



# Audyogik Shikshan Mandal's



College Of Commerce, Science & Information Technology  
(Affiliated To University Of Pune & Recognised By Govt. Of Maharashtra)  
Id No. Pu\Pn\Sc\160\2001

Date:-09/01/2024

## NOTICE

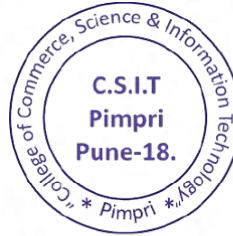
This is informed to all BBA Students from 15<sup>th</sup> January 2024 itself your Digital Marketing (Value add course) will be started. Students are requested to follow the given Time Table.

Day:-Monday, Wednesday and Friday

Time:-12.30 pm to 1.30 pm

Class Room No.:-03

*Sunil*  
09/01/24  
Course Coordinator



*Sunil*  
Principal  
Principal  
College of Commerce, Science &  
Information Technology  
S. No. 29/1+2A, Pune-Mumbai Highway  
Pimpri, Pune - 411 018.



**CSIT**

# DIGITAL MARKETING



## Content of the Proposed course -

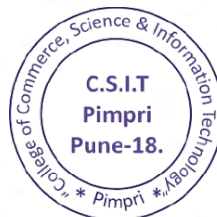


**Course Credit  
2 Credits (30 hrs)**

**Marketing Management  
Introduction to Digital Marketing  
Website Developments**

**Course Teaching -30 hrs.  
Tutorial/ Evaluation-1**

Department of Management



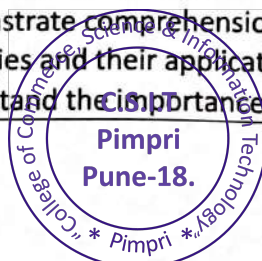
**Principal**

College of Commerce, Science &  
Information Technology  
S. No. 29/1+2A, Pune-Mumbai Highway  
Pimpri, Pune - 411 018.

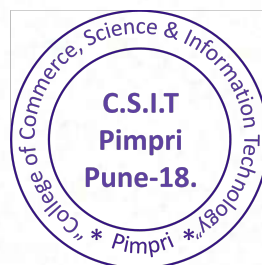
**ASM's**  
**College of Commerce, Science & Information Technology**  
**Pimpri, Pune-18**

**Certificate Course Details: CC101**

<b>Faculty:</b>	Commerce and Management	
<b>Sub Faculty:</b>	Management	
<b>Title of Course</b>	Digital Marketing- I	
<b>Course Credits:</b>	2	
<b>Additional Course Teaching Hours:</b>	30	
<b>Tutorial /Evaluation (in hours)</b>	1	
<b>Content of Proposed Course: (Outline)</b>		
Marketing Management Introduction to Digital Marketing Website Development		
<b>Justification of Course:</b>		
<ul style="list-style-type: none"> <li>• The Value-added course on Digital Marketing- I, covering topics such as introduction to marketing management, basics of Digital Marketing , website development, and WordPress site, stands separate from the university syllabus due to its specialized focus on digital marketing.</li> <li>• The course goes beyond general marketing concepts taught in universities, offering in-depth knowledge and practical training specifically related to digital marketing techniques, tools, and strategies.</li> <li>• Students gain hands-on experience through practical application, such as website development, content creation which may not be adequately covered in the theoretical university syllabus.</li> <li>• The course also addresses emerging trends and technologies, providing students with up-to-date knowledge and skills that align with industry demands.</li> <li>• Additionally, the course focuses on industry-relevant tools and platforms, such as WordPress and analytics tools, enhancing students' proficiency in implementing digital marketing strategies.</li> <li>• Overall, the Value-added course on of Digital Marketing equips students with specialized knowledge, practical skills, and industry connections, making them more competitive in the field of digital marketing.</li> </ul>		
<b>Course Outcomes (CO's)</b>		
<b>CO No.</b>	<b>Cognitive Ability</b>	<b>Course Outcomes</b>
CO1	REMEMBERING	<ul style="list-style-type: none"> <li>• Recall the fundamental concepts and terminology related to marketing management.</li> <li>• Memorize the key principles and strategies of digital marketing.</li> <li>• Remember the basic steps involved in website development and WordPress site creation.</li> </ul>
CO2	UNDERSTANDING	<ul style="list-style-type: none"> <li>• Explain the principles and theories underlying marketing management.</li> <li>• Demonstrate comprehension of digital marketing strategies and their applications.</li> <li>• Understand the importance of website development</li> </ul>



		and the role of WordPress in creating websites.
CO3	APPLYING	<ul style="list-style-type: none"> <li>• Apply marketing management concepts to analyze and evaluate digital marketing campaigns.</li> <li>• Utilize digital marketing techniques to develop and implement effective marketing strategies.</li> <li>• Apply website development skills and WordPress tools to create functional and user-friendly websites.</li> </ul>
CO4	ANALYSING	<ul style="list-style-type: none"> <li>• Analyze marketing management practices and their impact on digital marketing success.</li> <li>• Evaluate the effectiveness of digital marketing campaigns and propose improvements.</li> <li>• Analyze website development techniques and identify opportunities for optimization.</li> </ul>
CO5	EVALUATING	<ul style="list-style-type: none"> <li>• Critically evaluate marketing management strategies and their alignment with digital marketing goals.</li> <li>• Assess the performance of digital marketing campaigns based on key metrics and objectives.</li> <li>• Evaluate the usability and effectiveness of websites created using WordPress.</li> </ul>
CO6	CREATING	<ul style="list-style-type: none"> <li>• Develop comprehensive digital marketing plans and strategies for specific target audiences.</li> <li>• Design and create engaging content for digital marketing channels.</li> <li>• Create professional and user-friendly websites using WordPress, incorporating effective design elements and functionalities</li> </ul>



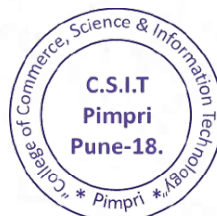
## Detailed Syllabus:

Unit Number	Contents	No. of Sessions
I	<b>Introduction to Marketing Management:</b> Formulating marketing objectives, mission and vision, Market segmentation, targeting and positioning strategies. Branding and Brand management, product positioning and differentiation strategies.	4
II	<b>Integrated Marketing Communication:</b> Promotion mix and communication tools, Development and implementation of integrated communication plan, measuring and evaluating marketing communication effectiveness	6
III	<b>Introduction to Digital Marketing:</b> Overview of digital marketing and its importance, evolution of digital marketing, digital marketing Vs traditional marketing. Overview of Website planning and development, Search Engine Optimization, PPC advertising, social media marketing, Email Marketing, Content Marketing, Mobile marketing.	5
IV	<b>Website Development using WordPress:</b> Overview of WordPress and its features, Installing WordPress locally or on a web server. WordPress Dashboard, understanding categories and tags, Customizing the site's appearance with themes.	7
V	<b>WordPress Site customization:</b> Wordpress plugins, installing and activating plugins, popular plugins to enhance functionality, customizing site's header, footer, sidebar, creating and managing menus, working with widgets	8

## Learning Resources:

### B) Reference Books:

- ❖ Digital Marketing for Dummies by Ryan Deiss and Russ Henneberry:
- ❖ The Art of SEO: Mastering Search Engine Optimization by Eric Enge, Stephan Spencer, Jessie Stricchiola, and Rand Fishkin:
- ❖ Influence: The Psychology of Persuasion by Robert Cialdini: While not directly about digital marketing
- ❖ Youtility: Why Smart Marketing Is About Help, Not Hype by Jay Baer:
- ❖ WordPress All-in-One For Dummies by Lisa Sabin-Wilson:
- ❖ Professional WordPress: Design and Development" by Brad Williams, David Damstra, and Hal Stern:



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College Of Commerce, Science & Information Technology

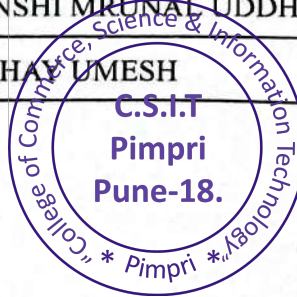
(Affiliated To University Of Pune & Recognised By Govt. Of Maharashtra)

Id No. Pu\Pn\Sc\160\2001



## Digital Marketing-Student List

ROLL NO.	NAME OF THE STUDENT
2202002	AISHWARYA VINOD NAIR
2202005	ANTHONY KRISH ANDREW
2202006	ANURAG GANGWAR
2202010	BOUDDH SHRUTI VIJAY
2202011	BRAGANZA JANICE ROMEO
2202012	DANIEL ALAN TERENCE
2202016	GAVALLI SHRUSHTI DIPPAK
2202020	KALYANKAR PRIYANKA VIJAY
2202021	KANIKA DEVENDRA BOKADIA
2202022	KASHYAP SHRUTI
2202026	KONTHAL CHRISTINASHARON DANIEL
2202027	KSHIRSAGAR NISCHAY NITIN
2202036	DAIT GAURI ANAMAT
2202038	PANDEY LALITA RAJKUMAR
2202043	PAWAR SAKSHI CHANDRAKANT
2202044	PINGALE SIDDHI ANIL
2202046	RAWATE MAYUR BHAURAO
2202048	SAVANT PAYAL KUNDLIK
2202049	SAWANT NANDINI VIJAY
2202053	SHAIKH SANIA PARVEZ
2202055	SHETE ARPIT RAJENDRA
2202057	SOUNAK GHATAK
2202058	SURYAWANSHI MRUNAL UDDHAV
2202063	YADAV ABHAY UMESH



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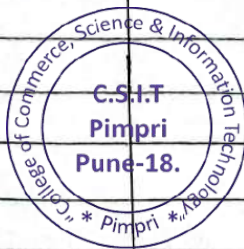
College Of Commerce, Science & Information Technology

2022-23

Subject : Digital Marketing Class:- BBA SEM :- -

Subject Teacher : \_\_\_\_\_

Sr. No	Date	29/11/24	31/1/24	02/1/24	05/1/24	07/02/24
		Name of the Student				
1)	dishwarya Neer	<u>dm</u>	<u>dm</u>	<u>dm</u>		<u>dm</u>
2)	payal Sawant	<u>Payal</u>	<u>Payal</u>	<u>Payal</u>	<u>Payal</u>	<u>Payal</u>
3)	Gauri Patil	<u>Gauri</u>	<u>Gauri</u>	<u>Gauri</u>	<u>Gauri</u>	<u>Gauri</u>
4)	Shruti Kashyap	<u>Shruti</u>	<u>Shruti</u>	<u>Shruti</u>	<u>Shruti</u>	<u>Shruti</u>
5)	Kanika Bokadia	<u>Kanika</u>	<u>Kanika</u>		<u>Kanika</u>	<u>Kanika</u>
6)	Snushti Gavali	<u>Gavali</u>	<u>Gavali</u>	<u>Gavali</u>	<u>Gavali</u>	<u>Gavali</u>
7)	Aarpi Shete	<u>Shete</u>	<u>Shete</u>	<u>Shete</u>	<u>Shete</u>	<u>Shete</u>
8)	Nandini Sawant	<u>Nandini</u>	<u>Nandini</u>	<u>Nandini</u>	<u>Nandini</u>	<u>Nandini</u>
9)	Sania Shaikh	<u>Sania</u>	<u>Sania</u>	<u>Sania</u>	<u>Sania</u>	<u>Sania</u>
10)	Nischay Isshirsagar	<u>Nischay</u>	<u>Nischay</u>	<u>Nischay</u>	<u>Nischay</u>	<u>Nischay</u>
11)	Krish. Anthony	<u>Krish</u>	<u>Krish</u>	<u>Krish</u>	<u>Krish</u>	<u>Krish</u>
12)	Christinasharon. K.	<u>Sharon</u>	<u>Sharon</u>	<u>Sharon</u>	<u>Sharon</u>	<u>Sharon</u>
13)	Tshwari Gajare	<u>Tshwari</u>	<u>Tshwari</u>	<u>Tshwari</u>	<u>Tshwari</u>	<u>Tshwari</u>
14)	Aniket Keshat	<u>Aniket</u>	<u>Aniket</u>	<u>Aniket</u>	<u>Aniket</u>	<u>Aniket</u>
15)	Moyur Pawate	<u>Moyur</u>	<u>Moyur</u>	<u>Moyur</u>	<u>Moyur</u>	<u>Moyur</u>
16)	Sonak Ghale	<u>Sonak</u>	<u>Sonak</u>	<u>Sonak</u>	<u>Sonak</u>	<u>Sonak</u>
17)	Munna Suryawanshi	<u>Munna</u>	<u>Munna</u>	<u>Munna</u>	<u>Munna</u>	<u>Munna</u>
18)	Janice Braganza	<u>Janice</u>	<u>Janice</u>	<u>Janice</u>	<u>Janice</u>	<u>Janice</u>
19)	Abhay Yadav	<u>Abhay</u>	<u>Abhay</u>	<u>Abhay</u>	<u>Abhay</u>	<u>Abhay</u>
20)	Anurag Ganjwa	<u>Anurag</u>	<u>Anurag</u>	<u>Anurag</u>	<u>Anurag</u>	<u>Anurag</u>



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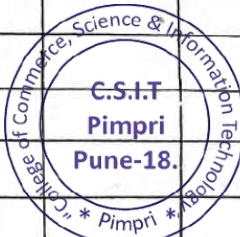
College Of Commerce, Science & Information Technology

2023-24

Subject : Digital Marketing Class:- BBA SEM :- \_\_\_\_\_

Subject Teacher : \_\_\_\_\_

Sr. No	Date	12/2/24	14/2/24	16/2/24	21/2/24	23/2/24
		Name of the Student				
1-	Ashwanya Nair	<del>Shu</del>	<del>Shu</del>	<del>Shu</del>	<del>Shu</del>	<del>Shu</del>
2-	Payal Sawant	Payal	Payal	Payal	Payal	Payal
3	Gauri Dait	Gauri	Gauri	Gauri	Gauri	Gauri
4-	Shreya Kadnyap	Shreya	Shreya	Shreya	Shreya	Shreya
5-	Konika Bahadur	<del>Shu</del>	AB	<del>Shu</del>	<del>Shu</del>	<del>Shu</del>
6-	Smriti Gavali	Gavali	Smriti	Gavali	Gavali	Gavali
7-	Apit Shete	Shete	Shete	Shete	Shete	Shete
	Nandini Sawant	Nandini	Nandini	Nandini	Nandini	Nandini
	Sania Shaikh	<del>Shu</del>	<del>Shu</del>	<del>Shu</del>	<del>Shu</del>	<del>Shu</del>
	Nischay Kshirsagar	Nischay	Nischay	Nischay	Nischay	Nischay
	Kaish Anthony	Kaish	Kaish	Kaish	Kaish	Kaish
	Christinasharon K.	Shu	Shu	Shu	Shu	Shu
	Aniket Keshkar	Aniket	Aniket	Aniket	Aniket	Aniket
	EShwari Rajane	Eshwari	Eshwari	Eshwari	Eshwari	Eshwari
	Mayur Rawate	MR	MR	MR	MR	MR
	Souvik Ghatak	Sy	Sy	Sy	Sy	Sy
	Mrunal Suryawanki	Shu	Shu	Shu	Shu	Shu
	Janice Baganza	Janice	Janice	Janice	Janice	Janice
	Abhay Yadav	Shu	Shu	Shu	Shu	Shu
	Anusang Jangwan	Anusang	Anusang	Anusang	Anusang	Anusang



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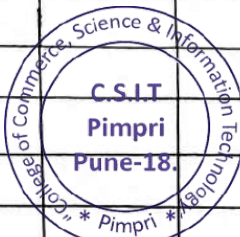
College Of Commerce, Science & Information Technology

2022-23

Subject : Digital Marketing Class:- BBA SEM :- \_\_\_\_\_

Subject Teacher : \_\_\_\_\_

Sr. No	Date	26/2/24	28/2/24	1/3/24	4/3/24	6/3/24
	Name of the Student					
	Aishwarya Nain	Am	Am	Am	Am	Am
	Payal Sawant	Payal	Payal	Payal	Payal	Payal
	Gauri Dait	Gauri	Gauri	Gauri	Gauri	Gauri
	Shruti Keshyap	Shruti	Shruti	Shruti	Shruti	Shruti
	Kanika Bokadga	Kanika	Kanika	Kanika	Kanika	Kanika
	Smriti Sawant	Smriti	Smriti	Smriti	Smriti	Smriti
	Arpit Shete	Arpit	Arpit	Arpit	Arpit	Arpit
	Nandini Sawant	Nandini	Nandini	Nandini	Nandini	Nandini
	Sania Shaikh	Sania	Sania	Sania	Sania	Sania
	Nischay Kshirsagar	Nischay	Nischay	Nischay	Nischay	Nischay
	Krish. Atharva	Krish.	Krish.	Krish.	Krish.	Krish.
	Christinasharon K	Shan.	Shan.	Shan.	Shan.	Shan.
	Tshwari Gajare	Tshwari	Tshwari	Tshwari	Tshwari	Tshwari
	Aniket Kesbhat	Aniket	Aniket	Aniket	Aniket	Aniket
	Muyur Rowate	MR	MR	MR	MR	MR
	Sounam Ghale	G	G	G	G	G
	Mrunal Suryawanshi	MR	MR	MR	MR	MR
	Janice Braganza	Janice	Janice	Janice	Janice	Janice
	Abhay Chelaw	Am	Am	Am	Am	Am
	Amy Gangwan	Am	Am	Am	Am	Am



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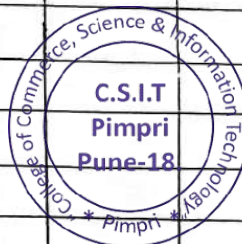
**College Of Commerce, Science & Information Technology**

2022-23,

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Subject Teacher : \_\_\_\_\_

Sr. No	Date	22/3/24	27/3/24	31/4/24	5/4/24	8/4/24
	Name of the Student					
	Dishwarya Nair	<u>DN</u>	<u>DN</u>	<u>DN</u>	<u>DN</u>	<u>DN</u>
	Payal Sawant	<u>Payal</u>	<u>Payal</u>	<u>Payal</u>	<u>Payal</u>	<u>Payal</u>
	Gauri Dant	<u>Gauri</u>	<u>Gauri</u>	<u>Gauri</u>	<u>Gauri</u>	<u>Gauri</u>
	Shreuti Keshyap	<u>Shreuti</u>	<u>Shreuti</u>	<u>AB</u>	<u>Shreuti</u>	<u>Shreuti</u>
	Kanika Bokadia	<u>Kanika</u>	<u>Kanika</u>	<u>Kanika</u>	<u>Kanika</u>	<u>Kanika</u>
	Smriti Desai	<u>Smriti</u>	<u>Smriti</u>	<u>Smriti</u>	<u>Smriti</u>	<u>Smriti</u>
	Ashik Shete	<u>Ashik</u>	<u>Ashik</u>	<u>Ashik</u>	<u>Ashik</u>	<u>Ashik</u>
	Nandini Sawant	<u>Nandini</u>	<u>Nandini</u>	<u>Nandini</u>	<u>Nandini</u>	<u>Nandini</u>
	Sania Shaikh	<u>Sania</u>	<u>Sania</u>	<u>Sania</u>	<u>Sania</u>	<u>Sania</u>
	Christinasharon Komhal	<u>Christina</u>	<u>Christina</u>	<u>Christina</u>	<u>Christina</u>	<u>Christina</u>
	Krish Anthony	<u>Krish</u>	<u>Krish</u>	<u>Krish</u>	<u>Krish</u>	<u>Krish</u>
	Sounak Ghaley	<u>Sounak</u>	<u>Sounak</u>	<u>Sounak</u>	<u>Sounak</u>	<u>Sounak</u>
	Ishwari Gaikar	<u>Ishwari</u>	<u>Ishwari</u>	<u>Ishwari</u>	<u>Ishwari</u>	<u>Ishwari</u>
	Nischay Kshirsagar	<u>Nischay</u>	<u>Nischay</u>	<u>Nischay</u>	<u>Nischay</u>	<u>Nischay</u>
	Aniket Keshhat	<u>Aniket</u>	<u>Aniket</u>	<u>Aniket</u>	<u>Aniket</u>	<u>Aniket</u>
	Mayur Rawate	<u>Mayur</u>	<u>Mayur</u>	<u>Mayur</u>	<u>Mayur</u>	<u>Mayur</u>
	Sounak Ghaley	<u>Sounak</u>	<u>Sounak</u>	<u>Sounak</u>	<u>Sounak</u>	<u>Sounak</u>
	Meenal Suryawanshi	<u>Meenal</u>	<u>Meenal</u>	<u>Meenal</u>	<u>Meenal</u>	<u>Meenal</u>
	Janice Bhatnagar	<u>Janice</u>	<u>Janice</u>	<u>Janice</u>	<u>Janice</u>	<u>Janice</u>
	Abhay Gadgil	<u>Abhay</u>	<u>Abhay</u>	<u>Abhay</u>	<u>Abhay</u>	<u>Abhay</u>
	Anurag Gogoi	<u>Anurag</u>	<u>Anurag</u>	<u>Anurag</u>	<u>Anurag</u>	<u>Anurag</u>



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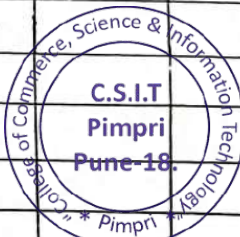
**College Of Commerce, Science & Information Technology**

**2023-23,**

Subject : Digital Marketing Class:- BBA SEM :- -

Subject Teacher : \_\_\_\_\_

Sr. No	Date	15/1/24	17/1/24	19/1/24	22/1/24	24/1/24
		Name of the Student				
1)	Dishwarya Vinod Nair	<del>Shr</del>	<del>Shr</del>	<del>Shr</del>	<del>Shr</del>	<del>Shr</del>
2)	Dayid Sawant	Paul	Paul	Paul	Paul	Paul
3)	Gauri Dait	Gauri	Gauri	Gauri	Gauri	Gauri
4)	Sheuti Kashyap	Sheuti	Sheuti	Sheuti	Sheuti	Sheuti
5)	Kanika Bekadid.	Kanika	Kanika	Kanika	Kanika	Kanika
6.	Srushti Gavali	Gavali	Gavali	Gavali	Gavali	Gavali
7.)	Ashik Shete	Shete	Shete	Shete	Shete	Shete
8.	Nandini sawant	Nandini	Nandini	Nandini	Nandini	Nandini
9.	Sania Shaikh	Sania	Sania	Sania	Sania	Sania
10.	Christinashoron.K	Shr	Shr	Shr	Shr	Shr
11.	Krishna Anthony	Thrush	Thrush	Thrush	Thrush	Thrush
12.	Sounak Ghatak	Spr	Spr	Spr	Spr	Spr
13.	Nischay Kshirsagar	Nische	Nische	Nische	Nische	Nische
13.	Aniket Keshet	Shiket	Shiket	Shiket	Shiket	Shiket
15	Eshwari Gajare	Jugare	Jugare	Jugare	Jugare	Jugare
16	Mayur Rowate	Mr	Mr	Mr	Mr	Mr
17.	Sounak Ghatak	G	G	G	G	G
18	Mrunal. Suryawanshi	Shr	Shr	Shr	Shr	Shr
19.	Janile. Braganza.	Janile	Janile	Janile	Janile	Janile
20.	Abhay Yashwan	Shr	Shr	Shr	Shr	Shr
21	Anurag Jayaram	Anur	Anur	Anur	Anur	Anur



*Handwritten signature*

**Principal**  
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S. No. 29/1+2A, Pune-Mumbai Highway  
Pimpri, Pune - 411 018.



**CSIT**

# CERTIFICATE

This certificate is awarded to  
**DAIT GAURI ANAMAT**  
for successfully completing the 2 credit course  
**Digital Marketing**  
with the evaluation based on continuous assessments in the  
**Academic Year 2023-24.**

*Sumi*

Course Coordinator



*Velit*

Principal