



JNAN VIKAS MANDAL'S (Linguistic Minority)  
Mohanlal Raichand Mehta College of Commerce  
DiwaliMaa College of Science  
Amritlal Raichand Mehta College of Arts  
Dr. R.T. Doshi College of Computer Science  
Plot no.9, Sector -19, Airoli Navi Mumbai

Notice

Date: 16/01/2024

The following teachers are informed that a meeting is scheduled on 19/01/2024, to conduct a Course in **Digital Marketing**. All the BAMMC faculties' members are requested to attend the meeting. The meeting will be conducted in the Principal's cabin at 11:00 a.m.

**Agenda of the meeting**

The following points will be discussed in the meeting.

- 1) To decide the about the certificate course.
- 2) To discuss and decide on course schedule.
- 3) To distribute work to the faculties.
- 4) Any other matter with the permission of the Chair.

Dr. Savitri Dholey  
Coordinator- BAMMC



Dr. B. R. Deshpande  
I/c Principal  
I/c. PRINCIPAL

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M.R. MEHTA COLLEGE OF COMMERCE  
D.M. MEHTA COLLEGE OF SCIENCE  
A.R. MEHTA COLLEGE OF ARTS  
Dr. R.T. DOSHI COLLEGE OF COMPUTER SCIENCE  
Plot No.9, SEC.-19, AIROLI,  
NAVI MUMBAI-400 708.



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### Minutes of the Meeting

Date: 19/01/2024.

Principal Dr. B. R. Deshpande held a meeting with the concerned faculty members on 19<sup>th</sup> January 2024, at 10.30 a.m. at Principal's cabin, for conducting the certificate course from "09<sup>th</sup> February". The following members were present in the meeting.

Principal Dr. B. R. Deshpande

Asst Prof. Dr. Savitri Dholey

Asst. Prof. Sindhu Ramani

Asst. Prof. Gauri Dash

The following points were discussed and decisions were taken in the meeting.

- 1) The date of the course was discussed and decided to commence from 09<sup>th</sup> February 2024.
- 2) It was discussed and decided to conduct certificate course on Digital Marketing.
- 3) It was discussed and decided to conduct course in association with Satyam Institute of Taxation.
- 4) It was discussed and decided to organize the course for all the students of the college.
- 5) It was discussed and decided to have practical understanding about the editing software.
- 6) It was decided that the event will be conducted in the Media Lab from 11.00A.m. to 01.00 PM.
- 7) All the faculty members were allotted work- 1. Dr. Savitri Dholey - preparing minutes of the meeting, writing report and coordinating with Recourse person. 2. Mrs. Sindhu Ramani - Flyer, 3. Ms. Gauri Dash - registration and creating feedback form.
- 8) The meeting ended with a vote of thanks to the Chair.

Dr. Savitri Dholey  
Coordinator- BAMMC




Dr. B. R. Deshpande  
I/c Principal  
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## Flyer




JNAN VIKAS MANDAL'S MEHTA DEGREE COLLEGE  
Sector-19, Airoli Navi Mumbai  
NAAC Re-accredited Grade 'A+' (CGPA-3.31) (3rd Cycle)

BAMMC Department of J.V.M's Degree College is conducting  
Digital Marketing Course in association with Satyam Institute of  
Taxation.



Resource person -  
Omkar Muke  
(International  
Industry Expert)



**Social Media Marketing**  
f i d

**Duration : 50 Hours.**  
**Date: 9th February onwards.**  
**Days : Monday, Wednesday and Friday**

**Website Design with Wordpress**  
W

**Designing with canva**  
C

**Time: 11 am to 1 PM**  
**Venue: Media Lab, 3rd floor.**

**Search Engine Optimization**  
G

**Google Ads or PPC**  
Y A

**Organisers**  
Asst. Prof. Sindhu Ramani  
Asst. Prof. Gauri Dash  
Contact no - 9167781161

**Youtube Mastery & SEO**  
Y

(And Many More Software)

**Dr. Savitri Dholey**  
Coordinator- BAMMC

**Dr. B.R. Deshpande**  
I/C principal



## Invite Message

🌐 \*Unlock Your Digital Potential!\* 🚀

📖 The BAMMC Department of J.V.M's Degree College proudly presents a Digital Marketing Course in collaboration with Satyam Institute of Taxation.

📅 \*Duration:\* 50 Hours

📅 \*Start Date:\* 9th February

📅 \*Days:\* Monday, Wednesday, Friday

🕒 \*Time:\* 11 AM to 1 PM

📍 \*Venue:\* Media Lab, 3rd Floor

🌟 \*Meet Your Guide:\* Omkar Muke

🌐 \*International Industry Expert & Trainer\*

Charges: Rs. 5000/ only.

Organising Team-

Asst. Prof. Sindhu Ramani

Asst. Prof. Gauri Dash

Embark on a journey to master the art of Digital Marketing! 🚀 Don't miss this chance to learn from the best.

Enroll now and shape your future in the digital landscape! 🌐 🌟

Dr. Savitri Dholey  
Coordinator- BAMMC

Dr. B.R. Deshpande  
I/C Principal

Kindly Register on the below link :

[https://docs.google.com/forms/d/e/1FAIpQLSdj3HgoTwUHHmWZ9hYp-ks9tHV3zHrGmqpuXC1pNP0U1Z0QUQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdj3HgoTwUHHmWZ9hYp-ks9tHV3zHrGmqpuXC1pNP0U1Z0QUQ/viewform?usp=sf_link)

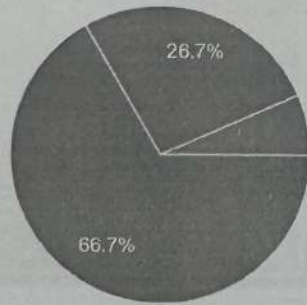




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### Feedback Analysis

Stream  
15 responses



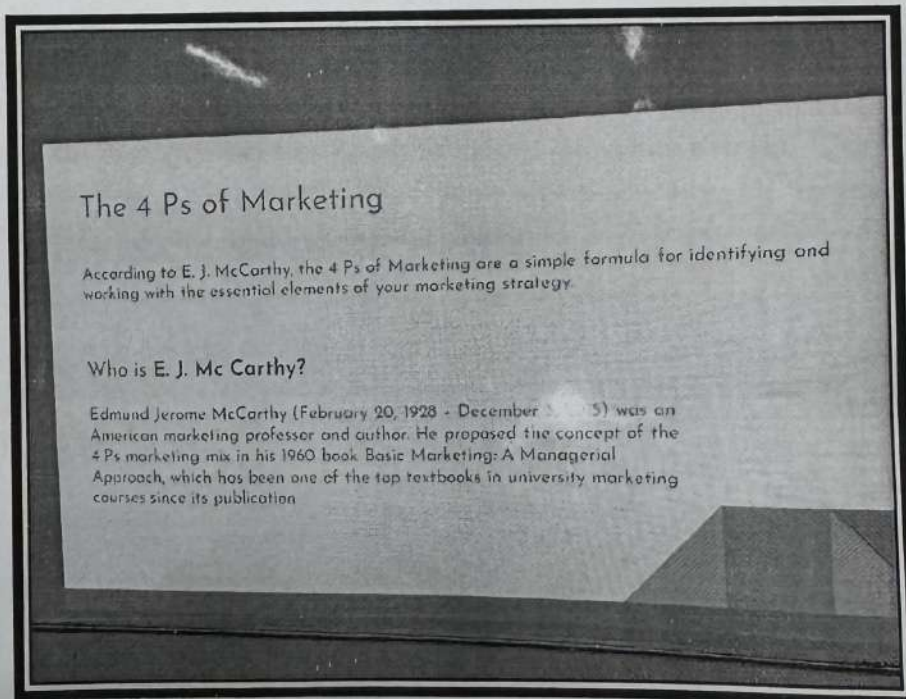
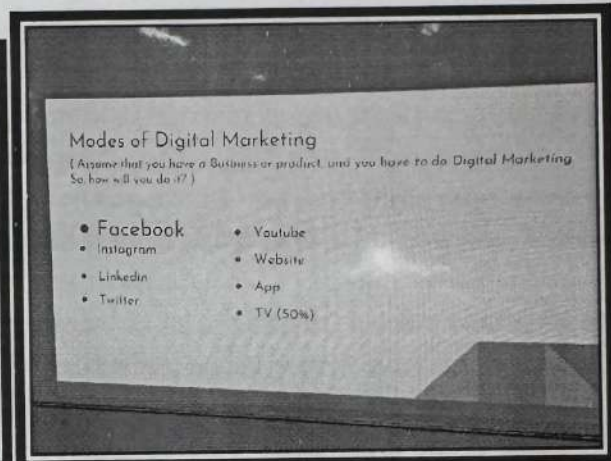
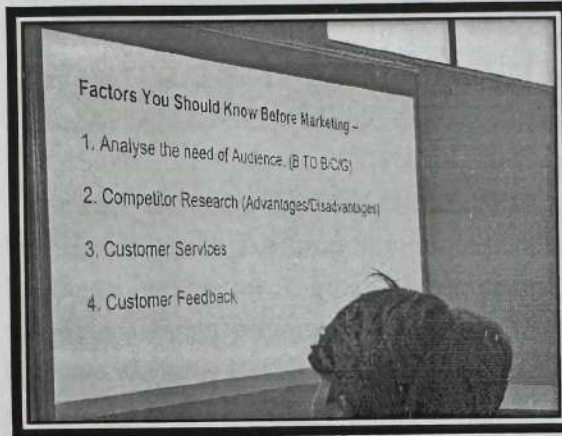
- BAMMC
- BMS
- B.Sc
- B.sc IT
- B.Sc CS
- B.Com
- M.Com





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## Photographs





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### Report on "Digital Marketing- Certificate Course"

The Department of Multimedia and Mass Communication organized a course on Digital Marketing from 09th February to 27<sup>th</sup> April 2024, from 11:00 a.m. to 01:00 p.m., held at the Computer Lab/MSc IT Lab/Media Lab. The event was honored by the presence of our In-charge Principal, Dr. B. R. Deshpande, along with esteemed faculty members of the department.

The course duration was 50 Hours, classes were scheduled to be held three days a week, after successful completion of the course, students will be felicitated with a Maharashtra Technical & Self Employment Training Society (MTSTS), certificate.

Resource person Mr. Omkar Muke, an International Industry Expert, led the course by sharing valuable insights on various topics on Digital marketing, social media marketing, designing on Canva, Website design with WordPress, SEO, YouTube mastery, and SEO. His expertise provided attendees with comprehensive knowledge in these areas. After completion of the course, all the participant students appeared for the online examination, conducted by Satyam Institute itself. After the qualifying examination, students are felicitated with the successful completion of the "Digital Marketing", certificate course". Students from the Multimedia and Mass Communication, Management Studies, Commerce, and Science Department have joined the course.

The course focused on practical and professional knowledge of digital marketing, which will provide employment opportunities to students in today's competitive world.

The course was attended by all the stream students enthusiastically. All the learners benefited immensely from learning the Digital Marketing Course.

Dr. Savitri Dholey  
Coordinator- BAMMC



Dr. B. R. Deshpande  
I/c Principal  
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Digital marketing participants list (2023-24)

Name	Gender	Email	Class (For Eg. FY/SY/TY)	Stream	Contact number
Shreyanka Navin Shetti	Female	shettyshreyu19@gmail.com	TY	BAMMC	
Samson lewis	Male	lewissamson952@gmail.com	SY	BAMMC	
Anvesha yadav	Female	yadavanvesha0@gmail.com	Tybammc	BAMMC	
Aniket Pawar	Male	aniketp842@gmail.com	TY	BAMMC	
Dhiren chellani	Male	dhirenchellani6@gmail.com	Sy	BAMMC	
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Simran bind	Female	simranbind71@gmail.com	Fybcom	B.Com	
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