



DADI INSTITUTE OF ENGINEERING & TECHNOLOGY

(Approved by A.I.C.T.E., New Delhi & Permanently Affiliated to JNTUK, Kakinada)

NAAC Accredited Institute and Inclusion under Section 2(f) & 12(B) of UGC Act

An ISO 9001:2008, ISO 14001:2004 & OHSAS 18001:2007 Certified Institution

NH-16, Anakapalle - 531002, Visakhapatnam, A.P.

Mobile: +91 9963981111, Website: www.diet.edu.in, E-mail: info@diet.edu.in

Anakapalle,

02/11/2021

To,

The Principal,

Dadi Institute of Engineering & Technology,

Anakapalle,

Visakhapatnam - 531002.

Respected Sir,

Sub: Request for permission to organize add-on course on "Digital Marketing" Reg.

I am herewith requesting you to give permission to organize a two week add-on course on "Digital Marketing" for II MBA students to create the knowledge on content marketing.


HOD MBA
HEAD

Dept. of Management Studies
Dadi Institute of Engg & Technology
ANAKAPALLE - 531 002



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Anakapalle,

8/11/2021

CIRCULAR

This is to inform to all the II MBA students that MBA department is going to organize two week add – on course on “Digital Marketing” from 15th Nov, 2021 to 27th Nov, 2021. So all the II MBA students are informed to attend the programme.


Principal
PRINCIPAL
Dadi Institute of
Engineering & Technology
ANAKAPALLE - 531 002

Dadi Institute of Engineering & Technology



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NH-16, Anakapalle, Visakhapatnam, Andhra Pradesh

9963694444, 9963981111, www.diet.edu.in, info@diet.edu.in

Department of Management Studies

Presents

A Two Week

Add-on Program

on

"Digital Marketing"

15th Nov, 2021 to 27th Nov, 2021

Course Instructor

Ms. Krishna Priya, APITA

About the Institute

Dadi Institute of Engineering & Technology is a top ranked Engineering and Management College affiliated to Jawaharlal Nehru Technological University, Kakinada. The Institute is NAAC Accredited, ISO Certified and also associated with many professional bodies in the field of Engineering, Technology and Management. It strives to promote the highest standards among the students and enable them to Build a New World. Dadi Institute of Engineering & Technology is distinctive among institutions of higher learning. Founded in 2006 by Sri Dadi Veerabhadra Rao, an academician and former Minister as the first multicultural and co-educational college in Anakapalle which admits only academically promising students.

About MBA Department

The Department of Master of Business Administration was established in 2008, It provides high quality Management Education. The school believes that Management has to interact with technology more intimately in today's world and hence this stride in blending technology with Management Education is highly essential. This will create a new breed of managers, who would be well equipped with knowledge to face the stark realities of business uncertainties and yet create value out of the techno economic intricacies and complexities of globalized economy.

About the course

The Main aim of organizing this course is to provide knowledge on Digital Marketing and its relevant core competencies also how to make the use of technology to create and publicize their products and to market them by using the Digital Media and its supporting platforms .



A TWO WEEKS ADD-ON COURSE
ON
“DIGITAL MARKETING”

(15th Nov, 2021 to 27th Nov, 2021)

Organized by

DEPARTMENT OF MANAGEMENT STUDIES

In association with

Andhra Pradesh Information Technology Academy (APITA)

- Resource Persons** : Ms.Krishna Priya, Mr. Javed -APITA.
- Convenor** : Dr.P.B.Ram Kumar, HOD MBA, DIET, Anakapalle.
- Faculty Coordinators:** Mr.Y.Babji, Assistant Professor, MBA Department.
- Student organizers :** Ms.B.Jyosthna - 20U41E0006.
Ms. Pratyusha- 20U41E0022.
Mr.P.Pradeep – 20U41E0012.
Ms.L.Swarna Kumari – 20U41E0009.
- Venue** : Semianar Hall -2, Lab -8 of DIET

The Department of MBA has been organizing the DIGITAL MARKETING a Two week online Training Program for II Year II Semester students at its campus in association with Andhra Pradesh Information Technology Academy (APITA) from 15th November 2021- 27th November 2021 in the MBA department seminar Hall from Morning 9:00 AM – 1:00 PM on daily basis respectively . The Head of the Department , Convenor of the course Dr.P.B Ram Kumar,co- convenor Mr.Y.Babji , Staff and students of MBA have been very much grateful to the Management of Diet , Training & Placement Officer Mr.Sunil kumar for providing an opportunity to conduct a useful and informative online training program on “Digital Marketing” which makes the students to be aware about latest technology in the area of Digital Technology with Marketing .

The Main aim of organizing this course is to provide knowledge on Digital Marketing and its relevant core competencies also how to make the use of technology to create and publicize their products and to market them by using the Digital Media and its supporting platforms .

About Digital Marketing:

- Digital Marketing is the component of marketing that use internet and online based digital Technologies such as desktop computers, Mobile Phones and other Digital Media and Platforms to promote products and services. The components of Digital Marketing are
- **Content Marketing.**
- **Search Engine Marketing.**
- **Display Advertising.**
- **Mobile Marketing.**
- **Social Media Marketing.**
- **Email Marketing.**
- **Influencer Marketing.**
- **Affiliate Marketing.**

As you enter the digital marketing industry, you can garner a starting salary between 25-35k per month. ... With things changing so rapidly in the digital marketing industry, you have to constantly be on your toes and do great work.

Inauguration :

The One week online Digital Marketing Training session has been inaugurated by our beloved principal sir Dr.Ch.Narasimham he addressed the students, in his speech he stressed the importance of Digital Marketing and its importance now a days also the trendy scenarios that the advertizing agencies & individuals are following for their product promotion.

The session was followed up by HOD of Management Dr.P.B.Ram Kumar, in his speech today, our society is driven by digital technology. The impact is such that there are places in the world where the residents may not have clean water, but owned by smart phones. Another incredible influence on people's lives, nowadays, is digital marketing. It affects people's interactions, work, purchases, and habits. The digital marketing world is a gateway for potential customers to feel like a part of the brand. It offers the opportunity to feel connected with the business as clients see the content from the brand regularly.

Speaker: Ms.Krishna Priya –APITA

DAY 1:

The first day session started up with Introduction to Digital Marketing by the speaker, the session includes the following contents:

- ❖ Introduction to Digital Marketing
- ❖ Creation of domains
- ❖ Hosting the website
- ❖ Cost of Hosting
- ❖ Cost of Domains

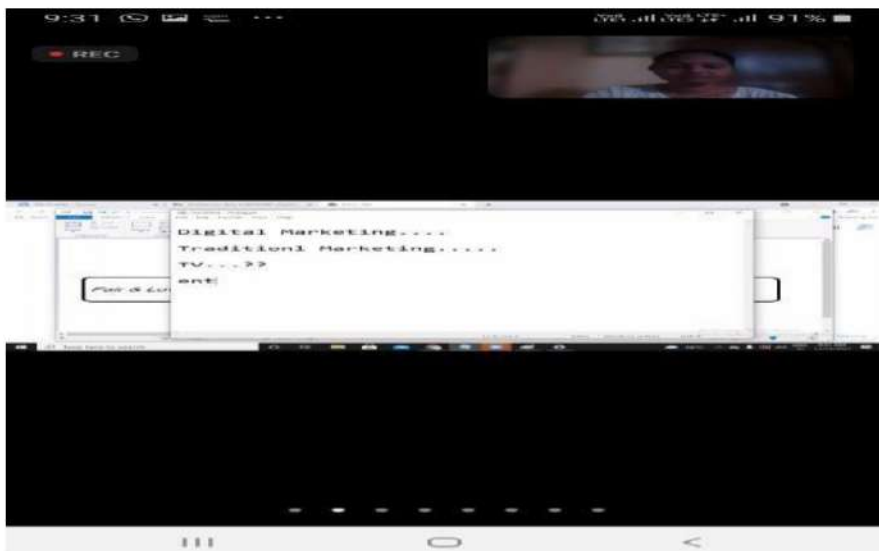
The entire session goes in an interactive way keeping the students to think about the concept and make them to participate actively. In turn the students got responded accurately for the queries raised by the speaker.

Photos:

Here are some of the glimpses of the course of Digital Marketing.



Diet college Principal Dr.Ch.Narasimham Garu speech at the Inaugural function



Digital Marketing session continuation by the APTIA Trainer MS. Krishna Priya

9:25 AM

[Close](#) **Participants (22)**

- M07T59 LAKSHMI (me)
- krishna priya (Host)
- Vikas Singh (Co-host)
- PC Prof challa
- 012,PANDURI PRADEEP ,MBA
- 023, KARRI CHARISHMA SR...
- 2 20U41E0006
- DR Dr. Ram
- EA E0002,Priyanka Addepalli, M...
- PK Pavan kumar
- P Pratyusha
- RS R SUNEEL KUMAR
- Ravi Srivastava
- R7 realme 7
- S s.divyasree,mba
- SS Sailu Sha
- SOWMYA JAKKAMPUDI
- S Swarna
- YS Y. Santhi kumari
- YS Y. Santhi kumari
- Y Y.Indraja
- R Redmi

[Invite](#)

Students & Faculty Participation for the Digit Marketing course



Student participation of the Practical session of “Digital Marketing” at LAB-8

DAY 2:

In the second day the training mainly concentrated upon the following topics:

Create website using word press (Non-coding)

- **Creation of subfolders**
- **Menu, posts**
- **Themes**
- **Customize the content of website**
- **Creation of Dynamic & static pages**
- **Categories of websites**
- **Plug inns**

The students expressed doubts about the concept and got them resolved by the trainer . At the end of day 2 the trainer assigned few individual task to the students , to know the knowledge levels of the students .



Students Listening to the Digital Marketing class through projector at LAB-8

Day 3:

In Day-3 the trainer was welcomed by the students and the interaction session started with clarification of the assignments given at the end of the Day-2 and the queries raised by the students in various aspects of digital marketing . The practical orientation of the Digital marketing was explained by the trainer which include the following topics ..

📖 **SEO- Search Engine Optimization**

📖 **How does the search Engine works**

📖 **Google Algorithms**

📖 **Optimizing techniques**

📖 **White hat SEO Techniques – On page**



Students interaction to Digital Marketing class through their Mobile devices

Along with some practical work being assigned to the students. The class went completely in an interactive way making the students to involve , participative and respond to the subject.

Day 4 :

The session started up with the recollecting of the day 3 topics and few questions were posed by the students to the trainer and get them clarified. The trainer asked for the assignment which was given during the Day -3 and clarified the doubts regards that. The Day -4 activity started and it contains the following topics ...

- ❖ **Off page SEO**
- ❖ **Technical SEO**
- ❖ **Google Search console**
- ❖ **Back link**
- ❖ **How Google calculate the black link**
- ❖ **Broken links**

- ❖ **Server side optimization**
- ❖ **Find out the broken links using checks**
- ❖ **Server side optimization**
- ❖ **How to apply map of your website to google**
- ❖ **Find out the broken links using checks**



“Search Engine Optimization, Google search console” of Digital Marketing class at LAB-8

Day 5:

Google Ads

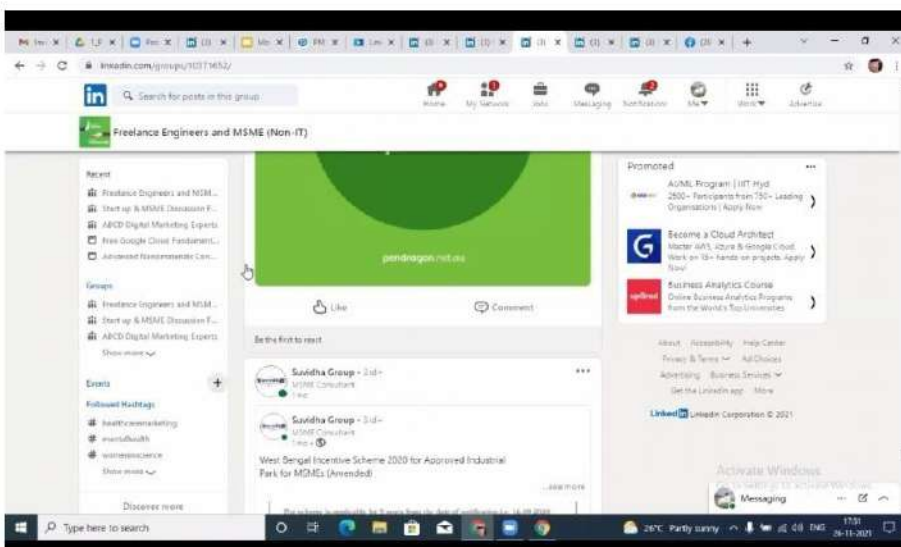
- **Google Ad structure**
- **Advantage of Google ads**
- **How to create a basic search network**
- **How to add groups, extensions, score**
- **How to create a Google ad**

Day 6:

- **How to create a basic search network**
- **How to display campaign network**
- **How to create a campaign for display.**
- **What is Google merchant**

Day 7:

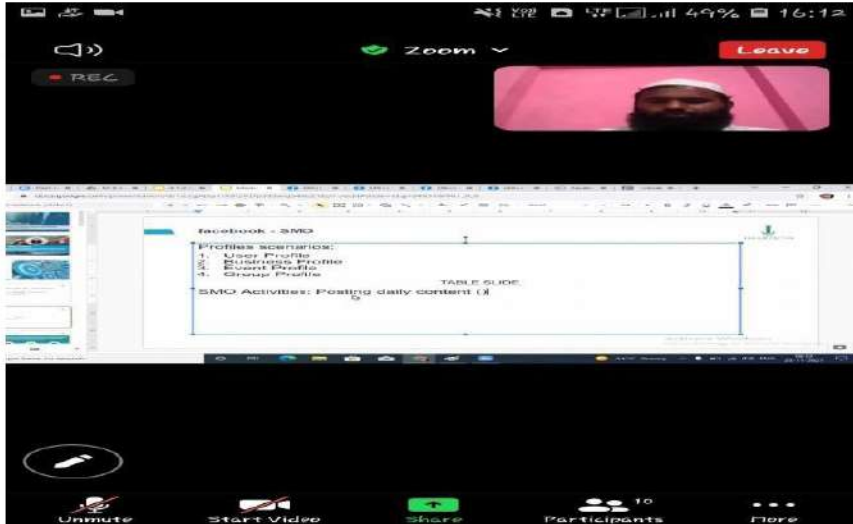
- **The steps involved in starting digital marketing**
- **Prepare digital marketing strategy**
- **Search ads (or) Display ads**
- **Google Merchant center**
- **Traffics and Different Types.**



Advertising & content Loading by using Digital Marketing .

Day 8:

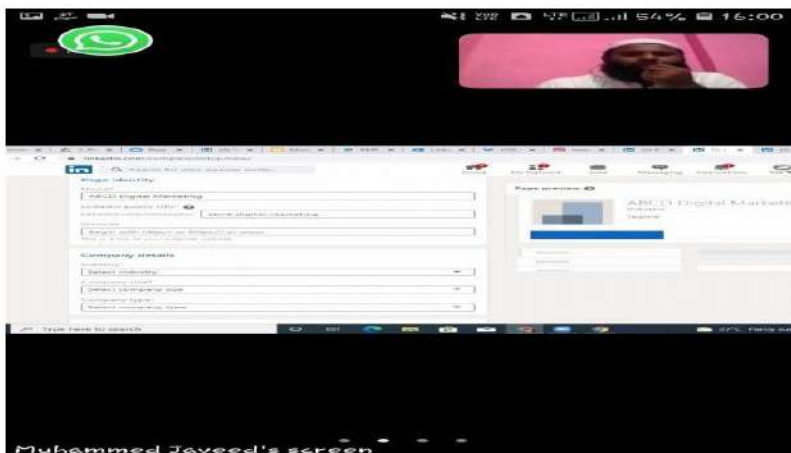
- ❖ **Need to start for Digital Marketing**
- ❖ **Digital Marketing strategies**
- ❖ **Display Ads**
- ❖ **Twitter Marketing, social Media Marketing**



Twitter Marketing , Social Media Marketing with examples

Day 9:

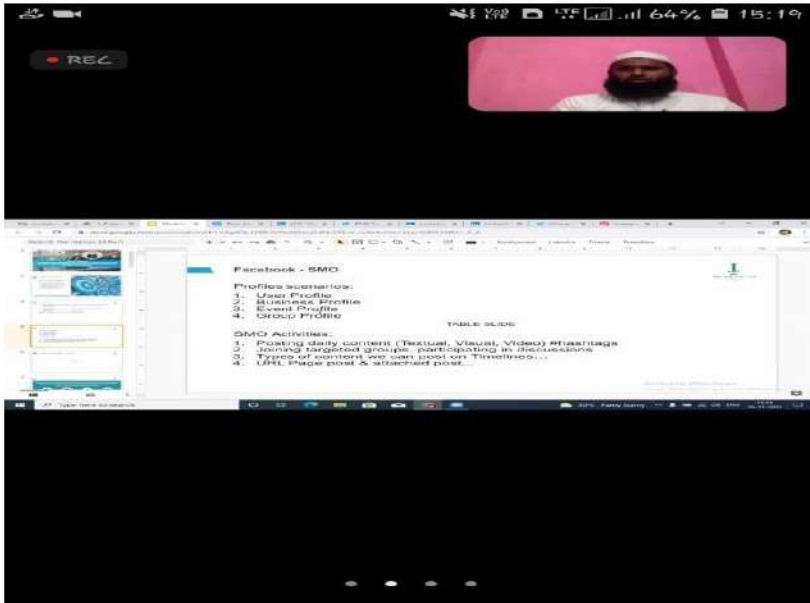
- ❖ **Difference between SMO & SMM**
- ❖ **Linked-in Marketing**
- ❖ **Profile creation, company & Business profiles**



Creation of company , business profiles explanation by the trainer

Day 10:

- ❖ Posting a content in profile page
- ❖ How to create a event page and Linked-in with SMO.



Content profile creation for Digital Marketing explanation by the trainer

Day 11:

- 📱 How to create a campaign in Linked in
- 📱 How to create a linked in profile
- 📱 Campaign objectives in linked in



Creation of Linked in Profile by using Design Templates by the Trainer

Day 12:

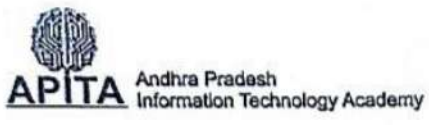
- **Competitor analysis**
- **Twitter ads**
- **How to create a campaign using twitter**
- **How to create a event page and company profile in LinkedIn**



Campaign creation using twitter live example by trainer :



Student Participants at the Last day of the “Digital Marketing “course.




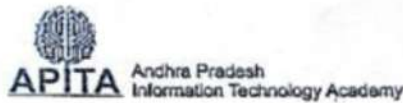
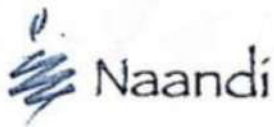
CERTIFICATE OF ACHIEVEMENT

This certificate is awarded to

A. Priyanka
from 15th NOV - 2021 to 27th NOV - 2021
of Dadi Institute of Engineering & Technology on successful completion of
" Digital Marketing Course" conducted by Mahindra Pride Classroom, Naandi Foundation
in association with APITA in the year 2021 - 2022


Andhra Pradesh Information Technology Academy


Head - Mahindra Pride Classroom



CERTIFICATE OF ACHIEVEMENT

This certificate is awarded to

A. Jagan Mohan Sai

from 15th Nov - 2021 to 27th Nov - 2021

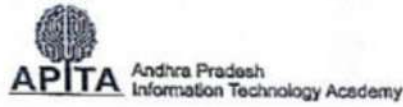
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Andhra Pradesh Information Technology Academy

Head - Mahindra Pride Classroom



CERTIFICATE OF ACHIEVEMENT

This certificate is awarded to

..... B. Pavan Kumar.

from 15th Nov-2021 to 27th Nov-2021

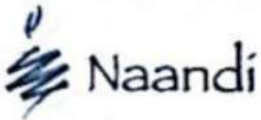
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Andhra Pradesh Information Technology Academy

Head - Mahindra Pride Classroom



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Head - Mahindra Pride Classroom

Feedback from students:

By the end of the program, the feedback for the sessions has been taken up from the students by posing some questions to them, which makes the organizers to think and implement changes required if any?

| S.No | Question | Excellent | Very Good | Good | Satisfactory | Poor |
|------|---|-----------|-----------|------|--------------|------|
| 1 | What is the use of Digital Marketing? | | | ✓ | | |
| 2 | What is Data Analysis? | | | ✓ | | |
| 3 | Do we need any basic design skills for the Domain creation or website development? | | ✓ | | | |
| 4 | What is the impact of social Media in promoting the products? | | ✓ | | | |
| 5 | How do you rate the trainer in concerns of Explanation, Examples, Practical Knowledge and web/Domain development? | | | ✓ | | |
| 6 | Do you feel that the training session is interest/ Informative? | | ✓ | | | |

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