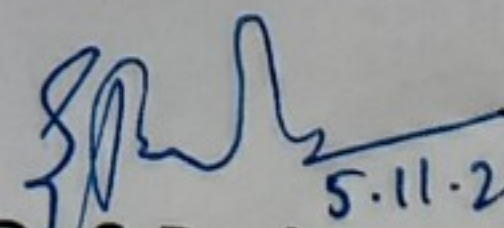


**Dr. Ambedkar Institute of Technology, Bengaluru**  
**Department of Master of Business Administration**

The enclosed documents are verified and approved.

**HOD**



5.11.2022

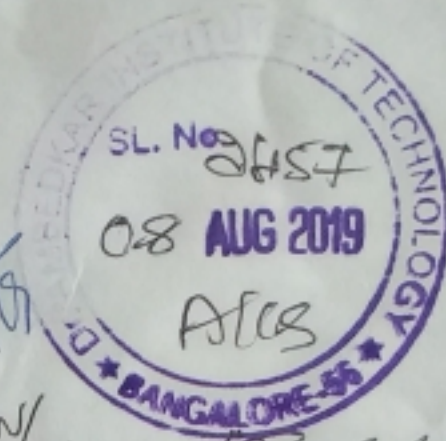
**Dr. S. Baskaran**

Professor and Head  
Dept. of Master of Business Administration  
Dr. Ambedkar Institute of Technology  
Bangalore-560 056

NO: Dr AIT\ MBA\109\19-20

8/08/2019

Dr. Susheela Devi B Devaru & Ms.S.Kavitha  
Associate Professor & Assistant Professor,  
Dept of MBA, Dr.AIT, Bangalore-560056



To,  
The Principal, Dr.AIT, Bangalore-56

Through,  
The HOD, Dept of MBA,  
Dr.AIT, Bangalore-560056

w/c. *[Signature]*  
Forwarded to the Principal.

*[Signature]*  
8.8.19

Sir,

Sub: Permission to remit amount to Principal account -reg.,  
Ref: Letter dated -Dr AIT\MBA\34\19-20

At the outset I wholeheartedly thank you for permitting us to organize Certification course on Digital Marketing for IV Sem MBA students for 30 hrs during the month of May 2019- June 2019. The course was conducted by IVY Computer Education, Yelahanka, and Bangalore.

An amount of Rs.2,500/- per student was collected as fees for the course. 40 students had registered for the course.

A total of Rs.1,00,000/- was collected, out of which IVY Computer Education agreed upon to pay 20% of the collected fees (Rs. 20,000/-) to the institution.  
(Letter enclosed)

We kindly request you to permit to remit the above mentioned amount to Principal account.

Kindly do the needful and oblige,  
Thanking You,

Yours Truly,

Faculty coordinators:

Dr. Susheela Devi B Devaru- *[Signature]*

S.Kavitha *[Signature]*  
2/8/2019

Encl: As stated

Dr AIT\AcctA\1509\10\8\19

Permitted to remit to

14012 AIC

*[Signature]*  
10.8.19

*[Signature]*  
10/8/19



**IVYEDUTECH**  
**SOLUTIONS PVT LTD**

info@ivyedutech.com

www.ivyedutech.com

+91 99899 40060

#84, Muneshwara Nagar, K.T Halli,  
YNK, Bangalore - 560068

4<sup>th</sup> May 2019

TO WHOMSOEVER IT MAY CONCERN

At the outset we thank for giving us an opportunity to conduct Digital Marketing Certification course for IV Sem MBA students, Department of MBA, Dr. Ambedkar Institute of Technology, Bangalore-560056.

An amount of Rs.1,00,000/- is charged for the course (40 students @ Rs.2500/- per student). With this perspective we would like to contribute 20% of the course fees that amounts to Rs.20,000/- for utilizing the infrastructural facilities.

Regards,

Yours Truly

Manjunath.M

Marketing Manager,

IVYEDUTECH Solutions Pvt.ltd

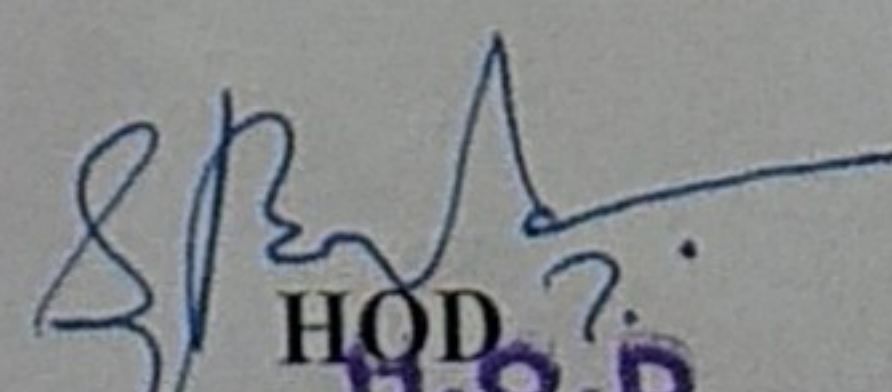
| Hourly Wise Session Plan for Digital Marketing |  |  | For: Dr AIT                       | By: IVY Computer Education      | Duration: 30 Hours                |                                  |
|--|--|--|-----------------------------------|---------------------------------|-----------------------------------|----------------------------------|
| Topics   | Hour 1   | Hour 2   | Hour 3                            | Hour 4                          | Hour 5                            | Hour 6                           |
| Day 1  | Fundamentals & Introduction to Digital Marketing | Process of DM                                    | Website Planning & Analysis       | Keyword Research & Analysis     | SEO : On Page & Off Page          | Local SEO                        |
| Day 2  | SEM: Search Engine Marketing                     | Google Ads Account                               | Search Network                    | Display Network                 | Remarketing Ads                   | Bing Ads                         |
| Day 3  | SMO & SMM: Social Media Optimization & Marketing | Facebook Business Pages: Creation & Optimization | FB Ads: Campaigns                 | FB Ads: Image & Video Ads       | FB Ads: Lead Generation Campaigns | Twitter Marketing & Ads          |
| Day 4  | Youtube Marketing & Monetization                 | Quora Marketing & Ads                            | LinkedIn Profile & Business Pages | Pinterest & Instagram Marketing | E-Mail Marketing                  | Content marketing: Tips & Tricks |
| Day 5  | Chatbot Integration                              | Chatbot Integration                              | Online Reputation Management      | Case Studies                    | Assessment                        | Assessment                       |

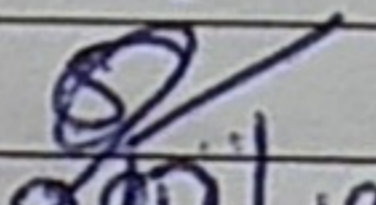
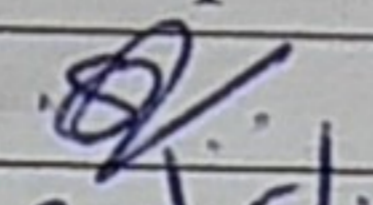
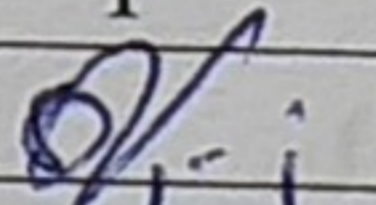
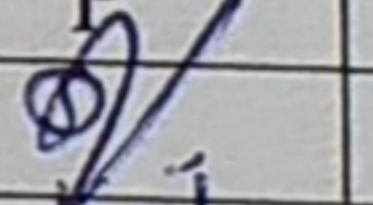
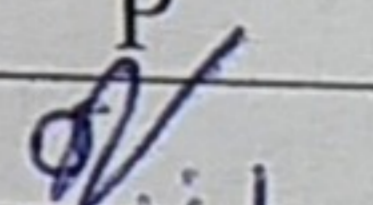
**Dr. AMBEDKAR INSTITUTE OF TECHNOLOGY, BANGALORE-56**

(An Autonomous Institution affiliated to VTU, Belgaum)

**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION****Certification Course on Digital Marketing, Fourth Semester MBA 2018-19  
from 29<sup>th</sup> May 2019 to 3<sup>rd</sup> June 2019****Attendance list**

| SI No | USN        | Name of the Students | Students Signature |
|-------|------------|----------------------|--------------------|
| 1     | 1DA17MBA01 | ADARSHA L            | Adarsha L          |
| 2     | 1DA17MBA03 | AKSHATHA S M         | Akshatha S M       |
| 3     | 1DA17MBA04 | ARAVIND              | Aravind            |
| 4     | 1DA17MBA05 | ASHIK K J            | Ashik              |
| 5     | 1DA17MBA06 | AYESHA AMBRIN H A    | Ayesha Ambrin. H A |
| 6     | 1DA17MBA07 | BATHILINGESH B M     | Bathilingesh. B M  |
| 7     | 1DA17MBA10 | CHETHAN M B          | Chethan. M. B      |
| 8     | 1DA17MBA12 | DEEPU T              | Deept              |
| 9     | 1DA17MBA13 | DHANANJAYA B R       | Dhananjaya. B. R.  |
| 10    | 1DA17MBA14 | DIVYA K              | Divya K            |
| 11    | 1DA17MBA15 | DIVYA N              | Divya N            |
| 12    | 1DA17MBA18 | HARSHITHA R          | Harshitha. R       |
| 13    | 1DA17MBA19 | HEMANTHA B C         | Hemantha           |
| 14    | 1DA17MBA21 | JAISON ARUL RAJ N R  | Kishor. V          |
| 15    | 1DA17MBA23 | KISHOR U             | Kishor. U          |
| 16    | 1DA17MBA24 | LAKSHMI K            | Lakshmi            |
| 17    | 1DA17MBA26 | MALINI K R           | Malini. K. R       |
| 18    | 1DA17MBA27 | MAMATHA M            | Mamatha. M         |
| 19    | 1DA17MBA28 | MEGHA G              | Megha              |
| 20    | 1DA17MBA29 | MENAKA N             | Menaka. N          |
| 21    | 1DA17MBA30 | NAGESH               | Nagesh             |
| 22    | 1DA17MBA32 | NEELAM KUMARI        | Neelam Kumari      |
| 23    | 1DA17MBA33 | NEELAM VINOD KUMAR   | Neelam Vinod Kumar |
| 24    | 1DA17MBA34 | NIKITHA R            | Nikitha R          |
| 25    | 1DA17MBA35 | PAVITHRA K           | Pavithra K         |
| 26    | 1DA17MBA36 | POOJA N              | Pooja. N           |
| 27    | 1DA17MBA38 | PRADEEP              | Pradeep            |
| 28    | 1DA17MBA41 | PRUTHVI MS           | Pruthvi            |
| 29    | 1DA17MBA42 | PRUTHVI SIMHA RJ     | Pruthvi Simha      |
| 30    | 1DA17MBA43 | RAKESH HP            | Rakesh HP          |
| 31    | 1DA17MBA44 | RAVI KIRAN N         | Ravi Kiran. N      |
| 32    | 1DA17MBA45 | RENUKA PRASAD        | Renuka             |
| 33    | 1DA17MBA47 | SELVAM K             | Selvam. K          |
| 34    | 1DA17MBA48 | SHAWAR               | Shawar             |
| 35    | 1DA17MBA49 | SHILPA S             | Shilpa. S          |
| 36    | 1DA17MBA50 | SHRADHA              | Shradha            |
| 37    | 1DA17MBA51 | SINDHU C S           | Sindhu C. S.       |
| 38    | 1DA17MBA52 | SINDHU G             | Sindhu. G          |
| 39    | 1DA17MBA54 | VARUNA C             | Varuna. C          |
| 40    | 1DA17MBA55 | VEENA S PATIL        | Veena. S. Patil.   |

  
HOD  
H.O.D  
Department of MBA

| Sl No            | USN        | Name of the Students | Day 1<br>29/5/19  | Day2<br>30/5/19   | Day3<br>31/5/19   | Day4<br>1/6/19  | Day5<br>3/6/19  | Students Signature |
|------------------|------------|----------------------|---|---|---|---|---|--------------------|
| 20               | 1DA17MBA29 | MENAKA N             | P   | P   | P   | P   | P   | Menaka N           |
| 21               | 1DA17MBA30 | NAGESH               | P   | P   | P   | P   | P   | Nagesh             |
| 22               | 1DA17MBA32 | NEELAM KUMARI        | P   | P   | P   | P   | P   | Neelam Kumari      |
| 23               | 1DA17MBA33 | NEELAM VINOD KUMAR   | P   | P   | P   | P   | P   | Neelam             |
| 24               | 1DA17MBA34 | NIKITHA R            | P   | P   | P   | P   | P   | Nikitha R          |
| 25               | 1DA17MBA35 | PAVITHRA K           | P   | P   | P   | P   | P   | Pavithra K         |
| 26               | 1DA17MBA36 | POOJA N              | P   | P   | P   | P   | P   | Pooja N            |
| 27               | 1DA17MBA38 | PRADEEP              | P   | P   | P   | P   | P   | Pradeep            |
| 28               | 1DA17MBA41 | PRUTHVI MS           | P   | P   | P   | P   | P   | Pruthvi MS         |
| 29               | 1DA17MBA42 | PRUTHVI SIMHA RJ     | P   | P   | P   | P   | P   | Pruthvi            |
| 30               | 1DA17MBA43 | RAKESH HP            | P   | P   | P   | P   | P   | Rakesh             |
| 31               | 1DA17MBA44 | RAVI KIRAN N         | P   | P   | P   | P   | P   | RAVIN              |
| 32               | 1DA17MBA45 | RENUKA PRASAD        | P   | P   | P   | P   | P   | Renu P             |
| 33               | 1DA17MBA47 | SELVAM K             | P   | P   | P   | P   | P   | Selva K            |
| 34               | 1DA17MBA48 | SHAWAR               | P   | P   | P   | P   | P   | Shawar K           |
| 35               | 1DA17MBA49 | SHILPA S             | P   | P   | P   | P   | P   | Shilpa             |
| 36               | 1DA17MBA50 | SHRADHA              | P   | P   | P   | P   | P   | Shradha            |
| 37               | 1DA17MBA51 | SINDHU C S           | P   | P   | P   | P   | P   | Sindhu CS          |
| 38               | 1DA17MBA52 | SINDHU G             | P   | P   | P   | P   | P   | Sindhu G           |
| 39               | 1DA17MBA54 | VARUNA C             | P   | P   | P   | P   | P   | Varuna             |
| 40               | 1DA17MBA55 | VEENA S PATIL        | P   | P   | P   | P   | P   | Veena S Patil      |
| Faculty Incharge |            |                      |  |  |  |  |  |                    |

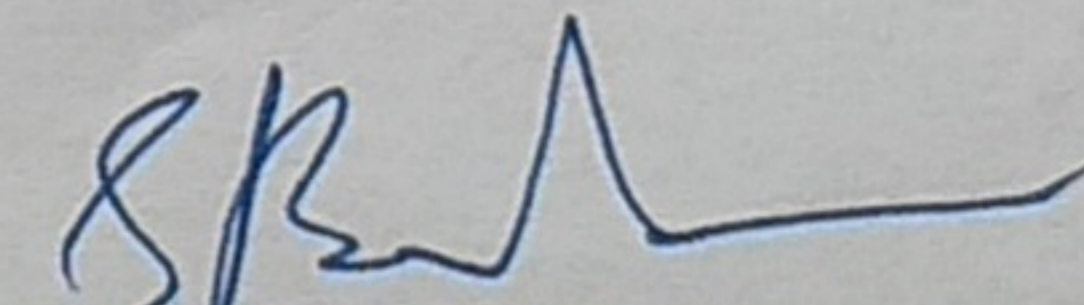
29/5/19  
29/5/19

30/5/19

31/5/19

1/6/19

3/6/19

  
HOD

Department of MBA  
Dr. Ambedkar Institute of Technology  
Bangalore - 560 056

**Dr. AMBEDKAR INSTITUTE OF TECHNOLOGY, BANGALORE-56**

(An Autonomous Institution affiliated to VTU, Belgaum)

**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

**Certification Course on Digital Marketing, IV Sem MBA (2018-19)**

**from 29<sup>th</sup> May 2019 to 3<sup>rd</sup> June 2019**

**Attendance list**

| Sl No | USN        | Name of the Students | Day 1<br>29/5/19 | Day2<br>30/5/19 | Day3<br>31/5/19 | Day4<br>1/6/19 | Day5<br>3/6/19 | Students Signature |
|-------|------------|----------------------|------------------|-----------------|-----------------|----------------|----------------|--------------------|
| 1     | 1DA17MBA01 | ADARSHA L            | P                | P               | P               | P              | P              | Adarsha L          |
| 2     | 1DA17MBA03 | AKSHATHA S M         | P                | P               | P               | P              | P              | Akshatha S M       |
| 3     | 1DA17MBA04 | ARAVIND              | P                | P               | P               | P              | P              | Aravind            |
| 4     | 1DA17MBA05 | ASHIK K J            | P                | P               | P               | P              | P              | Asik               |
| 5     | 1DA17MBA06 | AYESHA AMBRIN H A    | P                | P               | P               | P              | P              | Ayesha Ambrin M.A  |
| 6     | 1DA17MBA07 | BATHILINGESH B M     | P                | P               | P               | P              | P              | Bathilingesh B.M   |
| 7     | 1DA17MBA10 | CHEZHAN M B          | P                | P               | P               | P              | P              | Chethan            |
| 8     | 1DA17MBA12 | DEEPU T              | P                | P               | P               | P              | P              | Deepu T            |
| 9     | 1DA17MBA13 | DHANANJAYA B R       | P                | P               | P               | P              | P              | D.B.R              |
| 10    | 1DA17MBA14 | DIVYA K              | P                | P               | P               | P              | P              | Divya K            |
| 11    | 1DA17MBA15 | DIVYA N              | P                | P               | P               | P              | P              | Divya N            |
| 12    | 1DA17MBA18 | HARSHITHA R          | P                | P               | P               | P              | P              | Harshitha R.       |
| 13    | 1DA17MBA19 | HEMANTHA B C         | P                | P               | P               | P              | P              | Hemantha B.C       |
| 14    | 1DA17MBA21 | JAISON ARUL RAJ N R  | P                | P               | P               | P              | P              | Jaison             |
| 15    | 1DA17MBA23 | KISHOR U             | P                | P               | P               | P              | P              | Kishor U           |
| 16    | 1DA17MBA24 | LAKSHMI K            | P                | P               | P               | P              | P              | Lakshmi K          |
| 17    | 1DA17MBA26 | MALINI K R           | P                | P               | P               | P              | P              | Malini K.R.        |
| 18    | 1DA17MBA27 | MAMATHA M            | P                | P               | P               | P              | P              | Mamatha M          |
| 19    | 1DA17MBA28 | MEGHA G              | P                | P               | P               | P              | P              | Megha G            |

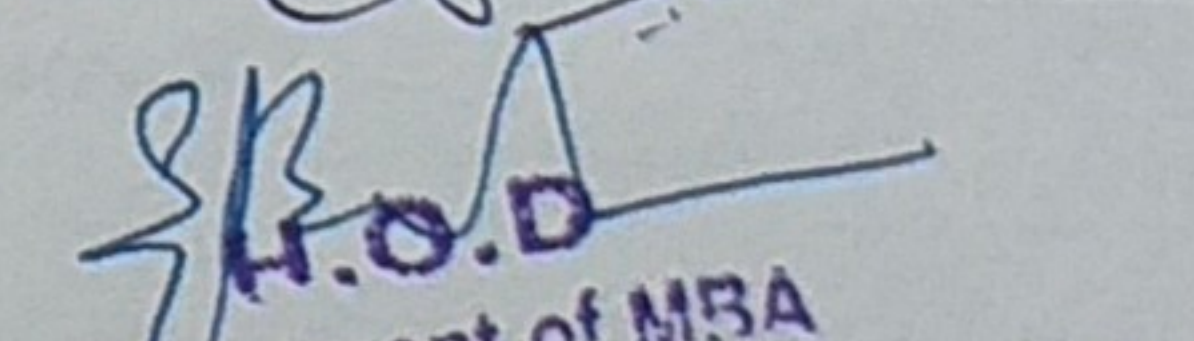
29/5/19

30/5/19

31/5

1/6/19

3/6/19

  
**H.O.D.**  
 Department of MBA  
 Institute of Technolog



## **Dr. AMBEDKAR INSTITUTE OF TECHNOLOGY**

(An Autonomous Institute, Affiliated to VTU, Belagavi, Aided by Govt. of Karnataka)

**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

**CERTIFICATION PROGRAM IN DIGITAL MARKETING**

# **Certificate**

This is to certify that Mr/Ms \_\_\_\_\_ of Fourth Semester MBA  
bearing USN \_\_\_\_\_ has successfully completed Certification Program in  
Digital Marketing in association with **IVY Computer Education**, Yelahanka, Bangalore  
held During the month of \_\_\_\_\_ at **Dept of MBA, Dr.AIT, Bengaluru - 56.**

**Course Duration : 30 Hours**

**Date of Issue :**

**Principal**  
Dr. Ambedkar Institute of Technology  
Bangalore.

**Director**  
IVYEDUTECH Solutions Pvt Ltd.,  
Bangalore





**Student Feedback Form**

Student Name: Shilpa-S  
 College: DR-ATT  
 Faculty Name: Goutham

Date: 3/6/19  
 Course: Digital marketing  
 Contact No.: 9538353695

| <i>Please tick in the required box:</i> | Poor | Average | Good | Very Good | Excellent |
|---|------|---------|------|-----------|-----------|
| Punctuality of the Trainer              |      |         |      |           | ✓         |
| Practical Handling                      |      |         |      | ✓         |           |
| Knowledge Level of Trainer              |      |         |      |           | ✓         |
| Communication Skills of Trainer         |      |         |      |           | ✓         |
| Query Handling                          |      |         |      | ✓         |           |
| Co-operation of the Trainer             |      |         |      |           | ✓         |
| Presentation Skills of Trainer          |      |         |      |           | ✓         |
| Individual Attention                    |      |         |      | ✓         |           |
| Overall Program                         |      |         |      |           | ✓         |

Suggestions: \_\_\_\_\_

learned new things regarding digital marketing  
was a good learning experience.

Shilpa-S  
 Signature of the Student

**Student Feedback Form**

Student Name: Ayesha Ambreen HA

Date: 03/06/2019

College: DI AIT

Course: Digital marketing

Faculty Name: Goutham

Contact No.: 8951171137

| <i>Please tick in the required box:</i> | Poor | Average | Good | Very Good | Excellent |
|---|------|---------|------|-----------|-----------|
| Punctuality of the Trainer              |      |         |      |           | ✓         |
| Practical Handling                      |      |         |      | ✓         |           |
| Knowledge Level of Trainer              |      |         |      | ✓         |           |
| Communication Skills of Trainer         |      |         |      | ✓         |           |
| Query Handling                          |      |         |      |           | ✓         |
| Co-operation of the Trainer             |      |         |      | ✓         |           |
| Presentation Skills of Trainer          |      |         |      | ✓         |           |
| Individual Attention                    |      |         |      | ✓         |           |
| Overall Program                         |      |         |      | ✓         |           |

Suggestions: The over all program was good and ~~idea~~ have learnt Digital marketing concept to implement to in various platform

Ayesha Ambreen HA  
Signature of the Student

Student Name: Shahwar  
 College: Dr. Ambedkar Institute of Technology.  
 Faculty Name: Gaultham

Date: 3/6/19  
 Course: Digital marketing.  
 Contact No.: 7411252897

| <i>Please tick in the required box:</i> | Poor | Average | Good | Very Good | Excellent |
|---|------|---------|------|-----------|-----------|
| Punctuality of the Trainer              |      |         |      |           | ✓         |
| Practical Handling                      |      |         |      |           | ✓         |
| Knowledge Level of Trainer              |      |         |      |           | ✓         |
| Communication Skills of Trainer         |      |         |      |           | ✓         |
| Query Handling                          |      |         |      | ✓         |           |
| Co-operation of the Trainer             |      |         |      | ✓         |           |
| Presentation Skills of Trainer          |      |         |      | ✓         | ✓         |
| Individual Attention                    |      |         |      | ✓         |           |
| Overall Program                         |      |         |      |           | ✓         |

Suggestions: It's wonderful experience being part of digital marketing class, learn new things. hope it will be useful for me in my future.

Signature of the Student

Student Name: Selvam.K  
 College: Dr. AIT  
 Faculty Name: Goutham

Date: 03/06/19  
 Course: Digital marketing  
 Contact No.: 9845556451

| <i>Please tick in the required box:</i> | Poor | Average | Good | Very Good | Excellent |
|---|------|---------|------|-----------|-----------|
| Punctuality of the Trainer              |      |         |      |           | ✓         |
| Practical Handling                      |      |         | ✓    |           |           |
| Knowledge Level of Trainer              |      |         |      |           | ✓         |
| Communication Skills of Trainer         |      |         |      |           | ✓         |
| Query Handling                          |      |         | ✓    |           |           |
| Co-operation of the Trainer             |      |         |      | ✓         |           |
| Presentation Skills of Trainer          |      |         |      | ✓         |           |
| Individual Attention                    |      |         | ✓    |           |           |
| Overall Program                         |      |         |      | ✓         |           |

Suggestions: It was little fast.

*Selvam.K*  
 Signature of the Student

**Student Feedback Form**

**Student Name:** Neelam Kumari  
**College :** Dr. Ambedkar Institute of Technology  
**Faculty Name :** Crowtham

**Date:** 03.06.2019  
**Course :** Digital Marketing  
**Contact No. :** 8235687270

| <i>Please tick in the required box:</i> | Poor | Average | Good | Very Good | Excellent |
|---|------|---------|------|-----------|-----------|
| Punctuality of the Trainer              |      |         |      |           | ✓         |
| Practical Handling                      |      |         |      | ✓         |           |
| Knowledge Level of Trainer              |      |         |      | ✓         |           |
| Communication Skills of Trainer         |      |         |      | ✓         |           |
| Query Handling                          |      |         |      | ✓         |           |
| Co-operation of the Trainer             |      |         |      | ✓         |           |
| Presentation Skills of Trainer          |      |         |      | ✓         |           |
| Individual Attention                    |      |         |      | ✓         |           |
| Overall Program                         |      |         |      | ✓         |           |

**Suggestions:** Overall session was very good and gave us many information related to digital marketing and highlight on the recent marketing trend. But the faculty need to pay little more attention to individual.

Neelam Kumari  
 Signature of the Student