display Campaign
  - Video Campaign
  - Shopping Ads
  - Remarketing
  - Highlights: Live campaign creation by students to understand the platform
- 3. Search Engine Optimisation**
  - On Page SEO
  - Off Page SEO
  - Google Search Console
- 4. Social Media Marketing**
  - Facebook, Twitter, Instagram, Youtube, LinkedIn
  - Paid campaigns
  - Contests and hashtags
  - Content creation tools
- 5. E-Commerce**

<b>Duration</b>	50 hours
<b>Timings</b>	BBA Students - 09:00 AM to 10:30 AM & B.Com. Students - 11:00 AM to 12:30 PM
<b>Registration Fee</b>	Rs. 12,000/-
<b>Process of Registration</b>	1. Collect Admission form from office (Counter No. 05) 2. Pay online fees [A/c No. 98100100002332 and IFSC Code: BARB0WADCAM (fifth character is Zero)] 3. Submit the form to the coordinator along with payment receipt on or before <b>18th August, 2018</b> .
<b>Last Date of Registration</b>	Saturday, 18th August, 2018.

Relevant information may be availed on the college website in due course of time.

For further information regarding 'Certificate Course in Digital Marketing, and any further clarification please contact Coordinator - Dr. Dipak V. Wayal, Asst. Professor of Marketing (BBA Section) [Cell No.: +91-976 675 3484] or Prof. (Ms.) Asha Jadhav, Head, Dept of Marketing (B.Com. Section) [Cell No.: +91-950 320 3004]

  
Dr. Dipak V. Wayal  
Course Coordinator

  
Prof. (Ms.) Asha D. Jadhav  
Head, Dept. of Marketing

  
Principal

