



MGM'S COLLEGE OF ENGINEERING & TECHNOLOGY
KAMOTHE, NAVI MUMBAI

DEPARTMENT OF INFORMATION TECHNOLOGY

TPDM-2018

2 DAYS TRAINING PROGRAMME

On

“DIGITAL MARKETING”

(14th - 15th April 2018)

Training Programme

On

“Digital Marketing”

Patrons

Shri K. N. Kadam, Hon. Chairman

Dr. S. N. Kadam, Hon. Trustee, MGM

Chief Coordinators

Dr. K. G. Narayankhedkar

Dr. S. G. Narayankhedkar

Coordinator & Advisory Committee

Prof. K. Venkat Raman

Convener

Prof. Ankit Anand

Co-Convener

Prof. Manivannan

Organizing Committee

Prof. Dipali Yadav

Prof. Dipika Deshmukh

PREFACE

Two days training Programme on **DIGITAL MARKETING (TPDM 2018)** is to motivate the students to know about Marketing has changed from traditional to digital.

An online marketer now needs to find where people are congregating online and needs to engage them in a meaningful way. Be it in matching with what they are looking for, watching how they interact and understand what they'd like or listening to their natural opinions on your company or market and reacting to that.

The whole idea was to educate our students about the Digital marketing, its applications and benefits.

ACKNOWLEDGEMENT

The organizers of the Training Programme would like to acknowledge many individuals and organization without whom this Training Programme would not have been possible.

First of all, I would like to extend my sincere thanks to our Hon. Chairman Shri. K. N. Kadam and Hon. Trustee Dr. S. N. Kadam for their kind support& guidance.

I am highly indebted to Hon. Director General Dr. K. G. Narayankhedhkar and Hon. Principal Dr. S. K. Narayankhedhkarfor their constant supervision & encouragement.

I would like to express my gratitude towards Head of Departments for their kind co-operation and encouragement which help us to complete this Training Programme.

I would like to express my special gratitude and thanks to Industry persons for giving us such attention and time.

My thanks and appreciations also go to my colleagues who were part of this Training Programme and people who have willingly helped me out with their abilities.

Coordinator

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EXECUTIVE SUMMARY

On April 14th 2018, MGM CET (Department of IT) has organized a 2 day Training Programme entitled “Digital Marketing (TPDM 2018)” at MGM CET, Kamothe.

The main objective of this Training Programme was to train the engineering student for “Digital Marketing”. The long term expected result of the Training Programme is to enhance the basics of Digital Marketing among students.

During the Training Programme, 25 students from 4th Year, 3rd Year and 2nd Year were trained on good practices in Digital Marketing. The two day Training Programme was divided broadly into 2 sessions on each day.

The following topics were covered:

- Digital Marketing
- E-Commerce & E-Business
- Adwords (Ad toolkit), keywords, and queries
- Affiliate marketing, SEO

The following Eminent Experts from Industry to Trained the participants:

- **Mr. Ivan Bayross**, Mentor, Author, Trainer, Digital Marketing Consultant
- **Mr. Younus Poonawal**, Software professional
- **Mr. Sanjivkumar Rai**, Digital Content Creator
- **Mr. Ram Kishor Singh**,
- **Dr. Amiya Bhowmick**, Institute of Chemical Technology, Mumbai, India

On the last day of the Training Programme, a feedback was taken from the participants to assess their interest and learning capability in the subject. The feedback result is given in Annex A-6. The feedback has been analyzed and the salient features are presented in Annex A-5. The feedback was encouraging. The participants also made some recommendations, which are summarized, in Annex A-6.

Overall, the Training Programme was successfully conducted.

BACKGROUND

MGM's College of Engineering and Technology (MGM CET) is governed by Mahatma Gandhi Mission, A Charitable Trust, Registered under the Bombay Public Trust Act 1950 and Societies Regulation Act 1860. Since its inception in 1982, Mahatma Gandhi Mission has developed into an excellent educational group and is totally committed to human resource development. In continuation of its proud tradition of enriching the human resource needs of the country, the Mission has set up in 1986, our institute MGM's College of Engineering and Technology, Kamothe, Navi Mumbai. The objective of the institution is to impart value based quality engineering education by combining academics with exposure to industry. With this view in mind it provides state –of-the art infrastructure facilities and academic resources to its students. College is affiliated to University of Mumbai and approved by AICTE, New Delhi. MGM CET is awarded with ISO- 9001-2000 Certification by RINA for providing technical education in engineering field as per the guidelines of University of Mumbai. The institute is one of the few engineering colleges to achieve this international standard for implementing and maintaining Quality Management System.

The objectives of Department of Information Technology are

- To impart learners with sound knowledge of basic sciences and core engineering fundamentals.
- To prepare learners use modern programming tools/technologies and develop competency to counter complicated engineering problems.
- To prepare learners to be professionally competent and socially responsible to sustain and strive through the competitive, global/environment challenges.
- To create a strong foundation in IT discipline and motivate learners undertake postgraduate studies, explore professional avenues or venture into entrepreneurship.
- To inculcate personality traits and professional ethics.

OBJECTIVES

The main objective of this Training Programme is to train the current Engineering student for Competitive environment. The Training Programme further aimed the following:

- to enable students to have an understanding of marketing and how it relates to their role, responsibilities,
- to understand how digital marketing practice can benefit the service strategically, managerially and operationally;
- to engender a digital marketing philosophy in all areas of service delivery in order to better fulfill aims and objectives.
- to enable students to incorporate strategic marketing into management planning and operational delivery.

ABOUT THE TRAINING PROGRAMME

The 2 day Training Programme entitled “Digital Marketing (TPDM 2018)” was divided broadly into 2 sessions each day from 14th April 2018 to 15th April 2018. The first half of session on first day has started with the inaugural function. The Training Programme was inaugurated by Ivan Bayross (Mentor, Author, Trainer, Digital Marketing Consultant) while the inaugural address was given by Prof. M. Krishnamoorthy, Dean Academic. Prof. K. Venkat Raman, HOD of Department of Information Technology along with 07 faculties & 25 students has participated in the first session. On Second half of first day, there was a lecture on “E-Commerce & E-Business” by Younus Poonawal.

First half of session on second day was on topic “Adwords (Ad toolkit), keywords, and queries” by Sanjiv Rai while second half of session on second day was on topic “Affiliate marketing, SEO” by Ram Singh. & certificate distribution by Dr. Amiya Bhowmick(Institute of Chemical Technology, Mumbai, India).

The Sessions

The sessions were spread over 2 days from 10:00am to 05:00pm.

Day 1 Session 1

Speaker Ivan Bayross initiated the session by explaining what is digital marketing all about. In today's advance era he explained the parameters of digital marketing. In his conversation he told the main parameter of digital marketing are "people". Digital marketing is something about studying customers needs and advertise the products as their needs. He gave detail explanation on marketing of product by using appropriate websites, different tools and analyzing customer's need.

Day 1 Session 2

Speaker Younus Poonawal started his session with two important parameters i.e. E-commerce and E-business. He explained the difference between E-commerce and E-business. He introduced the students with the software called Xampp. It is an open source platform of web server solution. Using Xampp software, students made their own designed website for marketing of the products. He explained the general myths about digital marketing to the students.

Day 2 Session 1

Speaker Sanjiv Rai explained the concepts of Ads in digital marketing. How to sell our products to appropriate customers is via advertising it in such website where people are in search of that particular product. He told the students about software called Adwords (ads toolkit). Adwords give access us manage our product advertising. Through Adwords we can create an advertisement of our product, can customize them. It also give access to us as to whom should our ads will be visible in which time period. Using Adwords students created their ads and uploaded them to various website for sale of products.

Day 2 Session 2

Speaker Ram Singh explained the concept of Affiliate marketing. Affiliate marketing is a type of performance based marketing in which business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts. He explained the different parameters required in affiliate marketing. He also explained the importance of blogs. Blogs are something which gives the boost to knowledge. It also increases the vocabulary. All the information which is required for digital marketing was delivered by all the speakers.

PARTICIPANTS

The Training Programme was well attended. There were 25 participants in the Training Programme. The participants were invited from final year, third year and 2nd year from Department of IT & EXTC. The list of participants is attached as Annex A-2.

FEEDBACK & SUGGESTIONS

We have received very positive feedbacks from our students. Students were encouraged, moved and highly influenced from all the speakers. All students have got the perfect idea about basics of Digital Marketing and different approaches to Marketing. This workshop has changed the point of view of students about Marketing.

Annex A- 1

Training Programme Schedule

Date	Time	Topic	Speaker
14/04/18	10:00 - 10:30	Inauguration	Mr. Ivan Bayross
	10:30 - 12:30	Digital Marketing	Mr. Ivan Bayross
	Lunch Break		
	01:30 - 05:00	E-Commerce & E-Business	Mr. Younus Poonawal
15/04/18	10:00 - 12:30	Adwords (Ad toolkit), keywords, and queries	Mr. Sanjivkumar Rai
	Lunch Break		
	01:30 - 05:00	Affiliate marketing, SEO	Mr. Ram Kishor Singh
	05:30 - 06:30	Certificate Distribution	Dr. Amiya Bhowmick

Annex A- 2

List of Participants

Sr. No.	Name of Students	Department
1	Bhagat Mayuri	IT
2	Patil Vrushali	IT
3	Deshmukh Srushti	IT
4	Sagar Vaidya	IT
5	Vinayak Kumbhar	IT
6	Aishwarya Mali	IT
7	Sumit Kadam	EXTC
8	Kiran Mendhe	Computer
9	Ishita Dake	IT
10	Vikram Gupta	IT
11	Harshal Patil	IT
12	Jay Joshi	EXTC
13	Mestri Rutuja	IT
14	Pranay Jadhav	IT
15	Shrikant Gautam	IT
16	Sandeep Duby	IT
17	Namita Kotresh	IT
18	Manashree Rao	IT
19	Aishwarya mahale	IT
20	Saloni More	IT
21	Pratik N. Joshi	IT
22	Krunalee Rane	Computer
23	Shareefa Batul	EXTC
24	Abhed Indulkar	EXTC
25	Shaikh Gazala	IT

Annex A- 3

LIST OF EMINENT EXPERTS

- **Mr. Ivan Bayross**, Mentor, Author, Trainer, Digital Marketing Consultant
- **Mr. Younus Poonawal**, Software professional
- **Mr. Sanjivkumar Rai**, Digital Content Creator
- **Mr. Ram Kishor Singh**,
- **Dr. Amiya Bhowmick**, Institute of Chemical Technology, Mumbai, India

Annex A- 4

LIST OF ORGANIZING COMMITTEE

1. Prof. K. Venkat Raman
Coordinator & Advisory Committee
HOD IT
MGM CET

2. Prof. Ankit Anand
Convener

3. Prof. Manivannan
Co-Convener

4. Prof. Dipali Yadav
Co-coordinator

5. Prof. Dipika Deshmukh
Co-coordinator

6. Prof. Madhuri Patil
Co-coordinator

7. Prof. Yogesh
Co-coordinator

Annex A-5

FEEDBACK FROM PARTICIPANTS

The following feedback form was given to participants to evaluate the workshop. The responses are tabled in a graph in the following page. 1 represents the worst and 5 the best possible ratings.

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The objective of the program clearly defined.					
Participation and interaction were encouraged.					
The topic covered were relevant to me					
The content was organized and easy to follow.					
This experience will be useful in my work.					
The TPDM 2018 objectives were met.					
The time allotted for each session was sufficient.					
The trainer was knowledgeable about the program topics.					

Q. What did you like most about this program?

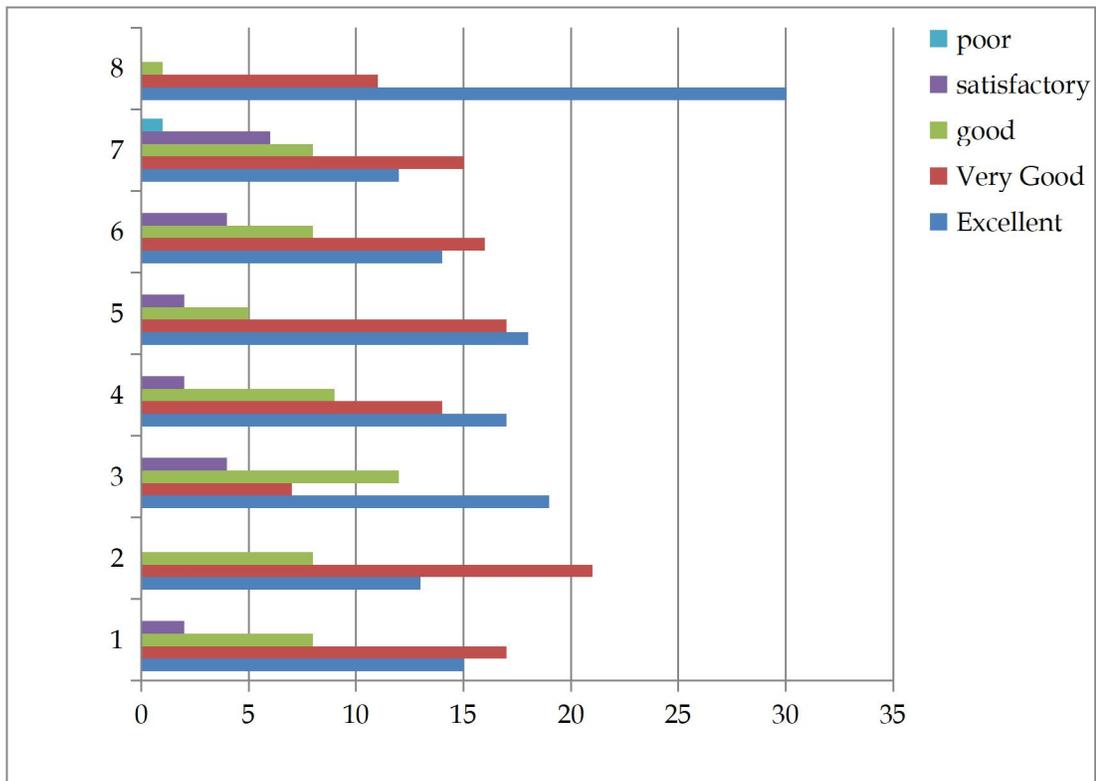
A. -----

Annex A-6

EVALUATION OF FEEDBACK

Results of Evaluation:

- Training programme was excellent but it should be for a longer duration.
- More emphasize should be given on practical sessions.
- These programmes are very useful. Similar workshops should be organized at different levels.
- Course structure should be further simpler.



Annex A-7

Photos of Training Programme.





