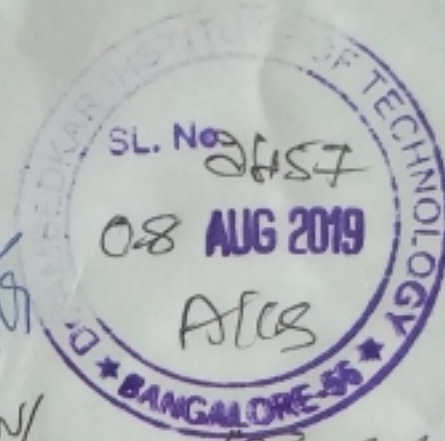


NO: Dr AIT\ MBA\109\19-20

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\ Acc\ A\ 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

4th 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

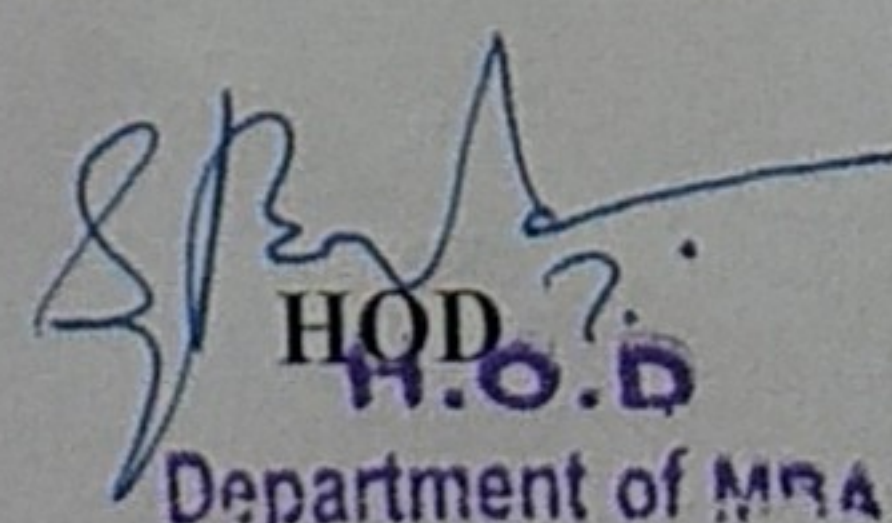
Hourly Wise Session Plan for Digital Marketing			For: Dr AIT	By: IVY Computer Education	Duration: 30 Hours	
Topics	Hour 1	Hour 2	Hour 3	Hour 4	Hour 5	Hour 6
Day 1	Fundamentals & Introduction to Digital Marketing	Process of DM	Website Planning & Analysis	Keyword Research & Analysis	SEO : On Page & Off 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

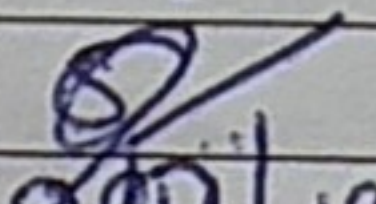
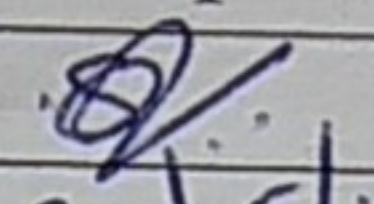
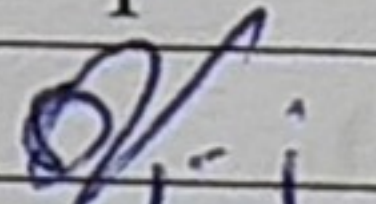
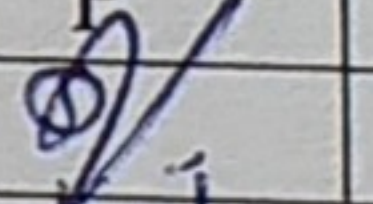
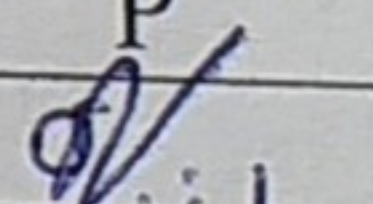
(An Autonomous Institution affiliated to VTU, Belgaum)

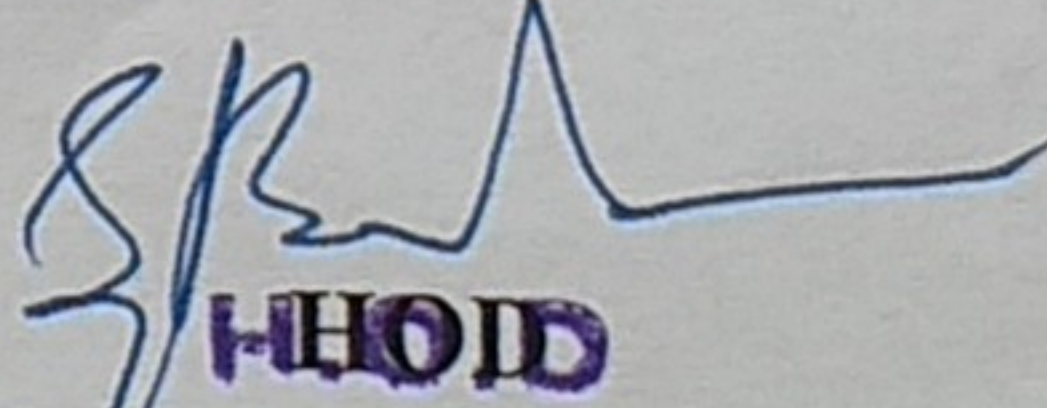
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**Certification Course on Digital Marketing, Fourth Semester MBA 2018-19
from 29th May 2019 to 3rd June 2019****Attendance list**

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 29/5/19	Day2 30/5/19	Day3 31/5/19	Day4 1/6/19	Day5 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 M
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	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 29th May 2019 to 3rd June 2019

Attendance list

Sl No	USN	Name of the Students	Day 1 29/5/19	Day2 30/5/19	Day3 31/5/19	Day4 1/6/19	Day5 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

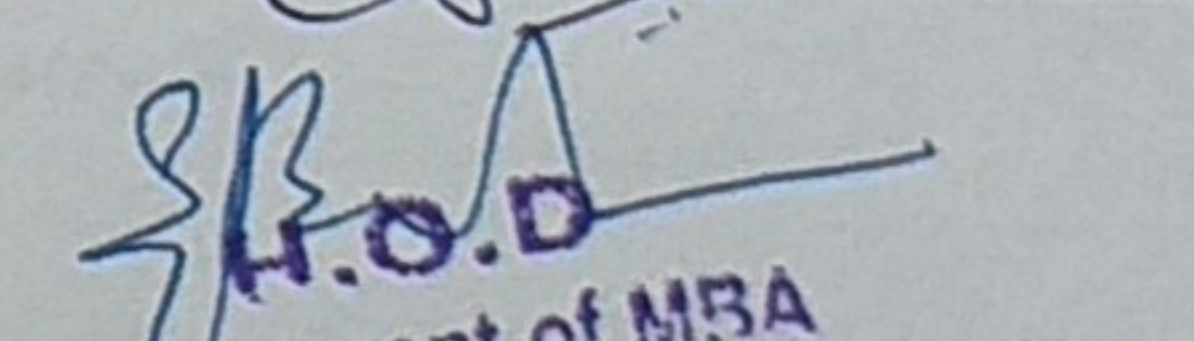
29/5/19

30/5/19

31/5

1/6/19

3/6/19


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

The Principal Dr. A. Bangalore
**IVY COMPUTER
EDUCATION**



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