

**LAXMI CHARITABLE TRUST'S**  
**SHETH L. U. J. & SIR M.V. COLLEGE OF ARTS, SCIENCE AND COMMERCE**  
Dr. S. Radhakrishna Marg, Andheri(East), Mumbai - 400 069

**INSTITUTIONAL DISTINCTIVENESS**  
**ACADEMIC YEAR 2021 – 2022**

Through providing students the abilities and expertise that are required for their chosen vocations, the institution aims to enable each student to reach their full potential. Because of this, the purpose of Sheth L.U.J. and Sir M.V. College is to ensure quality education by offering a learning environment that encourages knowledge dissemination and helps students acquire the life skills they need to take on challenges and responsibilities with social, gender, and environmental sensitivity.

As an outcome, the college chose to provide students with knowledge by providing more certificate classes in order to accomplish its objective. A summary is given below.

- **CCSP** - The objective of this course is to educate students on new technology in python programming, Oracle database, hardware, and networking.
- **Digital Marketing** : The students earned their certifications in digital marketing, Google Ads Fundamentals, and Google Analytics Individual Qualification after 60 hours of challenging and engaging practical exercises. The course was upgraded to include the most recent and novel parts of digital marketing to stay current with the industry.
- **Graphic Designing** : This course was introduced to students who after learning become good visual communicators who use text, graphics, and images in a professional way. Certificates are obtained in this field, which involves organizing and generating visual material to express ideas.

Helping students through outreach and extension activities is crucial for ensuring excellent instruction standards and educating them about the professional practises used in the IT industry.

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**IQAC**  
**Proposal Form**

To,  
The Chairperson, IQAC.

Date: 20/09/2021

Proposal For ☐ Seminar ☐ Webinar ☐ Workshop ☐ Others: Add-on Course

Event Type Add-on Certification Course

Session Title CEC Certified Software Professional (CCSP 2021-22 SEM I)

Proposed Date and Time October 2021 to March 2022

Department Department of Computer Science and IQAC

Organizing Committee Mr. Mahendra Kanojia, Ms. Jyoti Chauhan

Resource Person Details Mr. Mahendra Kanojia, Ms. Jyoti Chauhan

**Resource Person Details 1**

- Name Mr. Mahendra Kanojia
- Department / Specialization HOD Computer Science
- Organization / Institute Sheth L.U.J. & Sir M.V. College
- Phone Number 9820477088
- Email ID kgkmahendra@gmail.com

**Resource Person Details 2**

- Name Ms. Jyoti Chauhan
- Department / Specialization Asst. Professor
- Organization / Institute Sheth L.U.J. & Sir M.V. College
- Phone Number 8425939025
- Email ID chauhan.jyoti2911@gmail.com

Contact Number (+91) 9820846693

Email ID info@mvlucollege.in, sirmv.cec@gmail.com


Intended Audience Degree College Students

Learning Objectives To focus on employability in Python development, database management Systems, and Hardware & networking field. Focus on entrepreneurship, assisting candidates in launching their own software development venture or freelancing assignments.



  
IQAC Coordinator

  
IQAC Chairperson

  
Proposed by



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Of Science & Commerce

**CCSP SEM I 2021-22 Batch**

**Syllabus**

**Date: 20-09-2021**

Semester -I
1. Python Programming Basic
2. Oracle DBMS Certification Level - I
3. Hardware & Networking
4. Python & Databases Project Development

**Note: Detailed syllabus is attached.**

Centre Head





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Computer Science in Association with MVLU IQAC

### **REPORT ON CEC CERTIFIED SOFTWARE PROFESSIONALS 2021-22 SEM I**

**Date: 01-04-2022**

**By - Ms. Jyoti Chauhan**

**Title:** CEC Certified Software Professionals 2021-22 Sem-I

**Criteria:** Degree College Students

**Committee:** Mr. Mahendra Kanojia, Ms. Jyoti Chauhan

**Collaboration:** NA

**Date:** October 2021

**Duration:** From October 2021 to March 2022: 06 Months

**Venue:** CEC-01    **Faculty & Trainer Attended:** 2    **Participants:** Total 10 students.

**Objective:** The main objective of this course is to create globally competent IT professionals through our innovative teaching methods, advanced courses, and exceptional faculty from the IT Industry.

**Outcome:** Participants learned Python basics and Oracle DBMS. They also created live projects based on Python.

#### **Brief Report:**

The course was conducted online due to covid pandemic. The course began with the objective to acquaint students with practical knowledge of programming, with some topics that are not included in the current curriculum of Computer Science, this semester had 2 subjects i.e Python Basics, and Oracle DBMS taught by Mr. Mahendra Kanojia, Ms. Jyoti Chauhan. The semester ended after students gave their MCQ and practical exams and made their own live projects from what they learned this semester.

#### **Documents Attached:**

Brochure: NA

Photos: NA

Attendance: <https://rb.gy/dntrp>

Feedback: <https://rb.gy/pds6m>

YouTube Link: NA

Social Media Link:

1. Instagram: <https://www.instagram.com/sirmvcec>

2. Facebook: <https://www.facebook.com/mvcec>

3. Twitter: <https://twitter.com/mvcec>

Website Link: <https://www.mvcec.com/>



  
Program Director

  
IQAC Coordinator

  
IQAC Chairperson



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**IQAC**  
**Proposal Form**

Date: 14/06/2021

To,  
The Chairperson, IQAC.

Proposal For ☐ Seminar ☐ Webinar ☐ Workshop ☐ Others: Add-on Course

Event Type Add-on Certification Course  
Session Title CEC Certified Software Professional (CCSP 2020-21 SEM II)  
Proposed Date and Time 28th June 2021 to December 2021  
Department Department of Computer Science and IQAC  
Organizing Committee Mr. Mahendra Kanojia, Ms. Jyoti Chauhan  
Resource Person Details Mr. Mahendra Kanojia, Ms. Jyoti Chauhan

**Resource Person Details 1**

- Name Mr. Mahendra Kanojia
- Department / Specialization HOD Computer Science
- Organization / Institute Sheth L.U.J. & Sir M.V. College
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- Email ID kgkmahendra@gmail.com

**Resource Person Details 2**

- Name Ms. Jyoti Chauhan
- Department / Specialization Asst. Professor
- Organization / Institute Sheth L.U.J. & Sir M.V. College
- Phone Number 8425939025
- Email ID chauhan.jyoti2911@gmail.com

Contact Number (+91) 9820846693

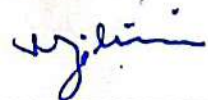
Email ID info@mvlucollege.in, sirmv.cec@gmail.com

Intended Audience Degree College Students

Learning Objectives To focus on employability in advanced database concepts, and Java development field. Focus on entrepreneurship, assisting candidates in launching their own software development venture or freelancing assignments.



  
\_\_\_\_\_  
IQAC Coordinator

  
\_\_\_\_\_  
IQAC Chairperson

  
\_\_\_\_\_  
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**CCSP SEM II 2021-22 Batch**

**Syllabus**

**Date: 14-06-2021**

Semester -II
1. Java Basics & Advance
2. Oracle Database Certification (Level II & Level III)
3. Project

**Note: Detailed syllabus is attached.**

Centre Head





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### REPORT ON CEC CERTIFIED SOFTWARE PROFESSIONALS 2020-21 SEM II

Date: 20th January 2022

By - Ms. Jyoti Chauhan

Title: CEC Certified Software Professionals 2020-21 Sem-II

Criteria: Degree College Students

Committee: Mr. Mahendra Kanojia, Mr. Ashish Chaturvedi, and Ms. Jyoti Chauhan

Collaboration: NA

Date: June 2021

Duration: From 28th June 2021 to 15th January 2022: 07 Months

Venue: Online Google Meet Faculty & Trainer Attended: 2 Participants: Total 03 students.

Objective: The main objective of this course is to create globally competent IT professionals through our innovative teaching methods, advanced courses, exceptional faculty from the IT Industry.

Outcome: Participants learned Advanced Database concepts, and Java basics & advance. They also created live projects based on Java.

#### Brief Report:

The course was conducted online due to covid pandemic. The course began with the objective to acquaint students with practical knowledge of programming, with some topics that are not included in the current curriculum of Computer Science, this semester had 2 subjects i.e Java Basics & Advance and Oracle DBMS taught by Mr. Mahendra Kanojia, Ms. Jyoti Chauhan. The semester ended after students gave their MCQ and practical exams and made their own live projects from what they learned this semester.

#### Documents Attached:

Brochure: NA

Photos: NA

Attendance: <https://rb.gv/emv4q>

Feedback: <https://rb.gv/n9fow>

YouTube Link: NA

Social Media Link:

1. Instagram: <https://www.instagram.com/sirmvcec>

2. Facebook: <https://www.facebook.com/mvcec>

3. Twitter: <https://twitter.com/mvcec>

Website Link: <https://www.mvcec.com/>



  
Program Director

  
IQAC Coordinator

  
IQAC Chairperson



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**IQAC**  
**Proposal Form**

To,  
The Chairperson, IQAC.

Date: 01/06/2021

Proposal For ☐ Seminar ☐ Webinar ☐ Workshop ☐ Others: Add-on course

Event Type Add-on Certification Course

Session Title CEC Certified Software Professional (CCSP 2019-20 SEM IV)

Proposed Date and Time July 2021 to December 2021

Department Department of Computer Science and IQAC

Organizing Committee Mr. Mahendra Kanojia, Mr. Chetan Kanojia

Resource Person Mr. Mahendra Kanojia, Mr. Chetan Kanojia

**Resource Person Details 1**

- Name Dr. Mahendra Kanojia
- Department / Specialization HOD Computer Science
- Organization / Institute Sheth L.U.J. & Sir M.V. College
- Phone Number 9820477088
- Email ID kgkmahendra@gmail.com

**Resource Person Details 2**

- Name Mr. Chetan Kanojia
- Department / Specialization Asst. Professor
- Organization / Institute Sheth L.U.J. & Sir M.V. College
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- Email ID chetankk123@gmail.com

Contact Number (+91) 9820846693

Email ID info@mvlucollege.in, sirmv.cec@gmail.com

Intended Audience Degree College Students

Learning Objectives To provide skills, tools, and knowledge for proficiency in data science, including statistics, programming, analysis, and visualization.

  
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**CCSP SEM IV 2019-20 Batch**

**Syllabus**

**Date: 01-06-2021**

Semester -IV
1. Data Science (Forecasting)
2. Statistics
3. Project Development

**Note: Detailed syllabus is attached.**

Centre Head





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**REPORT ON CEC CERTIFIED SOFTWARE PROFESSIONALS 2019-20 SEM IV**

Date: 2nd January 2022  
By - Ms. Jyoti Chauhan

**Title:** CEC Certified Software Professionals 2019-20 Sem-IV

**Criteria:** Degree College Students

**Committee:** Mr. Mahendra Kanojia, Mr. Ashish Chaturvedi

**Collaboration:** NA

**Date:** July 2021

**Duration:** From July 2021 to December 2021:06 Months

**Venue:** Online Google Meet      **Faculty & Trainer Attended:** 2      **Participants:** Total 10 students.

**Objective:** The main objective of this course is to create globally competent IT professionals through our innovative teaching methods, advanced courses, and exceptional faculty from the IT Industry.

**Outcome:** Participants learned Data Science forecasting and statistics skills. They also created live projects based on Data Science.

**Brief Report:**

Due to the COVID-19 pandemic, the course was delivered online. The course's main objective was to acquaint the students with some areas outside of the current Computer Science curriculum by giving them hands-on experience in Statistics and Data Science. This semester had 2 subjects i.e Data Science Forecasting and Statistics taught by Mr. Mahendra Kanojia, and Mr. Chetan Kanojia. The semester ended after students gave their MCQ and practical exams and made their own live projects from what they learned this semester.

**Documents Attached:**

Brochure: NA

Photos: NA

Attendance: <https://shorturl.at/ipX47>

Feedback: <https://shorturl.at/cC035>

YouTube Link: NA

Social Media Link:

1. Instagram: <https://www.instagram.com/sirmvceec>

2. Facebook: <https://www.facebook.com/mvceec>

3. Twitter: <https://twitter.com/mvceec>

Website Link: <https://www.mvceec.com/>



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IQAC Coordinator

IQAC Chairperson

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**IQAC**  
**Proposal Form**

To,  
The Chairperson, IQAC.

Date: 31/01/2022

✓ Proposal For ☐ Seminar ☐ Webinar ☐ Workshop ☐ Others: Add-on course

Event Type Add-on Certification Course

Session Title CEC Certified Software Professional (CCSP 2019-20 SEM V)

Proposed Date and Time February 2022 to June 2022

Department Department of Computer Science and IQAC

Organizing Committee Mr. Mahendra Kanojia

**Resource Person Details**

- Name Mr. Mahendra Kanojia
- Department / Specialization HOD of Computer Science
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- Email ID kgkmahendra@gmail.com

Contact Number (+91) 9820846693

Email ID info@mvlucollege.in, sirmv.ccc@gmail.com

Intended Audience Degree College Students

Learning Objectives To provide skills, tools, and knowledge for proficiency in Machine Learning, and Deep Learning.

  
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IQAC Coordinator

  
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IQAC Chairperson

  
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M.V. College  
Of Science & Commerce

**CCSP SEM V 2019-20 Batch**

**Syllabus**

**Date: 31-01-2022**

Semester -V
1. Machine Learning
2. Deep Learning (Basics & Advance)
3. Project Development

**Note: Detailed syllabus is attached.**

Centre Head





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**REPORT ON CEC CERTIFIED SOFTWARE PROFESSIONALS 2019-20 SEM V**

Date: 15th July 2022  
By - Ms. Jyoti Chauhan

Title: CEC Certified Software Professionals 2019-20 Sem-V

Criteria: Degree College Students

Committee: Mr. Mahendra Kanojia

Collaboration: NA

Date: February 2022

Duration: From February 2022 to July 2022:06 Months

Venue: Online Google Meet Faculty & Trainer Attended: 1 Participants: Total 9 students.

Objective: The main objective of this course is to create globally competent IT professionals through our innovative teaching methods, advanced courses, and exceptional faculty from the IT Industry.

Outcome: Participants learned Machine Learning and Deep Learning basics and advanced. They also created live projects.

**Brief Report:**

Due to the COVID-19 pandemic, the course was delivered online. The course's main objective was to acquaint the students with some areas outside of the current Computer Science curriculum by giving them hands-on experience with Machine Learning and Deep Learning. This semester had 2 subjects i.e Python for Machine Learning and Deep Learning(basics and advanced) taught by Mr. Mahendra Kanojia. The semester ended after students gave their MCQ and practical exams and made their own live projects from what they learned this semester.

**Documents Attached:**

Brochure: NA

Photos: <https://rb.gy/i64ms>

Attendance: <https://rb.gy/jln10>

Feedback: <https://rb.gy/g60rw>

YouTube Link: NA

Social Media Link:

1. Instagram: <https://www.instagram.com/sirmvcec>

2. Facebook: <https://www.facebook.com/mvcec>

3. Twitter: <https://twitter.com/mvcec>

Website Link: <https://www.mvcec.com/>



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IQAC  
Proposal Form

To,  
The Chairperson, IQAC.

Date: 30/06/ 2021

Proposal For   Seminar ☐   Webinar ☐   Workshop ☐   Others ☒ Add-on Course

Event Type:                      Certificate Course – Online

Session Title:                      Digital Marketing Batch -16

Proposed Date and Time:   04/7/21-14/8/21 (03:00 pm -5:00 pm (Monday & Thursday),  
11:00am-2:00pm (Saturday) & 8:00 am - 11:00 am (Sunday)

Department:                      BAMMC/BMM Department

Organizing Committee:        Mrs. Manisha Mehul Sayani, Coordinator - BAMMC/BMM

Contact Number:                +91 9870051523

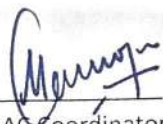
Email ID:                          [manishasayani@gmail.com](mailto:manishasayani@gmail.com)

Resource Person Details:

- Name:                              Shrutika Waghmare
- Department  
/Specialization:                Digital Marketing & Information Technology
- Organization  
/Institute:                        I-digitized
- Email ID:                        -


Intended Audience:              Media students & other candidates interested in learning digital marketing.

Learning Objectives:              To make students Industry ready as digital marketing is essential  
today for each field.

  
IQAC Coordinator



  
IQAC Chairperson

  
Proposed by



# Digital Media Syllabus

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## ➤ DAY 1 – 4 hours

- Introduction to web space
- Web 2.0
- Mobile Search
- Mobile Applications
- Types of website (e-commerce, social media)
- Concepts of marketing & online marketing
- Difference between e-commerce & marketplace
- Different types of algorithms used by Google.
- HTML for Blogging.

## ➤ Day 2 – 4 Hours

### Advance Blogging

- Content Marketing
- Blogging with Wix.com and WordPress.com
- How to Decide Niche.
- Finding Trending Topics.
- SEO Content for Blogging.
- Blog Optimization.
- Strategies to get the ranking of website in top 10 searches

## ➤ Day 3 – 4 Hours

### Affiliate Marketing

Affiliate marketing has gained its place as a discipline within digital marketing, over the past few years. The course will cover the basics of Affiliate marketing and will delve deep into the dynamics of marketing in terms of affiliate - publisher website, and the merchant - advertiser website. You will be taken through the benefits of Affiliate marketing and how it works in the real world.

### **Outcome of the course:**

The course will enable you to start-up your own affiliate venture or will provide you with the knowledge and skills required to consult other affiliate investors. This will also help you effortlessly integrate affiliate marketing to your digital marketing mix.

## INTRODUCTION TO AFFILIATE MARKETING

- Difference between referral and affiliate marketing
- Merchant
- Affiliate
- Network
- Types of Affiliate Websites

### ➤ Day 4 – 4 Hours

## PARTNERSHIP WITH AFFILIATE NETWORKS, ADSENSE & AD NETWORKS

- Compensation methods
- Selecting product to add to website
- Optimizing URL with affiliate id
- Performance Tracking
- Commissions

## SETTING UP AN AFFILIATE WEBSITE

- Web design and development
- Capturing visitor credentials
- Integrating social plugins
- Integrating third party tools, URL Shortener, Adfly.
- Developing plugins, add-ons, apps and widgets
- Partnership with Affiliate Networks, Ad sense & Ad Networks.

### ➤ DAY 5 - 4 HOURS

## Social Media Marketing

Social media marketing has become vital in the every-day life not only for individuals but also for businesses. With various social media platforms, available today, it is important to market your business on the right platforms, in a way that would contribute to the branding and revenue of the company. Digital marketing is incomplete without social media marketing and an advanced course prepares one to play on these platforms to win the race.

Outcome of the course:

The Social Media Marketing or SMM course will enable you to integrate social media strategies with other digital marketing activities or to develop standalone social media strategies for your business. You will gain insight into different social media marketing platforms and garner the skills

required to identify and explore the right platforms. With hands-on experience in marketing on various social media platforms, you will be equipped to create and implement strategies on Facebook, Twitter, LinkedIn, Google+, YouTube, Pinterest and other major social networking platforms.

#### INTRODUCTION TO SOCIAL MEDIA

- What is social media?
- Latest stats and trends about social media
- Why businesses need it / benefits of social media

#### USING FACEBOOK – FACEBOOK MARKETING

- Orientation to Facebook brand pages
- Different strategies that can be implemented
- Building a Facebook strategy
- Facebook insights
- Edge Rank algorithm
- FB apps
- Facebook advertising
- Types of Facebook ads
- Optimizing ad copy & targeting
- Relevant case studies

#### USING TWITTER

- Introduction to Twitter
- When & how to use
- Tweeting, influencers
- Tools & measurement
- Twitter for PR, brand building, customer engagement
- Creating Twitter marketing strategy
- Case studies & best practices

#### LINKEDIN FOR B2B LEAD GENERATION & PERSONAL BRANDING

- Why LinkedIn
- Company pages
- Groups / Q&A
- Using Quora for thought leadership
- Case studies & best practices
- Developing plugins, add-ons, apps and widgets



## ➤ DAY 7 - 4 HOURS

## YOUTUBE &amp; OTHER SOCIAL MEDIA CHANNELS

- YouTube statistics
- Content approach
- YouTube insights
- YouTube advertising
- Case studies & best practices
- Opportunity of other social media channels (e.g. Instagram, Pinterest, Google+, Vines)

## ORM &amp; SOCIAL MEDIA STRATEGY

- Online Reputation Management (ORM)
- ORM tools
- Planning & creating multi-channel social media strategy
- Examine common pitfalls & mistakes
- Measuring ROI of social media

## ➤ DAY 7 - 4 HOURS

Search Engine Optimization

Search Engine Optimization (SEO) is a digital marketing technique used to enhance the ranking of a website on search engine results. The course in SEO is aimed at providing you the knowledge and skills required to improve the rankings of a website on Google. There is an increased awareness about the need of SEO among website owners, and hence the demand for SEO specialists has been on the rise.

Outcome of the Course:

The SEO course will equip you to take up an SEO role with confidence. With clear understanding of the functioning of search engines and the latest trends, you will be able to develop a competent strategy and get high rankings for your website or your client's website on Google search results.

## INTRODUCTION TO SEO

- SEO fundamentals
- Key terminology & technology
- Search engine algorithms
- Major search engines & directories

## ON PAGE OPTIMIZATION

- Website Audit
- Keyword research & analysis
- Competition analysis
- Meta tags (title, keywords, description) optimization
- Robots.txt optimization
- Canonical tag implementation
- Hyper link optimization
- Image optimization
- SEO friendly website content
- URL rewriting
- Site map creation & submission
- Landing page optimization
- Google analytics setup
- Google webmaster tools
- 404/301 Optimization.
- Html Site map creation.
- Image Site map creation.
- Webpage speed optimization.
- URL mapping.
- Site Navigation.
- Call to action analysis
- Google index status check and report
- Do follow & No Follow link analyzing.
- Google crawl rate optimization.
- UI & UX Optimization

## ➤ DAY 8 – 4 HOURS

## OFF PAGE OPTIMIZATION

- Directory submission
- Article submission
- Forum posting
- Blog commenting
- Classifieds submission
- Social bookmarking
- Online PR

- Link building
- Social Bookmarking
- Video Submissions
- Web 2.0 Submissions
- Guest Posting
- Content writing for micro sites
- Micro sites submission
- Search Engine Submission
- Document Submission
- Local Listing
- Business Directory Submission (Online Yellow Pages)
- Video optimization and promotion

➤ **DAY 9 – 4 HOURS**

### TOOLS & REPORTING

- SEO tools
- SEO reporting
- Algorithm updates (Panda, Penguin, and Hummingbird Updates Rank brain, Possum, Mobile, Pigeon, Pirate.)
- Best practices
- Tool & websites to know latest Google Updates
- Free E-Books
- Browser Tools

### WordPress Website SEO Optimization

- WordPress Overview
- WordPress SEO Plugins
- WordPress Content Optimization
- Additional Content Marketing Activities

➤ **DAY 10 – 4 HOURS**



## Google Analytics

Google Analytics is a web analysis tool that helps in measuring the performance of a website using various metrics. There has been a drastic increase in demand for web analysts over the past few years, due to the boom in the E-commerce industry. Google Analytics is a popular tool used by MNCs and SMEs alike to analyze their websites.

### Outcome of the course:

By the end of the course, you will have developed a keen analytical skill that will help you understand the numbers that matter to the future of your website. Knowledge in Google Analytics will help you make significant decisions regarding the marketing strategies of your/your client's website. Keen analysis will help in taking measures to increase the effectiveness of your marketing activities.

### INTRODUCTION TO WEB ANALYTICS

- What is web analytics?
- Importance of analysis

### INTRODUCTION TO GOOGLE ANALYTICS

- How Google Analytics works
- Basic Metrics
- Setting up an account & profile
- Adding Users
- Overview of the Dashboard

### TRAFFIC SOURCES

- Direct / referral / search traffic
- Keyword Analysis
- Motion Charts
- Analysis of SEM reports
- Analysis of sources, campaigns & mediums

### VISITORS REPORTS

- Types of Visitors
- Geographic and language reports
- System, network reports

### GOALS & CONVERSIONS

- Overview of goals and funnels
- Setting-up goals

- Over view of site search
- Event tracking

#### FILTERS & ADVANCED SEGMENTS

- Key performance indicator
- Ad versions
- Site content optimization
- Ecommerce tracking

#### REPORTS INTERFACE

- Introduction to reports
- Discuss interface features
- Customizing Dashboards
- Exporting & saving reports
- Custom reporting
- Emailing reports

#### ➤ DAY 11 – 4 HOURS

### Search Engine Marketing (SEM/PPC)

Pay Per Click campaigns on prominent search engines gives immediate results and reflects on the ROI sooner than the other digital marketing techniques. PPC helps in enhancing the visibility of your website on search engines. In this course you will learn how to successfully administer Google Ad words campaigns in order to get maximum results. This course will help you to get underperforming campaigns up to speed or to garner maximum out of your existing campaign budget.

#### Outcome:

This course will help you in learning how to set setting a budget; will develop your skills in writing ad copy and to administer lucrative AdWords campaigns. You will also be able to analyze the PPC campaigns.

#### INTRODUCTION TO SEM & PPC

- Understanding Search Engines
- How SEO & SEM differ
- An Introduction to Pay Per Click Marketing
- Overview of Google Adwords, Yahoo Search Marketing and Microsoft AdCenter (Bing)
- Terminology explanation

### ANALYSIS & TARGETING

- Website analysis
- Competitor analysis
- Setting objectives, goals & expectations
- Targeting

### USING GOOGLE ADWORDS

- Fundamentals of AdWords
- AdWords account setup
- Researching keywords with the Keyword Planner tool

### ➤ DAY 12 – 4 HOURS

### CAMPAIGN MANAGEMENT

- Setting up a campaign
- Creating ad groups
- Writing great ad headlines and copy
- Geo targeting & local search campaigns
- Bid management
- Budget management
- Optimizing Quality Score

### EFFECTIVE LANDING PAGES

- How to Create Killer Landing Pages
- Call-to-action

### TESTING

- A/B Ad copy Testing
- Testing Landing Pages

### PERFORMANCE TRACKING & REPORTING

- Installing conversion tracking code
- Goals & Funnels tracking
- Integrate AdWords account with Google Analytics
- Understanding reports and Performance monitoring

- Optimizing performance, profitability and growth
- Measuring ROI

#### SEM MANAGEMENT & TOOLS

- AdWords tools / AdWords Editor
- Google Display Network (GDN)
- Creating video ad campaign - Remarketing
- Managing multiple accounts
- Best Practices

#### ➤ DAY 13 – 4 HOURS

### Mobile Marketing

Mobile marketing has become a part and parcel of Digital marketing. This makes it a fast growing discipline within digital marketing. This course will help you master the skills required to be a successful mobile marketer. Industry experts will share the tricks of the trade that are important for one to become a steadfast mobile marketing specialist.

#### Outcome of the course:

The course will give you a clear understanding about the significance of adding mobile marketing to your digital marketing strategies. It will help you in the planning, administration and measurement of mobile marketing campaigns. At the end of the course, you will be equipped to drive leads and sales through eCommerce channels.

#### INTRODUCTION TO MOBILE MARKETING

- The current & future mobile landscape
- Key mobile stats and trends
- Discover how marketers are harnessing mobile
- Understanding Mobile Devices

#### PLANNING INTEGRATED MOBILE CAMPAIGNS

- Mobile Marketing and Social Media
- Mobile Search marketing
- In-App Advertising
- SMS/MMS marketing
- Proximity (location) marketing
- The Mobile website & mCommerce
- Combining Mobile with Other Channels



## TRACKING AND ANALYTICS

- Using analytics tools to monitor mobile (and eCommerce) performance
- How to maximize engagement and ROI
- Next steps to take action

## ➤ DAY 14 – 4 HOURS

### Voice Search Optimization

According to Hitwise, nearly 60 percent of searches are now performed on a mobile device. With more and more people using mobile devices to search, people often find it's easier to use their voice to search instead of typing.

The way people search for queries and information online is changing. Increasingly, people are using voice search on their smartphones, tablets or voice assistants (like Google Assistant, Echo, Siri) to search for information on the internet. Google Assistant is popular for Android devices, Siri for iPhone and Cortana for Microsoft.

### Understanding Search Queries:

Local Information  
 Fun and Entertainment  
 Personal Information  
 General Information

### Implementations:

Understanding Humming Bird Update for VSO  
 Understanding Rank Brain Update for VSO  
 Understanding Long Tail Keywords  
 Long Tail Keyword Research  
 Long Tail Keyword Optimization  
 Implementing Keywords  
 Content Optimization for VSO (Blogs, Meta)  
 Understanding Structure Data  
 Understanding Schema  
 Understanding and Implementing Google Listing

Mobile Friendly test and Optimization

## ➤ DAY 15 – 4 HOURS

### App store Optimization

App Store Optimization is the process of positioning mobile applications in the preferred App Stores' search results in order to rank your application.

It is continuing process of monitoring and implementing marketing efforts for Optimizing apps. It includes both organic positions and paid position. ASO includes multiple variables like getting listed in top results and making in-app changes for getting more conversions.

Most app Downloads are carried from App stores like Google Play Store, iOS App Store, Windows Phone Stores, etc.

#### Understanding Mobile Applications:

Branding Apps

Leisure Apps

E-Commerce Apps

Create an app and selling it

Converting a need/Solving a problem (Tool App)

Database Apps

Security Apps

#### Implementations:

Keyword Research

Title Optimization

Description Optimization

Optimizing Screenshot for Description

Analyzing Reviews

Analyzing Download Conversions

Analyzing app creative

Measuring Engagement

Back-link count and submissions.

Localization

*S. D. Sayani*



*Chuniga F.*  
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**BAMMC/BMM DEPARTMENT**

**REPORT ON DIGITAL MARKETING BATCH-16**

Date: 16/08/2021

By - Prof. Manisha Sayani

**Title:** Report on Digital Marketing

**Criteria:** BMM/BAMMC students

**Committee:** BMM/BAMMC Department

**Collaboration:**

**Date:** 04/07/2021

**Duration:** 60 hours

**Venue:** College Computer lab

**Faculty & Staff Attended:** 01

**Students Attended:** 19

**Objective:** To make students industry ready by teaching them digital marketing which is slowly becoming very essential in each and every field.

**Outcome:** Some of the critical candidate learning outcomes include: Multichannel Marketing, Crafting Content, Devising strategies, and having a strong practice in the operational aspects of various social media platforms. Students got hands-on exposure to the application of new media, Digital Ethics, critical thinking & problem solving as well as digital communication along with Google Certification.

**Brief Report:** Digital marketing course provides attendees with an in-depth understanding of the principles and practices of digital marketing so they can leverage their knowledge once they go out in the corporate world. Google Certification post the successful completion of the course makes the student job-ready in the field of Digital Marketing.

**Documents Attached:**

Brochure: NA

Photos: NA

Attendance:

[https://drive.google.com/drive/folders/1xNYtCKYLn98SAJg2bYDgcuFJg5J1m-xY?usp=drive\\_link](https://drive.google.com/drive/folders/1xNYtCKYLn98SAJg2bYDgcuFJg5J1m-xY?usp=drive_link)

Feedback: NA

YouTube Link: NA

Website Link: [MVLUCollege](http://MVLUCollege)

  
Program Director

  
IQAC Coordinator



  
Director



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**SHETH L.U.J. & SIR M.V. COLLEGE OF ARTS, SCIENCE & COMMERCE**  
**DR. S. RADHAKRISHNAN MARG, ANDHERI (E), MUMBAI – 400 069**

**IQAC**  
Proposal Form

To,  
The Chairperson, IQAC.

Date: 13/01/ 2022

Proposal For Seminar ☐ Webinar ☐ Workshop ☐ Others ☒ Add-on Course

Event Type: Certificate Course – Online

Session Title: Digital Marketing Batch -17

Proposed Date and Time: 16/1/22-28/2/22 02:00 pm -4:00 pm (Monday & Friday),  
& 8:00 am - 12:00 am (Sunday)

Department: BAMMC/BMM Department

Organizing Committee: Mrs. Manisha Mehul Sayani, Coordinator - BAMMC/BMM

Contact Number: +91 9870051523

Email ID: [manishasayani@gmail.com](mailto:manishasayani@gmail.com)

Resource Person Details:

- Name: Shrutika Waghmare
- Department  
/Specialization: Digital Marketing & Information Technology
- Organization  
/Institute: I-digitized
- Email ID: -


Intended Audience: Media students & other candidates interested in learning digital marketing.

Learning Objectives: To make students Industry ready as digital marketing is essential today for each field.

  
IQAC Coordinator



  
IQAC Chairperson

  
Proposed by



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**BAMMC/BMM DEPARTMENT**

**REPORT ON DIGITAL MARKETING BATCH-17**

**Date: 02/03/2022**

**By - Prof. Manisha Sayani**

**Title:** Report on Digital Marketing

**Criteria:** BMM/BAMMC students

**Committee:** BMM/BAMMC Department

**Collaboration:**

**Date:** 16/01/2022

**Duration:** 60 hours

**Venue:** College Computer lab

**Faculty & Staff Attended:** 01

**Students Attended:** 20

**Objective:** To make students industry ready by teaching them digital marketing which is slowly becoming very essential in each and every field.

**Outcome:** Some of the critical candidate learning outcomes include: Multichannel Marketing, Crafting Content, Devising strategies, and having a strong practice in the operational aspects of various social media platforms. Students got hands-on exposure to the application of new media, Digital Ethics, critical thinking & problem solving as well as digital communication along with Google Certification.

**Brief Report:** Digital marketing course provides attendees with an in-depth understanding of the principles and practices of digital marketing so they can leverage their knowledge once they go out in the corporate world. Google Certification post the successful completion of the course makes the student job-ready in the field of Digital Marketing.

**Documents Attached:**

Brochure: NA

Photos: NA

Attendance:

[https://drive.google.com/drive/folders/1wuNDR2eTFOWseERPAI9UgTBIIUAeswT?usp=drive\\_link](https://drive.google.com/drive/folders/1wuNDR2eTFOWseERPAI9UgTBIIUAeswT?usp=drive_link)

Feedback: NA

YouTube Link: NA

Website Link: [mvlucollege.in](http://mvlucollege.in)

  
Program Director

  
IQAC Coordinator



  
Director

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IQAC  
Proposal Form

To,

The Chairperson, IQAC.

Date: 01/04/2022

Proposal For Seminar ☐ Webinar ☐ Workshop ☐ Others ☒ Add-on Course

Event Type: Certificate Course – Offline

Session Title: Digital Marketing Batch -18

Proposed Date and Time: 02/4/22-25/4/22 (10:00 am -1:00 pm (Monday & Tuesday),  
8:00 am - 11:00 am (Wednesday, Thursday & Sunday), 12:00 pm - 3:00 pm (Friday)

Department: BAMMC/BMM Department

Organizing Committee: Mrs. Manisha Mehul Sayani, Coordinator - BAMMC/BMM

Contact Number: +91 9870051523

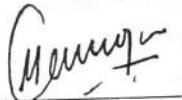
Email ID: [manishasayani@gmail.com](mailto:manishasayani@gmail.com)

Resource Person Details:

- Name: Shrutika Waghmare
- Department /Specialization: Digital Marketing & Information Technology
- Organization /Institute: I-digitized
- Email ID: -


Intended Audience: Media students & other candidates interested in learning digital marketing.

Learning Objectives: To make students Industry ready as digital marketing is essential today for each field.

  
IQAC Coordinator



  
IQAC Chairperson

  
Proposed by



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**BAMMC/BMM DEPARTMENT**

**REPORT ON DIGITAL MARKETING BATCH-18**

**Date: 27/4/2022**

**By - Prof. Manisha Sayani**

**Title:** Report on Digital Marketing

**Criteria:** BMM/BAMMC students

**Committee:** BMM/BAMMC Department

**Collaboration:**

**Date:** 02/04/2022

**Duration:** 60 hours

**Venue:** College Computer lab

**Faculty & Staff Attended:** 01

**Students Attended:** 18

**Objective:** To make students industry ready by teaching them digital marketing which is slowly becoming very essential in each and every field.

**Outcome:** Some of the critical candidate learning outcomes include: Multichannel Marketing, Crafting Content, Devising strategies, and having a strong practice in the operational aspects of various social media platforms. Students got hands-on exposure to the application of new media, Digital Ethics, critical thinking & problem solving as well as digital communication along with Google Certification.

**Brief Report:** Digital marketing course provides attendees with an in-depth understanding of the principles and practices of digital marketing so they can leverage their knowledge once they go out in the corporate world. Google Certification post the successful completion of the course makes the student job-ready in the field of Digital Marketing.

**Documents Attached:**

Brochure: NA

Photos: NA

Attendance:

[https://drive.google.com/drive/folders/1xd0HSvGPc15XXIH7AbJAHQNRzueQCA7I?usp=drive\\_link](https://drive.google.com/drive/folders/1xd0HSvGPc15XXIH7AbJAHQNRzueQCA7I?usp=drive_link)

Feedback: NA

YouTube Link: NA

Website Link: [MVLU College](http://www.mvlucollege.in)

  
Program Director

  
IQAC Coordinator



  
Director



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**DR. S. RADHAKRISHNAN MARG, ANDHERI (E), MUMBAI – 400 069**

**IQAC**  
Proposal Form

To,  
The Chairperson, IQAC.

Date: 05/03/ 2022

Proposal For   Seminar ☐   Webinar ☐   Workshop ☐   Others ☒ Value added Courses

Event Type:                      Certificate Value added Course – Offline

Session Title:                      Graphic Designing Batch- 04

Proposed Date and Time:   09/03/2022 - 19/03/2022   08:00 am - 11:00 am & 11:00 am to 03:00 pm

Department:                      BMM/BAMMC Department

Organizing Committee:        Mrs. Manisha Mehul Sayani, Coordinator- BMM/BAMMC

Contact Number:                +91 9870051523

Email ID:                          [manishasayani@gmail.com](mailto:manishasayani@gmail.com)

Resource Person Details:

- Name:                              Mukesh Verma
- Department  
/Specialization:
- Organization
- /Institute:                      TechConsults
- Email ID:                        vermamukss@gmail.com

Intended Audience:              Media students & candidates interested in learning Graphic Designing

Learning Objectives:              To make students' industry ready by enhancing their skills in graphics designing that helps with visual content so as to communicate with the audience.

\_\_\_\_\_  
IQAC Coordinator



\_\_\_\_\_  
IQAC Chairperson

\_\_\_\_\_  
Proposed by

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BMM/BAMMC ADDON COURSE

GRAPHIC DESIGNING SYLLABUS – BASIC

## **PHOTOSHOP**

- Basic Image Editing
- Image Retouching and layer styles.
- Masking and its types
- Advanced image editing using Masks
- Matte-painting
- Filter-effects
- File formats
- Web page slicing and creation

## **ILLUSTRATOR**

- Basic user interface
- Creating logos and tracing images
- Creating Visiting Cards

- Creating Vector arts
- Creating magazine covers
- Creating brushes
- Working with file formats
- Working with Symbols
- Exporting the file.
- Unifying.

## **InDesign**

- Working with Typography
- Working with Colour
- Working with Images
- Working on pages & grids
- Style sheets and Fine-Tuning text
- Image manipulation
- Exporting file for printing



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**BMM Department in Association with MVLU IQAC**

**REPORT ON GRAPHIC DESIGNING BATCH-4**

**Date: 30.03.2022**

**By - Prof. Manisha Sayani**

**Title:** Report on Graphic Designing

**Criteria:** BAMMC students

**Committee:** BAMMC Department

**Collaboration:** -

**Date:** 09.03.2022

**Duration:** 30 hours

**Venue:** College Computer lab

**Faculty & Staff Attended:** 01

**Students Attended:** 21

**Objective:** To make students get corporate ready by enhancing their skills in graphic design that helps create visual content so as to communicate to the audiences.

**Outcome:** hands-on exposure and in-depth practice with software like Photoshop, Illustrator, and InDesign made students proficient in graphic designing and thus opened them to a whole new field of career opportunities in editing & graphic designing.

**Brief Report:** Graphic Designing course is a 30 hours add-on course for the students which helps them to learn more about the elements found in visual communication and content like typography, colors, pictures, illustrations, and icons. The course helps them to start up with their own individual freelancing career options in designing and creating mock-ups, logos, advertising, merchandising, and product packaging. The students learned PhotoShop, Illustrator & Indesign, and many other software were discussed.

**Documents Attached:**

Brochure: NA

Photos: NA

Attendance:

[https://drive.google.com/drive/folders/1cWWNxdk\\_deDsUHvwJG2q\\_I06bZwB2p9d?usp=drive\\_link](https://drive.google.com/drive/folders/1cWWNxdk_deDsUHvwJG2q_I06bZwB2p9d?usp=drive_link)

Feedback: NA

YouTube Link: NA

Website Link: [MVLU College](http://www.mvlucollege.in)

IQAC Coordinator



IQAC Chairperson

Program Director