



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  
JNAN VIKAS MANDAL'S  
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.


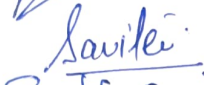
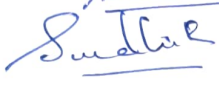

Principal Dr. B. R. Deshpande held a meeting with the concerned faculty members on 19<sup>th</sup> January 2024, at 10.30 a.m. at Principal's cabin, for conducting the certificate course from "09<sup>th</sup> February". The following members were present in the meeting.

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 11.00 A.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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### 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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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 t

Duration : 50 Hours.  
Date: 9th February onwards.  
Days : Monday, Wednesday and Friday  
Time: 11 am to 1 PM  
Venue: Media Lab, 3rd floor.

**Website Design with Wordpress**  
W

**Designing with canva**  
C

**Search Engine Optimization**  
G

**Google Ads or PPC**  
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





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### List of Participants

Sr. No.	Name of the students	Contact Number	Class	Online/offline
1	Samson Lewis	8792743829	SYBAMMC	Online
2	Rasika Raut	8976748692	TYBAMMC	Online
3	Anvesha Yadav	8424992019	TYBAMMC	Online
4	Arafat Khan		SYBMS	Online
5	Dhruvi Shah	8850914524	TYBAMMC	Online
6	Jaswant Patel	9619669199	TYCS	Online
7	Aditya Kapse		SYBMS	Online
8	Rohit Chauhan		SYBMS	Online
9	Kishan Kumar Yadav		FYBAF	Online
10	Aryan Patil		FYBMS	Online
11	Simran Bind		FYBCOM	Online
12	Shreyanka Navin Shetty	8792284630	TYBAMMC	Offline
13	Yash Kishor Surve	9372541362	TYBAMMC	Offline
14	Vaidehi Jaigadkar	9167133679	FYBAMMC	Offline
15	Dhiren Chellani	7887770033	SYBAMMC	Offline
16	Partima Gupta	9137787421	SY Bcom	Offline
17	Shivani Pal	7738402904	FY BAF	Offline
18	Arpita Patil	9769240040	FY BMS	Offline
19	Prachi Pandey		SYBAMMC	Offline
20	Mansi Krishna More		FY BAF	Offline
21	Aniket Pawar		TYBAMMC	Offline
22	Sumit Prashant Kadam	9082956070	FYBCOM	Offline
23	Sumedh Shivlingappa Mundinkeri	7021266366	FYBCOM	Offline
24	Abhay Ravindran Ingle		TYBCOM	Offline
25	Kaltaniya Sumil Dilipbhai	7738615170	FY BBI	Offline
26	Sahil More	8169417497	FY BMS	Offline
27	Nitin Shinde	9594624875	FYBBI	Offline

