



**Report on the “Digital Marketing” at  
Atharva Institute of Management Studies, Mumbai.**



**Activity / Event Report**

<b>Name of Event</b>	<b>: Digital Marketing</b>
<b>Date(s) of Conduction</b>	<b>: 20/10/2023 – 11/12/2023</b>
<b>Class / Semester</b>	<b>: MMS Batch 2022-2024 / Semester-III</b>
<b>Number of Students participated:</b>	<b>88</b>
<b>Faculty coordinator</b>	<b>: Dr. Swati Agrawal</b> <b>Prof. Kajal Desai</b>
<b>Coordinator/committee</b>	<b>: Dr. Reena Poojara</b> <b>Dr. Vaibhav Patil</b>
<b>Event Mentor/Guide</b>	<b>: Dr. D. Henry Babu (Director, AIMS)</b>

## **Report:**

This comprehensive report delves into the Digital Marketing Certification Program offered at our esteemed college, providing a detailed analysis of the program's structure, effectiveness, and impact on participants' digital marketing knowledge and skills. The report aims to provide valuable insights for program administrators, faculty, and prospective students, aiding in ongoing improvements and ensuring the program remains aligned with industry standards.

## **1. Introduction:**

### **1.1 Background:**

The Digital Marketing Certification Program is designed to equip students with the essential skills required in today's dynamic business landscape. As businesses increasingly rely on digital strategies, this program addresses the growing demand for professionals well-versed in digital marketing.

### **1.2 Objectives:**

The primary objectives of this report are to critically evaluate the program's curriculum, assess learning outcomes, gather participant feedback, and offer recommendations for program enhancement.

## **2. Program Overview:**

### **2.1 Curriculum:**

The program comprises a well-structured curriculum, encompassing a range of modules covering fundamental and advanced digital marketing concepts. These modules are carefully designed to align with industry standards, incorporating theoretical knowledge and practical applications. The inclusion of real-world case studies enhances the program's relevance and applicability.

### **2.2 Instructors:**

The program benefits from experienced and qualified instructors with expertise in various digital marketing domains. Their teaching methodologies, which include a combination of lectures, hands-on exercises, and guest lectures from industry professionals, contribute to a well-rounded learning experience.

### **3. Learning Outcomes:**

#### **3.1 Knowledge Acquisition:**

Participants exhibited commendable proficiency in understanding complex digital marketing concepts. The program effectively facilitated the transfer of theoretical knowledge to practical applications, ensuring a holistic understanding of the subject matter.

#### **3.2 Skill Development:**

The program successfully cultivated participants' skills in key digital marketing areas, including Search Engine Optimization (SEO), social media marketing, and analytics. The emphasis on hands-on experiences allowed participants to develop practical skills applicable to real-world scenarios.





