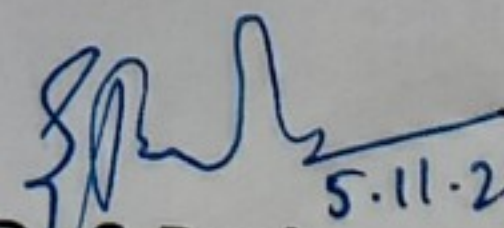


Dr. Ambedkar Institute of Technology, Bengaluru
Department of Master of Business Administration

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

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



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



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

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 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