



PSD Shastri Educational Foundation's
ASMA INSTITUTE OF MANAGEMENT
Approved by AICTE, New Delhi. Affiliated to Savitribai Phule Pune University (Inst. Code:
6164)
Shastri Campus: S. No. 85, NDA Road, Shivane, Pune - 411 023.
Ph : (020) 25291471, 25293332, 9011036202 Fax: (020) 25291461
E-mail: enquiry@asma.in, director@asma.in Website: www.asma.in

Certification Course
MBA
2022-23

Director

PSD Shastri Educational Foundation's
ASMA Institute of Management





PSD Shastri Educational Foundation's
ASMA INSTITUTE OF MANAGEMENT
Approved by AICTE, New Delhi, Affiliated to Savitribai Phule Pune University (Inst. Code:
6164)
Shastri Campus: S. No. 85, NDA Road, Shivane, Pune - 411 023.
Ph.: (020) 25291471, 25293332, 9011036202 Fax: (020) 25291461
E-mail: enquiry@asma.in, director@asma.in Website: www.asma.in

ASMA Institute of Management (AY 2022-2023)

Certification Course

Sr.No.	Name of Certification Course	Course Code
1	Digital Marketing	MBA/22-23/02

Director

SD Shastri Educational Foundation's
ASMA Institute of Management





PSD Shastri Educational Foundation's
ASMA INSTITUTE OF MANAGEMENT
Approved by AICTE, New Delhi. Affiliated to Savitribai Phule Pune University (Inst. Code:
6164)
Shastri Campus: S. No. 85, NDA Road, Shivane, Pune - 411 023.
Ph.: (020) 25291471, 25293332, 9011036202 Fax: (020) 25291461
E-mail: enquiry@asma.in, director@asma.in Website: www.asma.in

ASMA Institute of Management (AY 2022-2023)

Certification Course

List of Supporting Documents

Sr no.	Contents
1	Circular/Notice
2	Institutional programme Boucher
3	Report
4	Syllabus Covered
5	Attendance Sheet
6	Sample copy of Evidence of course completion, like course certificates


Director
PSD Shastri Educational Foundation's
ASMA Institute of Management





PSD Shastri Educational Foundation's
ASMA INSTITUTE OF MANAGEMENT
Approved by AICTE, New Delhi, Affiliated to Savitribai Phule Pune University (Inst. Code:
6164)
Shastri Campus: S. No. 85, NDA Road, Shivajinagar, Pune - 411 023.
Ph: (020) 25291471, 25293332, 9011036202 Fax: (020) 25291461
E-mail: enquiry@asma.in, director@asma.in Website: www.asma.in

NOTICE

Date: 1/11/2023

Dear Students,

We are excited to announce the launch of the **Certification Course in Digital Marketing**, designed to provide you with the knowledge and skills needed to excel in this dynamic field.

Certification: Digital Marketing
Resource Person: Mr. Atul Zambre

Date: 6th to 11th Feb. 2023

In a world where digital presence is paramount, the ability to navigate digital marketing effectively is essential for long-term success. Whether you aspire to work in marketing, sales, or business strategy, mastering digital marketing techniques will set you apart as a professional who can drive brand growth and customer loyalty.

Through a blend of lectures, practical exercises, and case studies, you will gain hands-on experience in creating digital marketing strategies, analyzing campaign performance, and optimizing your online presence. Upon successful completion of the course, you will receive a certification that enhances your resume and demonstrates your expertise in digital marketing.

We encourage all interested students to register for the **Digital Marketing** certification course and take advantage of this opportunity to build essential skills in one of the most vital areas of business today.

Director

Dr. Ganesh Tannu

Director

PSD Shastri Educational Foundation's
ASMA Institute of Management





PSD Shastri Educational Foundation's
ASMA INSTITUTE OF MANAGEMENT
Approved by AICTE, New Delhi, Affiliated to Savitribai Phule Pune University (Inst. Code: 6164)
Shastri Campus: S. No. 85, NDA Road, Shivane, Pune - 411 023.
Ph.: (020) 25291471, 25293332, 9011036202 Fax: (020) 25291461
E-mail: enquiry@asma.in, director@asma.in Website: www.asma.in

To:

Mr. Atul Zambre

Subject: **Invitation as Expert for "Digital Marketing" Certification Course**

Dear Mr. Zambre,

On behalf of ASMA Institute of Management, I am writing to formally invite you to join us as an esteemed expert for our upcoming **Digital Marketing** certification course.

Your extensive experience and accomplishments in the field of digital marketing make you an ideal candidate to guide our students through this essential subject. The course aims to cover key aspects of digital marketing, including social media strategies, SEO, content creation, and analytics.

Your participation would provide invaluable insights and practical applications that will significantly enhance our students' learning experience.

Thank you for considering this invitation. We look forward to the opportunity to collaborate with you and deliver a comprehensive and impactful course to our students.

Best Regards,

Director

Dr. Ganesh Tannu

Director

PSD Shastri Educational Foundation's
ASMA Institute of Management





PSD Shastri Educational Foundation's
ASMA INSTITUTE OF MANAGEMENT
Approved by AICTE, New Delhi, Affiliated to Savitribai Phule Pune University (Inst. Code: 6164)
Shastri Campus - S. No. 85, NDA Road, Shivane, Pune - 411 023
Ph.: (020) 25291471, 25293332, 9011036202 Fax: (020) 25291461
E-mail: enquiry@asma.in, director@asma.in Website: www.asma.in

To:

Mr. Atul Zambre

ASMA Institute of Management

Subject: Heartfelt Thanks for Your Contribution to the "Digital Marketing" Certification Course

Dear Mr. Zambre,

On behalf of ASMA Institute of Management, I would like to extend our sincere gratitude for your exceptional contribution to our **Digital Marketing** certification course.

Your expertise and insights into digital marketing strategies have greatly enriched the learning experience for our participants. Your ability to present complex digital marketing concepts with clarity and provide real-world examples has empowered our students to develop a deeper understanding of the subject matter.

We appreciate your dedication and collaboration throughout the course, and we look forward to future partnerships that can further benefit our students.

Thank you once again for your outstanding contribution to the **Digital Marketing** certification course.

Best Regards,

Director

Dr. Ganesh Tannu

Director
PSD Shastri Educational Foundation's
ASMA Institute of Management





MBA/22-23/02

Digital Marketing



Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



Course Details

Certification: Digital Marketing

Course Code: MBA/22-23/02

Resource person: Mr. Atul Zambre

Date: 6th to 11th Feb. 2023

Time: 10am to 4pm

Syllabus

- An overview of Digital Marketing.
- Significance of Digital Marketing in the current business environment.
- Search Engine Optimization (SEO).
- Techniques for optimizing websites for search engines and improving online visibility.
- Content Marketing.
- Social Media Marketing.
- Email Marketing.
- Conversion Rate Optimization (CRO).
- Video Marketing.
- Influencer Marketing.



Director

PSD Shastri Educational Foundation's
ASMA Institute of Management





CONTACT US

Address:

S.No.85 Shashtri Campus,
NDA Road, Shivane, Pune
(411023) Maharashtra.


Director
PSD Shastri Educational Foundation's
ASMA Institute of Management





PSD Shastri Educational Foundation's
ASMA INSTITUTE OF MANAGEMENT
Approved by AICTE, New Delhi, Affiliated to Savitribai Phule Pune University (Inst. Code:
6164)
Shastri Campus: S. No. 85, NDA Road, Shivane, Pune - 411 023,
Ph.: (020) 25291471, 25293332, 9011036202 Fax: (020) 25291461
E-mail: enquiry@asma.in, director@asma.in Website: www.asma.in

ASMA Institute of Management (AY 2022-23)

Digital Marketing Certification Course

Report

Certification: Digital Marketing

Course Code: MBA/22-23/02

Resource person: Mr. Atul Zambre

Date: 6th to 11th Feb. 2023

Time: 10am to 4pm

No. of Students Certified: 90

Introduction:

The Digital Marketing course conducted by Mr. Atul Zambre was successful program. The course employs a mix of interactive lectures, hands-on workshops, and group discussions to facilitate experiential learning.

In today's digitally-driven world, mastering digital marketing is essential for professionals seeking to thrive in the competitive landscape. The **Digital Marketing** course at ASMA Institute of Management was designed to equip participants with the skills and knowledge necessary to navigate the evolving digital ecosystem. This comprehensive 36-hour course delves into the principles and practices of digital marketing, emphasizing the importance of data-driven strategies to enhance brand visibility and customer engagement.

Objectives:

By the end of the course, participants learnt:

- To Develop and implement effective digital marketing strategies tailored to their organizations.
- To analyze digital marketing metrics to assess campaign performance and ROI.
- To utilize social media platforms to engage and interact with customers.
- To create compelling content that drives traffic and conversions.
- To leverage SEO techniques to enhance website visibility and search rankings.

Participants explore various aspects of digital marketing, including social media marketing, search engine optimization (SEO), content marketing, email marketing, and online advertising.

Director

PSD Shastri Educational Foundation's
ASMA Institute of Management





PSD Shastri Educational Foundation's
ASMA INSTITUTE OF MANAGEMENT
Approved by AICTE, New Delhi, Affiliated to Savitribai Phule Pune University (Inst. Code:
6164)
Shastri Campus: S. No. 85, NDA Road, Shivane, Pune - 411 023.
Ph.: (020) 25291471, 25293332, 9011036202 Fax: (020) 25291461
E-mail: enquiry@asma.in, director@asma.in Website: www.asma.in

By understanding these components, professionals can effectively create and implement digital marketing strategies that drive results and foster customer loyalty.

Conclusion:

The course employs a mix of interactive lectures, hands-on workshops, and group discussions to facilitate experiential learning. Participants will engage in real-world projects and case studies, allowing them to apply digital marketing concepts and tools to practical scenarios. The course encourages collaborative learning, promoting critical thinking and innovation in digital marketing strategies.

We appreciate and extend our gratitude to Mr. Atul Zambre's dedication and collaboration throughout the course, and we look forward to future partnerships that can further benefit our students.

Director

PSD Shastri Educational Foundation's
ASMA Institute of Management





PSD Shastri Educational Foundation's
ASMA INSTITUTE OF MANAGEMENT
Approved by AICTE, New Delhi, Affiliated to Savitribai Phule Pune University (Inst. Code:
6164)
Shastri Campus: S. No. 85, NDA Road, Shivane, Pune - 411 023.
Ph : (020) 25291471, 25293332, 9011036202 Fax: (020) 25291461
E-mail: enquiry@asma.in, director@asma.in Website: www.asma.in

ASMA Institute of Management (AY 2022-23)

Digital Marketing Certification Course

Syllabus

The **Digital Marketing** course covered:

- An overview of Digital Marketing.
- Significance of Digital Marketing in the current business environment.
- Search Engine Optimization (SEO).
- Techniques for optimizing websites for search engines and improving online visibility.
- Content Marketing.
- Social Media Marketing.
- Email Marketing.
- Conversion Rate Optimization (CRO).
- Video Marketing.
- Influencer Marketing.


Director
PSD Shastri Educational Foundation's
ASMA Institute of Management



ASMA Institute of Management (AY 2022-2023)

Certificate Course – Digital Marketing

Course Code – MBA/22-23/02

Students Attendance Sheet

1	THENGANE DAULAT JANBA	D	D	-	D	D	D
2	HARJEET SINGH THAKUR	H.S.T.	H.S.T.	H.S.T.	H.S.T.	H.S.T.	-
3	NIKAS SHUBHANGI MAROTRAO	Sh.	Sh.	Sh.	Sh.	Sh.	Sh.
4	NAIK RUSHIKESH SUNIL	R	R	R	R	-	-
5	HIRDEY POORVA PADMANABH	HP	HP	-	-	-	HP
6	BANWAT PIYUSH VIJAYKUMAR	P	-	P	P	-	-
7	NAIR SHREYA SURESH	-	N.S.S.	N.S.S.	N.S.S.	N.S.S.	N.S.S.
8	SATPUTE KRISHNAN GAJANAN	SKP	-	-	SKP	SKP	-
9	AADESH MODH	AM	AM	-	-	AM	AM
10	SOURABH SANJAY KOLI	SSK	-	S.S.K	-	SSK	-
11	SHAIKH TAZEEN ABDUL AZIZ	STA	STA	STA	STA	STA	STA
12	PRASHANT NIVAS PATIL	Pati	Pati	Pati	-	-	Pati
13	BABURAO SANTOSH SHINDE	S	S	S	-	-	S
14	RUTUJA BALAJI GHORPADE	R.B.G	R.B.G	R.B.G	-	-	R.B.G
15	SAMBHARKAR NINAD DOMAJI	(D)	(D)	-	-	(D)	(D)
16	SAHIL JAYPAL GALATAGE	Sgt	-	Sgt	-	-	Sgt
17	TANWANI VERONICA DINESH	(D)	(D)	(D)	(D)	-	-
18	JAIN NIRMAL SUNDARLAL	J.N.S	J.N.S	-	-	J.N.S	J.N.S
19	TANPURE MAYURESH GANESH	TMG	TMG	-	TMG	TMG	TMG
20	SAMIHA KIRAN SHINDE	S.K.S	S.K.S	-K.S	-	-	S.K.S
21	DESHPANDE PRATIK SHRIKANT	PR	PR	PR	-	PR	PR
22	LALSARE JYOTI AJAY	Ajay	Ajay	-	Ajay	-	-
23	GORE NILESH ANANT	NAG	NAG	-	-	NAG	NAG
24	KUNTURKAR ATHARVA VIVEK	K.A.V	K.A.V	-	K.A.V	K.A.V	-
25	PRAJAKTA UNMESH POTDAR	P.P	P.P	-	-	P.P	P.P
26	PATIL KAPIL KAILAS	KPatil	-	KPatil	KPatil	KPatil	KPatil
27	SAYALI RAVINDRA KULKARNI	Kulkarni	Kulkarni	Kulkarni	Kulkarni	Kulkarni	Kulkarni
28	SANGHAVI KUMARPAL SANTOSH	Sh	Sh	Sh	Sh	Sh	Sh
29	HENDRE NIRANJAN SANDEEP	NH	NH	-	NH	NH	NH
30	YASH VIJAY JANGAM	Jangam	Jangam	Jangam	Jangam	Jangam	Jangam
31	PALAV SHITAL SHRIDHAR	PS	-	PS	PS	PS	PS
32	SIDDHESH SUHAS MURKAR	S	S	S	S	S	S
33	VYANKATESH ADHIAU	V	V	V	-	V	V

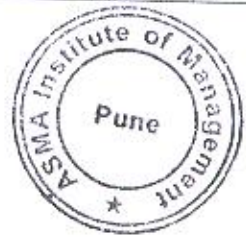
Director
PSD Shastri Educational Foundation
ASMA Institute of Management

PSD Shastri Educational Foundation's
ASMA Institute of Management



34	KUIGADE ANAGHA HIRUSHIKESH	AKu	AKu	AKu	AKu	AKu	AK
35	RAJA RAMESH SHENDE	RRShu	RRShu	-	-	RRShu	RRShu
36	SHWETA MURALIDHAR JADHAV	SJ	SJ	-	SJ	SJ	SJ
37	SAURABH GORAKH KADAM	SK	SK	SK	SK	SK	-
38	SAMARTH SAURABH TARACHAND	SST	SST	SST	-	-	SST
39	ROHAN BALASAHEB CHAVAN	Rehanu	Rehanu	Rehanu	Rehanu	-	Rehanu
40	DHIRAJ PANDURANG PATIL	Dpatil	Dpatil	-	-	Dpatil	Dpatil
41	MOHITE SAHIL ASHOK	NSA	MJA	MJA	MJA	-	MJA
42	BANSOD PRAJWAL VANDEORAO	PBansu	PBansu	PBansu	PBansu	PBansu	PBansu
43	AKANKSHA SUNIL NIWALKAR	AN	AN	-	-	AN	AN
44	PRATHAMESH SUNIL PUNEKAR	patu	patu	patu	-	patu	patu
45	PATIL SWAPNIL RAVINDRA	Spatil	Spatil	Spatil	Spatil	Spatil	-
46	MUKESH GADHAVE	Mu	Mu	Mu	Mu	Mu	Mu
47	PADALKAR AJAY SANJAY	PAS	PAS	PAS	-	-	PAS
48	NARKHEDE CHAITANYA SOPAN	CN	CN	-	-	CN	CN
49	MANE SAURABH PRAVIN	SMane	SMane	-	-	SMane	-
50	ULGADE VAIBHAV SATISH	UVS	UVS	UVS	UVS	UVS	-
51	ANUP RUSTMRAO HONALE	Ahu	Ahu	Ahu	Ahu	Ahu	Ahu
52	PRAJWAL NITIN PATIL	ppatil	ppatil	-	-	ppatil	-
53	RUSHABH RAVINDRA NIKODE	RRN	RRN	-	-	RRN	RRN
54	SWAGAT SUDARSHAN JANGALE	SSJw	SSJw	SSJw	SSJw	SSJw	SSJw
55	SANGRAMSINGH DILIP DHAVAL	SD	SD	-	SD	SD	SD
56	AMARSINGH BHAGWAN GAJARE	Aga	Aga	Aga	Aga	Aga	Aga
57	BHORDE YASHODHAN SURESH	BYS	BYS	BYS	BYS	-	BYS
58	KOLEKAR ASHWINI SURESH	AK	AK	-	-	AK	AK
59	FUTANE ABHISHEK PRUTHVIRAJ	Afut	Afut	Afut	Afut	Afut	Afut
60	BANSOD NAYAN VANDEORAO	NB	NB	NB	-	-	NB
61	PIYUSH MUNJEWAR	PM	PM	PM	PM	-	PM
62	AMTE SAKSHI SANJAY	ASS	ASS	ASS	ASS	-	ASS
63	KADAM SAURAV MAHADAJI	SK	SK	SK	SK	SK	SK
64	GHADLE PRIYANKA ANAND	GPA	GPA	GPA	GPA	GPA	-
65	JADHAV MILIND OMINI	-	GPA	GPA	GPA	GPA	-
66	DIYA JAYAPRAKASH NAIR	DNair	DNair	DNair	DNair	DNair	-
67	KAMTHE YUVRAJ YOGESH	Y.Kamthe	Y.Kamthe	-	Y.Kamthe	-	Y.Kamthe
68	PRADHAN SAROJ RAVINDRA	SPradh	SPradh	SPradh	SPradh	-	SPradh
69	RATHOD TUSHAR KISHAN	TRathod	TRathod	-	-	TRathod	TRathod

Director
PSN Shreeji Educational Foundation's
ASMA Institute of Management
Director
PSN Shreeji Educational Foundation's
ASMA Institute of Management



70	PATIL MANISH PRUTHVIRAJ	MPatil	mpatil	MPATIL	-	-	mpatil
71	AMARDEEP ABHIMANYUA JADHAV	AJadhav	AJadhav	AJadhav	AJadhav	-	-
72	SHUBHANGI SHUKLA	Sshukla	Sshukla	Sshukla	Sshukla	-	Sshukla
73	YOGESH BAJIRAO BHUTNAR	YBB.	YBB.	YBB.	-	-	YBB.
74	BALPANDE SWEETY VIJAYRAO	SB	SB	SB	SB	SB	SB
75	DIPAK BHIKULAL CHIKANE	DBC.	DBC.	-	-	-	DBC.
76	RANJEET BHAUSO WAGHMODE	Rw	Rw	Rw	-	-	Rw
77	PATIL VISHAL GANESH	Vpatil	Vpatil	-	-	Vpatil	Vpatil
78	SAGAR POPAT BADAK	SP	SP	SP	SP	SP	SP
79	JADHAV NISHIKANT SHIVAJI	NJadhav	-	-	-	NJadhav	NJadhav
80	CHAVAN VIJAY SAMPATRAO	Vchavan	Vchavan	-	Vchavan	Vchavan	-
81	KARTIK SANJAYKUMAR GANAR	Kganar	Kganar	Kganar	Kganar	Kganar	Kganar
82	SUMIT RAVINDRA CHAVAN	Schavan	Schavan	-	-	Schavan	-
83	CHOPDE MAULI RAMBHAU	Mchopde	Mchopde	-	-	-	Mchopde
84	SURAJ SURESH NIMBALKAR	SN.	SN.	SN.	SN.	-	SN.
85	SHUBHAM PANDHARI WAGH	SW	SW	SW	SW	SW	SW
86	GOSAVI POONAM SUNIL	GPS.	GPS.	GPS.	-	GPS.	GPS.
87	BIRARI HARSHAL DHUDAKU	HBR	HBR	HBR	HBR	HBR	HBR
88	JASMINE S	JS	JS	JS	JS	-	-
89	JADHAV OMKAR SANJAY	OJ.	OJ.	-	-	OJ.	OJ.
90	SHIVTEJ DINKAR GAVALI	Sdinkar	Sdinkar	-	Sdinkar	-	Sdinkar
91	SAYYED UZMA AARIF	US	US	US	US	US	US
92	VINEETH NAIR	VNair	VNair	VNair	-	VNair	VNair
93	GAVHANE PRAMOD PRAKASH	Pganar	Pganar	Pganar	Pganar	Pganar	Pganar
94	SHENDE SURAJ RAJU	SSR.	SSR.	-	SSR.	SSR.	SSR.
95	RAI RUSHABH RAJESH	Rrai	Rrai	-	Rrai	Rrai	Rrai
96	BONDE MUKUL MANOJ	B.M.	B.M.	B.M.	-	-	B.M.
97	CHOUDHARY VINIT HARIRAM	Vch	Vch	-	-	Vch	Vch
98	ROHAN KIRAN SHEWALE	RS.	RS.	RS.	-	RS.	RS.
99	SWAPANAJA NETAJI SHINDE	SShinde	SShinde	-	-	SShinde	SShinde
100	TANPURE VANDANA TUKARAM	TVT.	TVT.	TVT.	-	TVT.	TVT.
101	SHREYASH KIRAN HARGUDE	SH	SH	SH	SH	-	-
102	ATHARVA AWACHAT	A.	A.	A.	-	A.	-
103	PRAMOD DATTATRAY THOKAL	PThokal	PThokal	PThokal	-	-	PThokal

Director

Director

Shastri Educational Foundation's
ASMA Institute of Management



CERTIFICATE OF ACHIEVEMENT



Pandit Shivdatta Shastri Educational Foundation's
ASMA Institute of Management

Approved by AICTE, New Delhi, Affiliated to S. P. Pune University
Recognized by Government of Maharashtra

Mr./Ms. SUSIIL KUMAR DAS

has Successfully completed certification Course on
"Digital Marketing"

Conducted for MBA Students in Academic year 2022-23
at ASMA institute of Management



[Signature]

Prof. Ankush Yadav
Head Of Department



[Signature]

Dr. Ganesh Tannu
Director of ASMA
Director

PSD Shastri Educational Foundation
ASMA Institute of Management

[Signature]

Mr. Atul Zambre



PSD Shastri Educational Foundation's
ASMA Institute of Management