



R. J. COLLEGE of Arts, Science & Commerce (Empowered Autonomous)

(Hindi Vidya Prachar Samiti's) **RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science & Commerce**

Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai - 400086, Maharashtra, INDIA.

Website: www.rjcollege.edu.in • Email : rjcollege@rjcollege.edu.in • Tel No. + 91 22 25151763

College is recognized under Section 2(f) & 12(B) of the UGC Act, 1956

Affiliated to UNIVERSITY OF MUMBAI II NAAC Re-Accredited 'A' Grade (CGPA: 3.10)

Date: 17/09/2023

Notice

The Department of BMS is organizing a Value-Added Course on Digital and Social Media Marketing from 18th October to 8th November 2023. The course will be conducted by Mr. Umesh Thakkar.

Details as follows:

Venue: CS Lab II

Timing: 2-4

Following is the course content

Unit 1: Introduction to website and blog

Practical – Create a blog or website

Introduction to Digital Marketing

Unit 2: Search Engine Optimization (SEO)

What is SO? How search engine works? What is keywords/Long tail and generic keywords

Keyword research, On page SEO, Off page SEO, Practical –one practical on On page SEO, one practical off page SEO.

Introduction to Google analytics

Unit 3: Introduction Social media marketing using Facebook, Youtube and Instagram

Introduction to facebook ads, Introduction to snapchat, Practical- creating on graphics for posting, practical- creating facebook business page. Creating Youtube channel, posting a video .

Unit 4: Google Ads (Paid Advertising)

Introduction to google ads

Types of ads, Creating text and display ad

All are cordially invited

Kalasiselvi Nadar
BMS Coordinator

Dr. Himanshu Dawda
Principal



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2018: Star College Status by University Grants Commission (No. F.22-1/2018(A)-28.05.2018) & by University of Mumbai (No. Aff./ICD/18-19/440 - 08.06.2018)



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Brochure



**HVPS Ramniranjan Jhunjunwala College of Arts,
Science, and Commerce (Empowered Autonomous)**
Mumbai - 400086

DEPARTMENT OF BMS

Presents

CERTIFICATE COURSE

IN DIGITAL AND SOCIAL MEDIAMARKETING

BY
MR. UMESH THAKKAR

Course Objectives:

To learn skill of

- Increasing brand awareness
- Generating leads
- Boosting sales
- Improving customer service
- Growing your online community



Date: 18th October, 2023 onwards

Venue: Classroom and Computer Lab (will inform in whatsapp group)



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Photos of the Value Added Course on Digital and Social Media Marketing 18th October to 8th November 2023



Students during the practical sessions




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Report

Name of the event: VAC for digital marketing

Date : 18th October to 8 November 2024

Venue: CS Lab II

No. Of students present: 50

No of teachers present: 03

Course Objective

The primary objectives of this course are:

- To introduce students to the fundamentals of **digital marketing** and **social media marketing**.
- To provide practical exposure through creating blogs, websites, and social media pages.
- To develop an understanding of various **SEO techniques**, **social media platforms**, and

Google Ads.

- To enhance students' knowledge of **analytics tools** like Google Analytics.
- To build the necessary skills for **online advertising** and digital content creation.

Input

The course required participants to have basic knowledge of computers and the internet. The resources used for the course included:

- Computers with internet access for practical assignments.
- Access to social media platforms and Google Ads.
- Tools for creating blogs, websites, and digital content (WordPress, Canva, Google Ads).

Process

The course followed a structured approach with a combination of theoretical learning and practical exposure:

1. **Theory Sessions:** The instructor provided foundational knowledge on each topic.
2. **Practical Assignments:** Students were guided step-by-step in creating blogs, websites, social media pages, and ads.
3. **Hands-on Demonstrations:** Practical sessions were conducted on creating SEO-friendly content, analyzing website traffic with Google Analytics, and using paid advertising tools like Google Ads.




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4. **Interactive Learning:** Students were encouraged to ask questions and engage in discussions during the theory sessions.

Output

By the end of the course, students had achieved the following outcomes:

- **Practical Skills:** Participants were able to create their own websites and blogs, set up social media accounts, and create digital content.
- **SEO Knowledge:** Students gained hands-on experience with SEO, both on-page and off-page, improving the visibility of websites.
- **Social Media Marketing:** Knowledge of how to promote products and services via **Facebook Ads, Instagram, YouTube**, and other platforms.
- **Paid Advertising:** Students learned how to create effective ads on **Google Ads**, improving their understanding of paid digital marketing.
- **Analytical Skills:** The use of **Google Analytics** enabled students to track performance, measure outcomes, and adjust digital marketing strategies accordingly.

The **Digital and Social Media Marketing** course, conducted by Mr. Umesh Thakkar, was highly beneficial in equipping students with practical knowledge and skills required for the evolving digital marketing landscape. The course offered a balanced combination of theoretical learning and practical assignments, ensuring that participants were well-prepared to implement digital marketing strategies in real-world scenarios




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LIST OF STUDENTS WHO COMPLETED THE VALUE ADDED COURSE

Sr.no	Student's Name	Class	Roll Call
1	Neha Dixit	TYBMS	3572
2	Anchal Yadav	TYBMS	3540
3	Dnyaneshwari Phalke	FYBMS	3044
4	Arshan Sayyed	FYBMS	3001
5	Karishma Sankhla	TYBMS	3522
6	Poonam Mishra	TYBMS	3562
7	Shivani Gupta	TYBMS	3586
8	Iqra Choudhary	TYBMS	3538
9	Pooja Shelar	FYBMS	3067
10	Omkar Kalambe	FYBMS	3020
11	Ashutosh Dube	TYBMS	3611
12	Anam Shaikh	FYBMS	3083
13	Sneha Mangde	FYBMS	3140
14	Roshni Yadav	TYBMS	3558
15	Ankita Yadav	TYBMS	3512
16	Prabhu Anmol	TYBMS	3502
17	Aditi Chaurasia	TYBMS	3508
18	Nikita Vishwakarma	TYBMS	3569
19	Soni Gaud	FYBMS	3029
20	Prajakta Jathar	TYBMS	3513
21	Rohan Yadav	TYBMS	3632
22	Sakshi Taparia	FYBMS	3049
23	Soni Yadav	TYBMS	3525
24	Vivek Jaiswar	FYBMS	3068
25	Rajkumar Gupta	FYBMS	3111
26	Awez Khan	FYBMS	3123
27	Shahenaz Shaikh	FYBMS	3116
28	Ritesh Yadav	FYBMS	3032
29	Aafreen Shaikh	FYBMS	3008
30	Arjun Yadav	FYBMS	3138
31	Sakshi Taparia	FYBMS	3049
32	Mustafa Ansari	FYBMS	3064
33	Ganesh Gauda	FYBMS	3052
34	Ratnesh Yadav	FYBMS	3093
35	Taran Patel	FYBMS	3119
36	Vipul Patekar	FYBMS	3006
37	Amit Gupta	FYBMS	3136




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38	Pal Sumit	FYBBA	10029
39	Vicky Jaiswar	FYBMS	3076
40	Rohit Tiwari	FYBBA	10058
41	Sheldon fernandes	FYBMS	3028
42	Abhishek Pandey	FYBBA	10023
43	Soni Tarachandani	FYBMS	3126
44	Piyush Gupta	FYBMS	3087
45	Om Mandvekar	FYBMS	3084
46	Soham Shinde	FYBMS	3115



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