



IDEAL INSTITUTE OF MANAGEMENT AND TECHNOLOGY



Recognized by
Govt. of NCT, Delhi



Affiliated to GGS
Indraprastha University



Approved by
Bar Council of India



Accredited by National Assessment
And Accreditation Council (NAAC)



AN ISO 9001:2015
Certified Institute



243

CP-1



Ref No.: IIMT/BBA/VAC/OCT/2022/01

Date: 11.10.2022

GOLDEN OPPORTUNITY TO UPSKILL YOURSELF AND AVAIL INCENTIVE*
(Anywhere Anytime learning)
With FutureSkills Prime Program

NOTICE



Ministry of Electronics &
Information Technology,
Government of India



IT - ITes SSC
NASSCOM

Bridge Course Training Program

“Fundamentals of Digital Marketing using Social Media Platforms”

This is to inform that BBA 1st Shift is organizing a 15 days Bridge Course Training Programme on “*Fundamentals of Digital Marketing using Social Media Platforms*” in association with Ministry of Electronics & Information Technology (MEIT), NASSCOM & CDAC. The first-of-its-kind self-paced digital skilling ecosystem in emerging technologies designed and developed keeping in mind the aspirational values of students. The course offered is in line with the industry requirements and also aligned to Govt. Standards. The candidate will be provided with SSC NASSCOM Certification on successfully attempting & clearing the Certification.

Interested students may submit their names to Faculty Coordinators by 15th October, 2022.

*Incentives for eligible Beneficiaries

Ms. Sonal Goel

Dr. Deepa Jain

Ms. Jasmandeep Kaur

Ms. Harsh Kalra

(Bridge Course Coordinators)

Dr. Mahesh Sharma

(Vice Principal, BBA 1st Shift)

Dr. Vineeta Sharma

(Principal, BBA 1st Shift)

IDEAL INSTITUTE OF MANAGEMENT AND TECHNOLOGY

Affiliated to Guru Gobind Singh Indraprastha University, Delhi and Approved by Bar Council of India

Excellence, Quality & Blossom is Our Mission...



Under the aegis of Internal Quality Assurance Cell (IQAC)
BBA & BBA (CAM) 1st Shift
Organises
15 Days Short Term Bridge Course
On
“Fundamentals of Digital Marketing using Social Media Tools”

PROGRAM SCHEDULE Inaugural Session (Online Mode) 17th October, 2022 (Monday)		
TIME	SCHEDULE	FELICITATOR
12:30P.M.-12:32 P.M.	Introduction and Anchoring	Ms Jasmandeep kaur
12:32 PM- 12:34 PM	Saraswati Vandana	Dr.Deepa Jain
12:34 PM – 12:36 PM	Felicitation of Dignitaries Prof. (Dr.) Anil Parkash Sharma, Director, IIMT Keynote Speaker, Associate Director, CDAC Dr. Vineeta Sharma, Principal, BBA 1 st Shift Dr. Seema Nath Jain, Principal, BBA 2 nd Shift Dr.Mahesh Sharma , Vice Principal , BBA 1 st Shift	Dr.Vineeta Sharma Dr.Mahesh Sharma Ms.Harsh Kalra Ms.Sonal Goel Dr.Deepa Jain
12:36 PM- 12:38 PM	Welcome Address	Dr.Mahesh Sharma
12:38 PM- 12:40 PM	Concept Note	Ms. Sonal Goel
12:40 PM- 12:45 PM	Brief Introduction About the course by Keynote Speaker.	
12:45PM-12:55 PM	Blessings by Dignitaries Dr. Vineeta Sharma, Principal, BBA 1 st Shift Dr. Seema Nath Jain, Principal, BBA 2 nd Shift Prof. (Dr.) Anil Parkash Sharma, Director, IIMT	
12:55PM- 12:58 PM	Vote of Thanks	Ms.Harsh Kalra
12:58 PM- 1:00 PM	National Anthem	

Drafted By:-

Ms. Harsh Kalra

Dr. Mahesh Sharma
(Vice Principal, BBA)

Dr. Vineeta Sharma
(Principal, BBA)

Prof. (Dr.) Anil Parkash Sharma
(Director, IIMT)

XIV. X. XXII

IDEAL INSTITUTE OF MANAGEMENT AND TECHNOLOGY

Affiliated to Guru Gobind Singh Indraprastha University, Delhi and Approved by Bar Council of India

Excellence, Quality & Blossom is Our Mission



Under the aegis of Internal Quality Assurance Cell (IQAC)
BBA & BBA (CAM) Ist Shift
Organises

15 Days Short Term Bridge Course
On
“Fundamentals of Digital Marketing using Social Media Tools”

Course Curriculum	
Module 1	Digital Marketing Fundamentals: Overview of Internet and Mobile Penetration in India, Meaning and Significance of Digital Marketing, Digital Marketing Process (Startups/ MSMEs).
Module 2	Website Planning and rapid development Phases of Website Development, Use of WordPress CMS, Buying of Domain and Hosting
Module 3	Website Planning and rapid development Creating Professions website Home Page and Pages, Use of Plug-ins, Page Builder-Elementor, etc.
Module 4	Search Engine Optimization: Importance of SEO, Type of SEO- On-Page SEO, Off-Page SEO, Techniques of On-page SEO, Indexing of WebPages, Creation of Site Map, Keyword Placement, Keyword Planner, Content Optimization, Techniques of On-page SEO, SEO Tools demonstration
Module 5	Pay-Per-Click: Advertising and Google Ads: Why Pay-per click Advertising, Google Registration, GoogleAds interface, Google Ads Account Structure, Designing of 'Google Ads' Campaigns'; Search Campaign, Display Campaigns, Audience targeting, Bidding and Budgeting, Monitoring Campaigns
Module 6	YouTube and Video Marketing: Significance of Video Marketing, Creating YouTube Channel, Promotion of YouTube Channel, Video Making for YouTube and designing advertising campaigns for YouTube videos.
Module 7	Email Marketing (Bulk Mail):

	Significance of Email Marketing, Design Email Marketing Campaigns with Mail Chimp, MailChimp Interface, Creating Signup Forms, Pop-Up forms, Embedded forms, Audience list, Building email Database.
Module 8	Facebook Marketing: Introduction and Significance of Facebook Marketing, Facebook Page designing, Introduction Types of Various Ad Formats, setting up Facebook Advertising Account, Creation of Site Map, Keyword Placement, Keyword Planner, Content Optimization, Techniques of On-page SEO, SEO Tools demonstration
Module 9	Twitter Marketing: Twitter Marketing: Basics, Designing Twitter Advertising Campaigns
Module 10	LinkedIn Marketing: Introduction to LinkedIn Marketing, Designing Twitter Advertising Campaigns.
Module 11	Web Analytics: Google Analytics: Introduction and Significance, Google Analytics Interface and Setup, Understanding Goals and Conversions, Monitoring Traffic Behaviour and preparing reports
Module 12	Google AdSense and Affiliate Marketing: Role of Google AdSense, Applying for AdSense, Google AdSense plugins Affiliate Marketing Techniques and Models.



Under the aegis of Internal Quality Assurance Cell (IQAC)

BBA & BBA (CAM) 1st Shift

Organizes

15 Days Short Term Bridge Course

On

“Fundamentals of Digital Marketing using Social Media Tools”

Valedictory Session

11 NOVEMBER 2022

TIME	SCHEDULE	FELICITATOR
1:30P.M.-1:35 P.M.	Introduction and Anchoring	Ms. Jasmandeep kaur
1:35 PM- 1:38 PM	Saraswati Vandana & Lighting of the Lamp	Ms. Rakhi Gangal
1:38 PM – 1:45 PM	Felicitation of Dignitaries Prof. (Dr.) Anil Parkash Sharma, Director, IIMT 1, Course Coordinator 2, Course Coordinator Dr. Vineeta Sharma, Principal, BBA 1 st Shift Dr. Seema Nath Jain, Principal, BBA 2 nd Shift Prof. (Dr.) Arun Gupta, Principal, School of Law	Dr. Vineeta Sharma Dr. Mahesh Sharma Ms. Jasmandeep Kaur Ms. Harsh kalra Dr. Deepa Jain Dr. Sonal Goel
1:45 PM- 1:50 PM	Valedictory by CDAC Coordinators	
1:50 PM- 1:55 PM	Briefing the Course (Report)	Dr. Sonal Goel
1:55PM-2:20 PM	Blessings by Dignitaries Dr. Vineeta Sharma, Principal, BBA 1 st Shift Prof. (Dr.) Anil Parkash Sharma Director, IIMT	
2:20PM- 2:55 PM	Distribution of Certificates by CDAC Coordinators	Dr. Sonal Goel Ms. Harsh Kalra
2:55 PM-3:00 PM	Vote of Thanks	Dr. Deepa Jain

Drafted By:-

Dr. Deepa Jain

Ms. Jasmandeep Kaur

Dr. Mahesh Sharma

(Vice Principal, BBA)

Dr. Vineeta Sharma

(Principal, BBA)

Prof. (Dr.) Anil Parkash Sharma

(Director, IIMT)

IDEAL INSTITUTE OF MANAGEMENT AND TECHNOLOGY

Affiliated to Guru Gobind Singh Indraprastha University, Delhi and Approved by Bar Council of India
An ISO 9001:2015 Certified Quality Institute

Excellence, Quality & Blossom is Our Mission...



Under the aegis of Internal Quality Assurance Cell (IQAC)
BBA & BBA (CAM) 1st Shift
Organises

15 Days Short Term Bridge Course

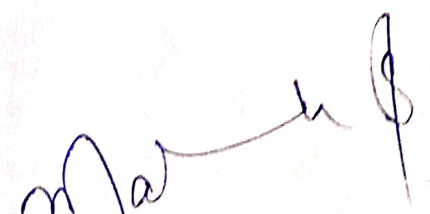
On

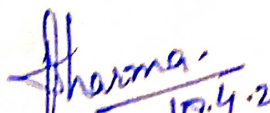
“Fundamentals of Digital Marketing using Social Media Tools”

Attendance

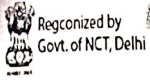
S.NO	Name	Enrollment No	Class	Sign
1	Vishesh Arora	04613401720	BBA (Gen 5)	Vishesh
2	Shruti Rana	04713401720	BBA (Gen 5)	Shruti
3	Money Sharma	01413401720	BBA (Gen 5)	Money
4	Mansi Arora	01913401720	BBA (Gen 5)	Mansi
5	Praachi Sharma	02313401720	BBA (Gen 5)	Praachi
6	Himanshu Sahdev	03913401921	BBA (CAM 3)	Himanshu
7	Gaurav Jha	01213401721	BBA (Gen 3)	Gaurav
8	Harsh Jain	02413401721	BBA (Gen 3)	Harsh
9	Rishabh Jain	01313401721	BBA (Gen 3)	Rishabh
10	Raj Joshi	02313401921	BBA (CAM 3)	Raj
11	Dhawal Grewal	00813401921	BBA (CAM 3)	Dhawal
12	Nehar Teekha	02513401921	BBA CAM-3	Nehar
13	Neha Gupta	00713401921	BBA (CAM 3)	Neha
14	Kartik Khurana	35413401921	BBA (CAM 3)	Kartik
15	Dhruv Verma	02013401921	BBA (CAM 3)	Dhruv
16	Aarshi Gupta	35713401920	BBA (CAM 5)	Aarshi
17	Nirja Gupta	02613401920	BBA (CAM 5)	Nirja
18	Somya Gupta	04013401721	BBA (Gen 3)	Somya
19	Khika	01613401720	BBA (Gen 5)	Khika
20	Kanika Chauhan	05113401721	BBA (Gen 3)	Kanika
21	Aashi Tyagi	03313401721	BBA (Gen 3)	Aashi
22	Saitej Vati	05313401721	BBA (Gen 3)	Saitej
23	Karan Singh	04513401721	BBA (Gen 3)	Karan

24	Rishab Choudhary	03213401321	BBA Gen 3	Sharma
25	Mohit Sharma	02213401720	BBA Gen 3	Sharma
26	Samyak Jain	03213401720	BBA Gen 3	Sharma
27	Ayush Jain	00813401720	BBA Gen 3	Sharma
28	Sumit Kumar	02313401321	BBA Gen 3	Sharma
29	Komal Sharma	01913401920	BBA Gen 3	Sharma
30	Gaurangi Mishra	01513401920	BBA Gen 3	Sharma
31				
32				
33				
34				
35				
36				
37				
38				
39				
40				
41				
42				


 Dr. Mahesh Sharma
 (Vice Principal, BBA)
 18/04/2022


 Dr. Vinceta Sharma
 (Principal, BBA)
 10.4.23

IDEAL INSTITUTE OF MANAGEMENT AND TECHNOLOGY



Affiliated to GGS
Indraprastha University



Approved by
Bar Council of India



Accredited by National Assessment
And Accreditation Council (NAAC)



AN ISO 9001:2015
Certified Institute



70
असादा
अद्वैत नवोत्थान

70
असादा
अद्वैत नवोत्थान

*Report of Fifteen days Bridge Course Training Program, 2022
Under the Aegis of Internal Quality Assurance Cell (IQAC)
(Monday, 17th October 2022 – 10th November 2022)
(Timings – 1.30 pm – 3.00pm)*

Bridge Course Training Program: Fundamentals of Digital Marketing using Social media Platforms

Bridge Courses are advanced courses designed especially for students taking an advanced course for the first time. Bridge courses are supplemental knowledge given to students. Further, they deliver them with an elementary understanding of the advanced subjects that will teach them in the future. A Bridge Course may lead a person to ensure that he has a basic knowledge of the course that will guide him. They are designed to help students transition from one academic level to another. It also provides additional support through tutoring or mentoring programs. Taking a bridge course can help students better understand the expectations of their new academic level and make a smooth transition into their new program. Bridge courses can also help students to build confidence and develop new skills that will be useful in their future studies.

In the same learning process, Ideal Institute of Management and Technology organised fifteen days Bridge Course Training Program from Monday 17th October 2022 to 10 November, Thursday 2022 in online mode in IIMT. The programme was conducted from 1.30 pm to 3.00 pm everyday during this period. The first-of-its-kind self-paced digital skilling ecosystem in emerging technologies designed and developed keeping in mind the aspirational values of IT professionals in various fields of academics, research and large organizations. A joint initiative by Ministry of Electronics and IT (MeitY), Govt. of India & NASSCOM.

The courses offered are in line with the industry requirements and also aligned to Govt. Standards. The exposure of practical sessions will be provided through virtual labs setup at different C-DAC /NIELIT Centres which in turn would support the candidate in attempting labwork at the comfort of their home/office.

The candidate will be provided with **SSC NASSCOM Certification** on successfully attempting & clearing the Certification. The Certification is having its own unique weightage among the IT industry which can help the candidate in getting better employment opportunities. As a part of Re-Skilling/ Up-Skilling ecosystem, the Govt. of India is also providing incentives on successful Certification

The USP of the Courses are as below:

- E-Labs.. Anytime, Anywhere
- Regular Faculty Interaction
- Sector Specific Projects & Case Studies
- Industry Recognized SSC NASSCOM Certification
- Skills Passport to connect with Potential Recruiters
- Government Incentive on Successful Certification

Department received an overwhelming response from all the classes of BBA 1st Shift and BBA 2nd Shift and were 50 Registrations for the course.

Day - 1 (17.10.2022)

Inaugural Session

Presided over by Prof.(Dr.) Anil Parkash Sharma, Director,IIMT

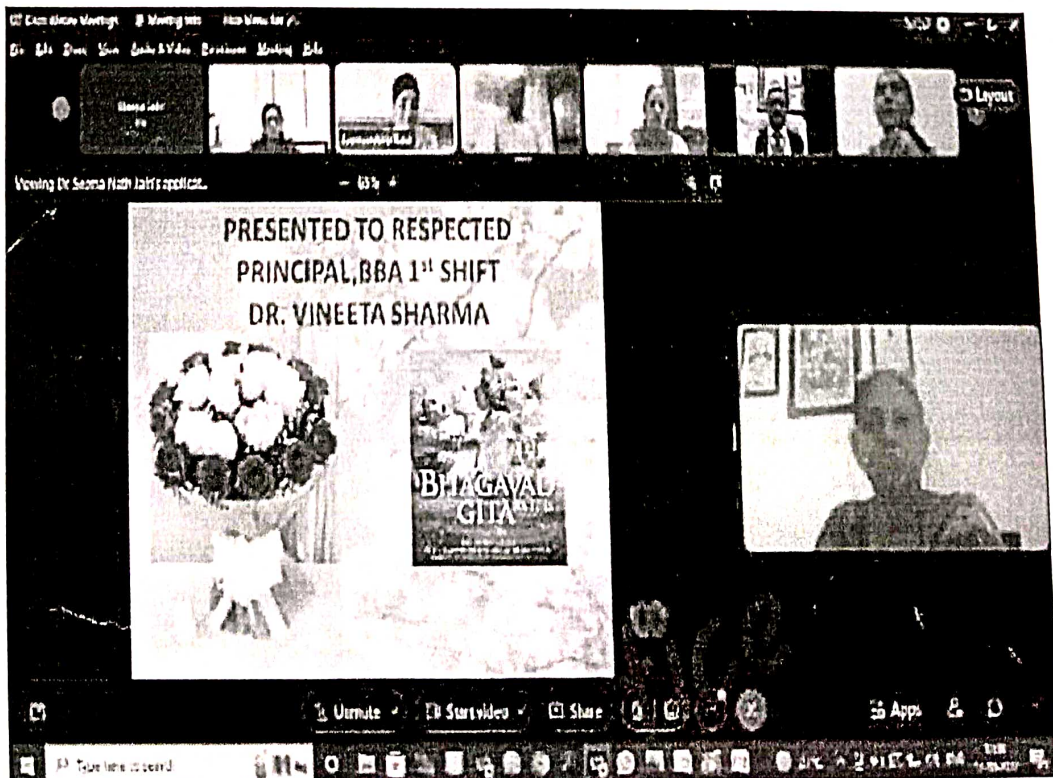
Principal BBA 1st Shift Dr. Vineeta Sharma, Principal BBA 2nd Shift Dr. Seema Nath Jain, Vice Principal BBA 1st Shift Dr. Mahesh Sharma, Dr Preeti Bali , Associate Director and Head-Software Technology Division, C-DAC Mohali along with all the faculty members of BBA 1st Shift. Ms Jasmandeep Kaur initiated the program with the blessings of Goddess Saraswati followed by the felicitation ceremony. Dr. Mahesh Sharma read the Welcome Note and wholeheartedly welcomed all the dignitaries. Dr. Sonal Goel presented the Concept Note about the event.Dr. Preeti Bali give brief introduction about the importance of learning fundamentals of Digital Marketing using Social Media tools.Ms. Harsh Kalra gave vote of thanks which was followed by national anthem.

Day - I (17.10.22)

Module 1 -

Introduction to Digital Marketing

Dr. Preeti Bali discussed about the introduction of the Digital Marketing and Significance of Digital Marketing.Digital Marketing Process (Startups/ MSMEs) was also explained by her to both BBA Shift students elaborately. She specifically elaborated about the importance of Digital Marketing with respect to future. She also answered the queries of the students in a very articulated manner.





Module -2(18.10.22)

Digital Marketing Foundations

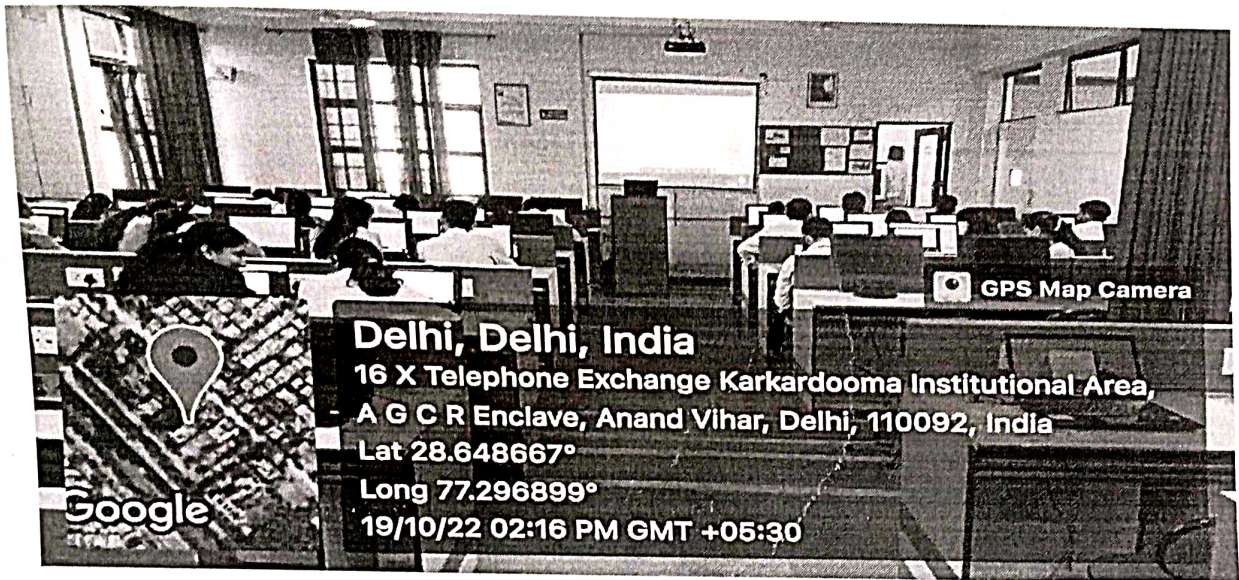
Ms Rachna elaborated on the various aspects of basics of Digital Marketing foundations and explained the Overview of Internet and Mobile Penetration in India. She took practice exercises with students also. Students participated very well in all practice sessions.



3-(19.10.22)

Open Source CMS : Wordpress

Ms Rachna explained about Open Source CMS : Wordpress in today's class. She took various examples in order to make proper understanding of the topics to the students.. She took practice exercises with students also students participated very well in all practice sessions.

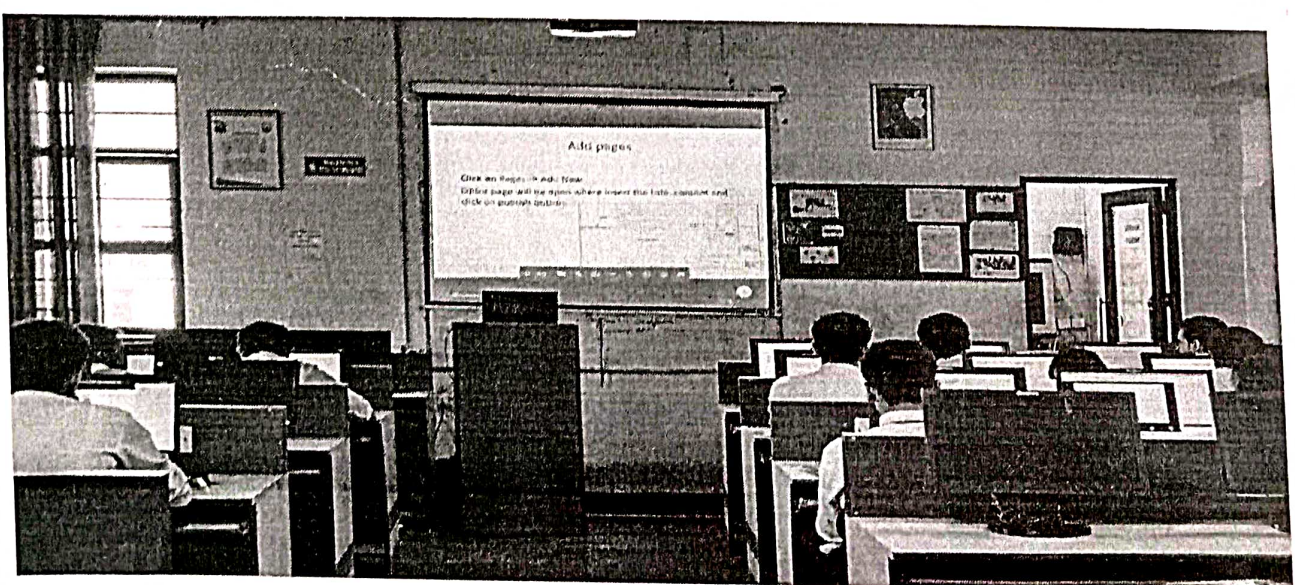


Module 4-(20.10.22)

Website Development

- Phases of Website Development, Use of WordPress CMS
- Buying of Domain and Hosting, Creating Professions website Home Page and Pages
- Use of Plug-ins, Page Builder-Elementor, etc.

Ms Rachna apprised about the Phases of Website Development, Use of WordPress CMS, Buying of Domain and Hosting, Creating Professions website Home Page and Pages, Use of Plug-ins, Page Builder-Elementor, etc.in the class. She took various practice sessions in the class as well,which was much liked and appreciated by the students and many questions were putforth by them.

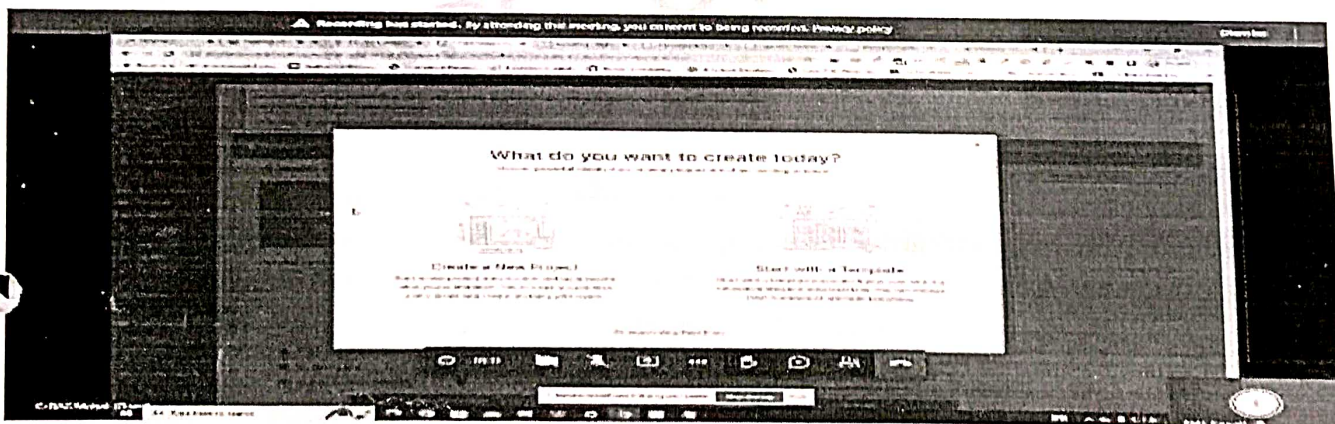
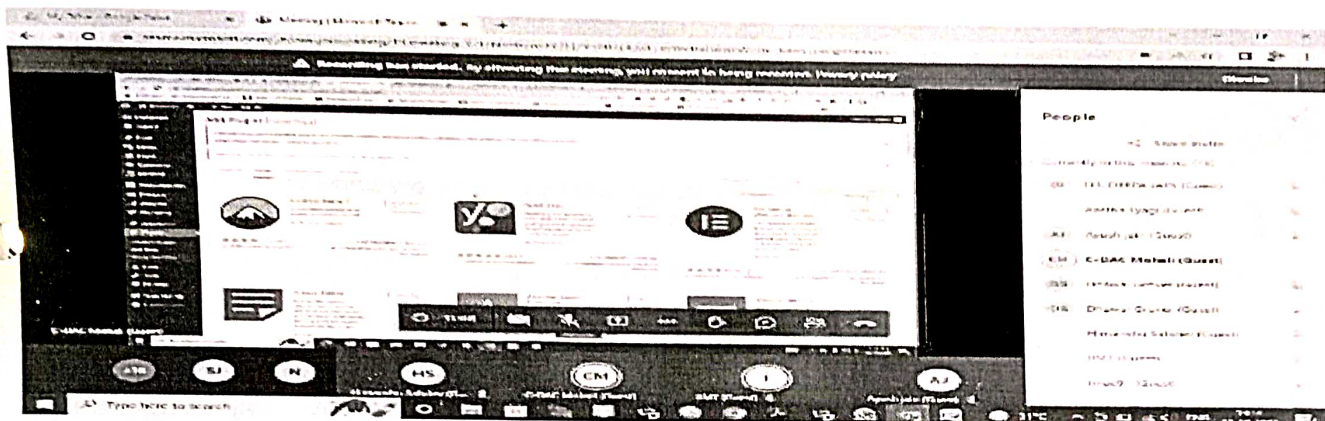


(21.10.22)

Search Engine Optimization

- Importance of SEO, Type of SEO- On-Page SEO, Off-Page SEO
- Techniques of On-page SEO: Indexing of WebPages, Creation of Site Map, Keyword Placement
- Keyword Planner, Content Optimization. Techniques of On-page SEO. SEO Tools demonstration.

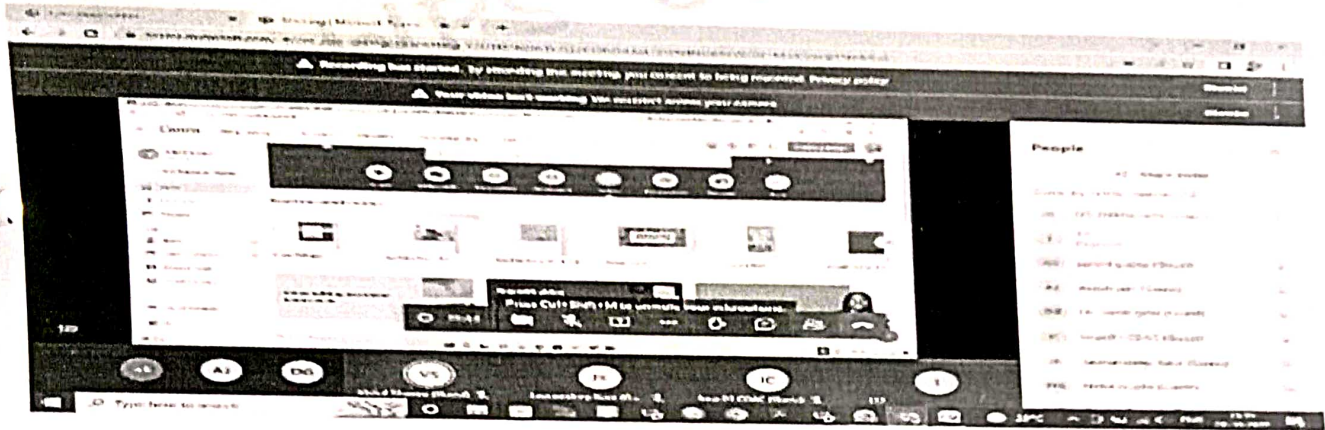
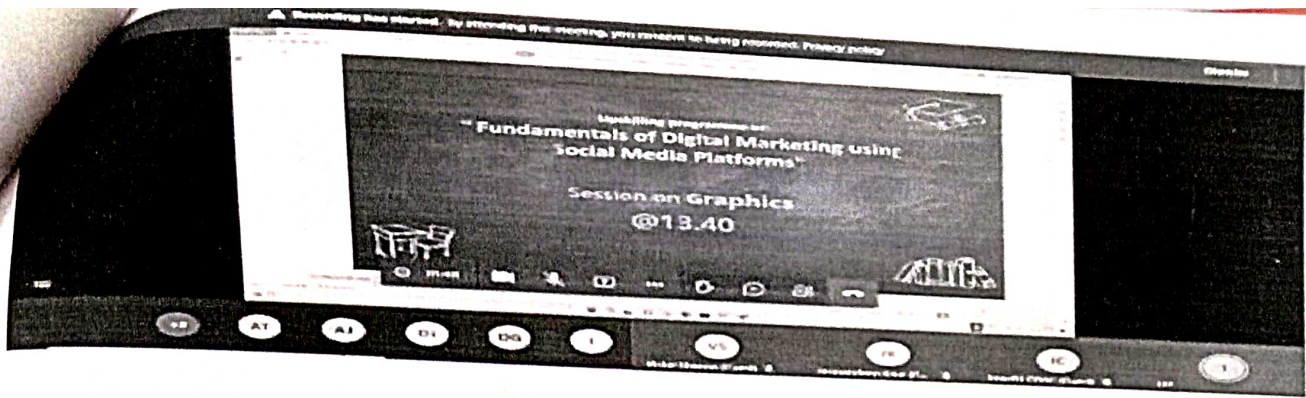
The trainer delivered the understanding of Importance of SEO, Type of SEO- On-Page SEO, Off-Page SEO, Techniques of On-page SEO: Indexing of WebPages, Creation of Site Map, Keyword Placement, Keyword Planner, Content Optimization. Techniques of On-page SEO. SEO Tools demonstration on 5th day of Bridge Course. The session was much liked and appreciated by the students and many questions were put forth by them.



Module 6-(28.10.22)

Graphics

Ms.Rachna explained this modern form of art as a contemporary flair to the advertisement profile of every company. She also explained about the key components to build brand awareness and influence the customer's decision-making process. She asked many questions at the end of the session as a mock test for the students.

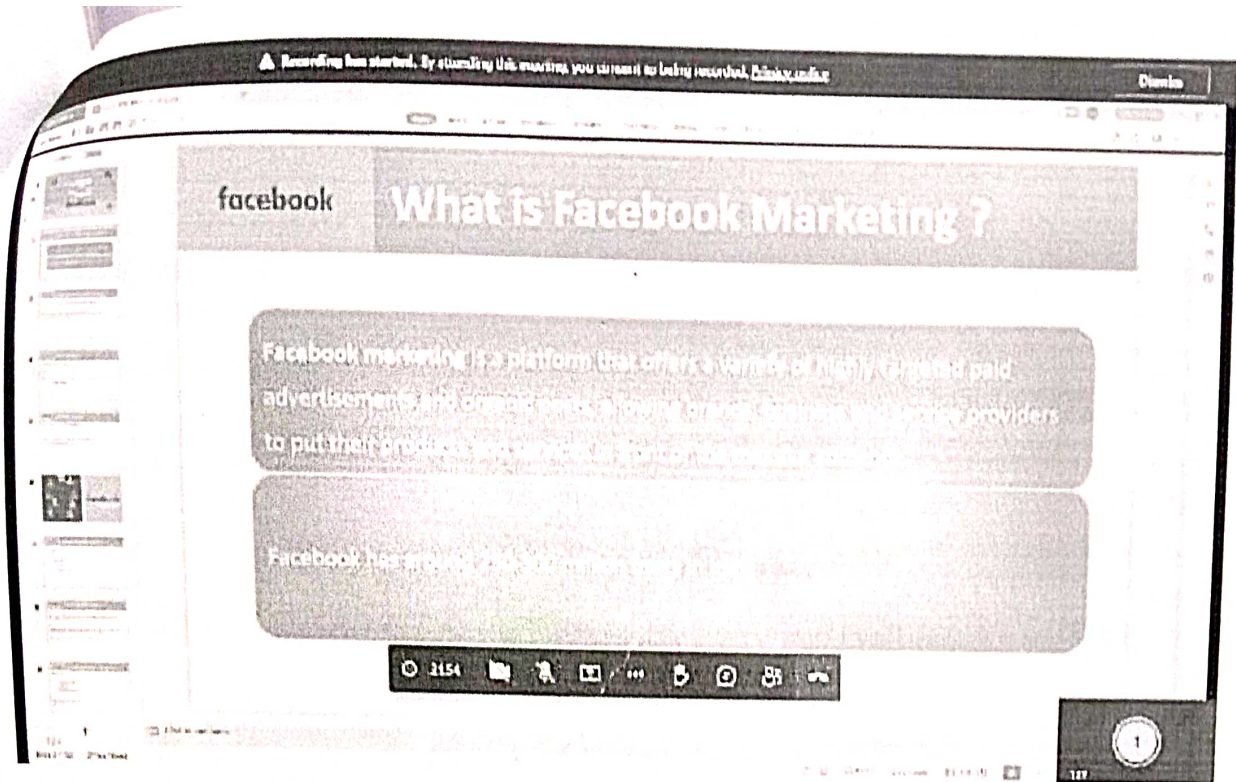


Module 7-(31.10.22)

Facebook Marketing

- Introduction and Significance of Facebook Marketing
- Facebook Page designing, Introduction Types of Various Ad Formats
- setting up Facebook Advertising Account
- Understanding Facebook Audience and its Types
- Designing Facebook Advertising Campaigns
- Working with Facebook Pixel.

Mr.Shashi apprised about Introduction and Significance of Facebook Marketing ,setting,designing and working with facebook pixel.It was an enthusiastic session for the students. They enjoyed it a lot. He asked many questions at the end of the session as a mock test for the students.

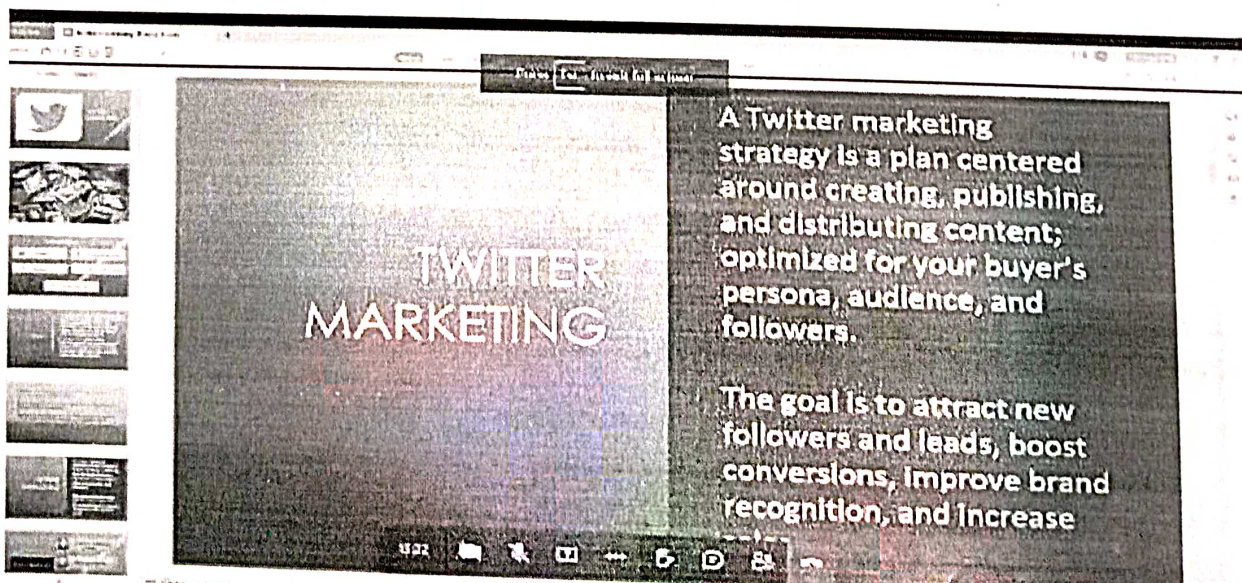


Module 8-(1.11.22)

Twitter Marketing

- **Twitter Marketing: Basics**
- **Designing Twitter Advertising Campaigns**

Mr. Shashi apprised about the Twitter marketing and designing Twitter advertising campaigns. The session was much admired by the students and many questions were put forth by them which were handled by the trainer in a very respectful way.

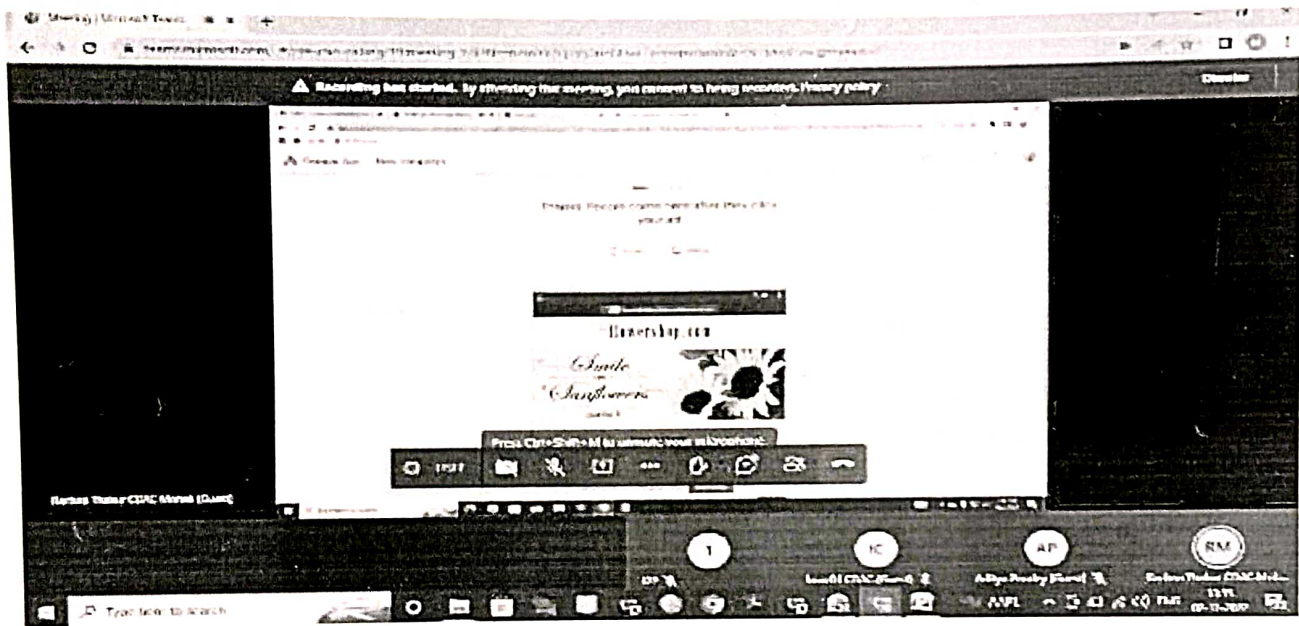


9-(2.11.22)

Google Ads

- Role of Google AdSense
- Applying for AdSense
- Google AdSense plugins Affiliate Marketing Techniques and Models.

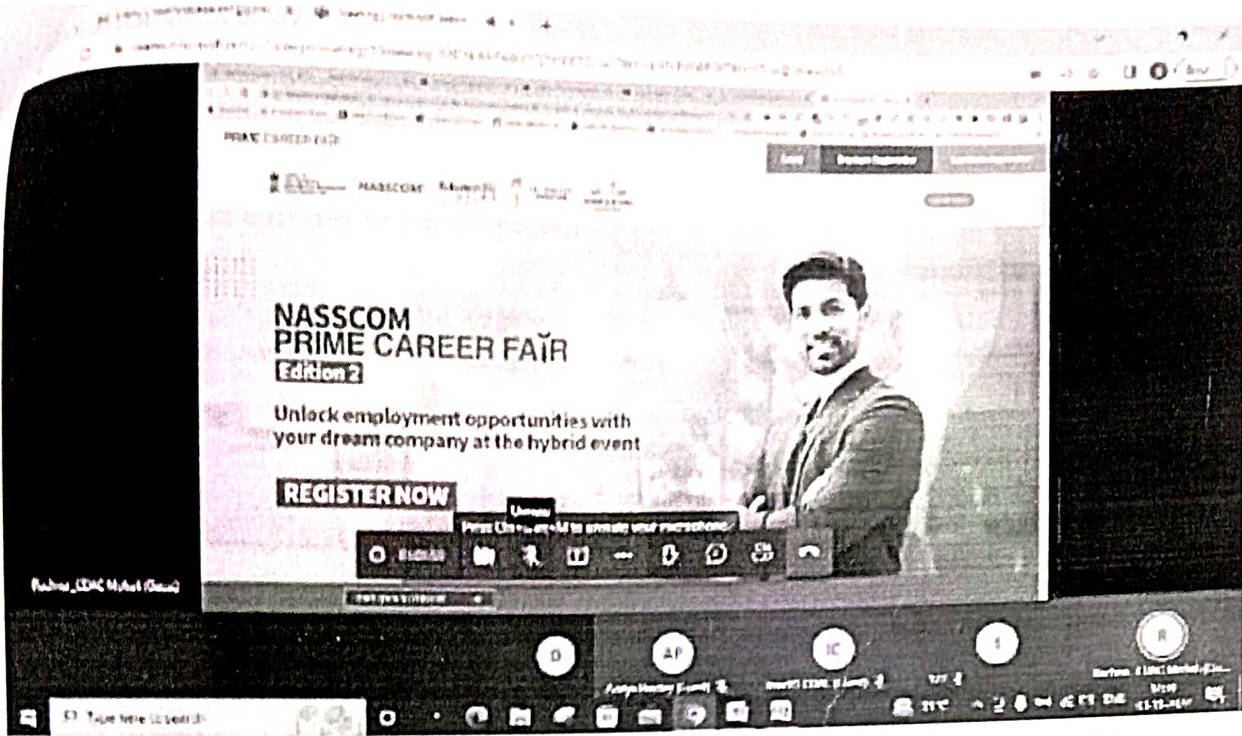
Day 9 of this Bridge Course was very engrossing. She took various examples in order to make proper understanding of the topics to the students. Students participated very well in all practice sessions.



10-3.11.22

Ad Campaign on YouTube

The trainer delivered the understanding of Ad Campaign on YouTube. The session was much admired by the students and many questions were put forth by them which were handled by the trainer in a very respectful way.

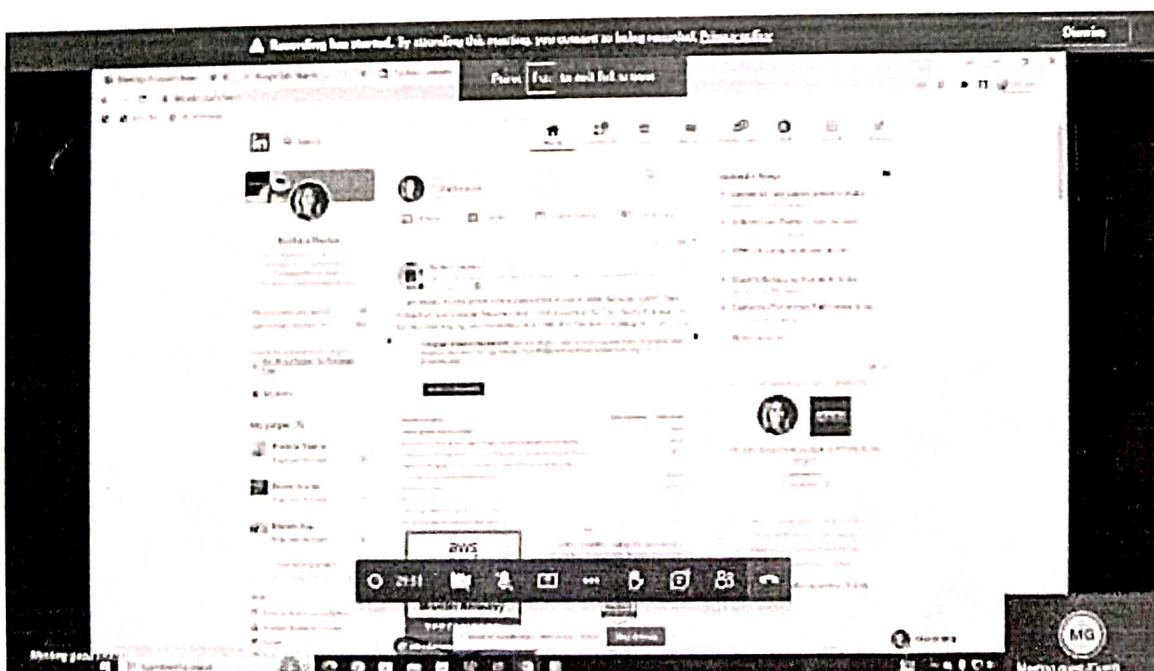


Module 11-(4.11.22)

LinkedIn Marketing

- Introduction to LinkedIn Marketing
- Designing Twitter Advertising Campaigns

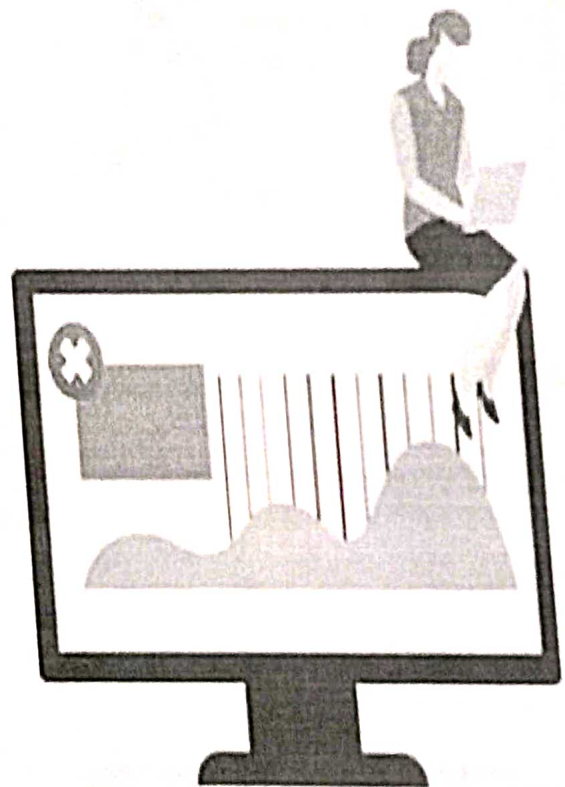
Ms Rachna apprised about the professions Introduction to LinkedIn Marketing and Designing Twitter Advertising Campaigns.. She took various practice sessions in the class as well.



- Content Marketing
- Google Pixel or Glag
- Google Analytics
- Website Planning and Rapid Development

Ms. Rachna apprised about Content Marketing ,Google Pixel or Glag ,Google Analytics ,Website Planning and Rapid Development . Students were involved in various types of test as well in practice sessions. They exchanged the numbers with trainer as well.

Session on Website Planning and Rapid Development



Valedictory Session
(11-11-22)

As this was the last day of Bridge Course 2022 organised by BBA 1st Shift, Ideal Institute of Management and Technology, it was conducted as Valedictory Session. This Session observed the gracious presence of Honorable Director of the Institute Prof. (Dr.) Anil Parkash Sharma, Principals and Vice Principals of different departments. Ms Jasmandeep Kaur initiated the program after lighting of lamp by the Director of the Institute Prof. (Dr.) Anil Parkash Sharma and paid her gratitude for the trainer of the course , Management committee and the students . Thereafter, felicitation ceremony took over and then various activities were performed by the students in the form of recorded videos of students in the form of Feed Back, Overall glimpses of the whole course were also shown with a video. Two students also presented their viewpoints regarding the benefits from this program of Certificate Distribution.

After this ,Dr. Sonal Goel presented the brief report of the whole course.

Certificates were also issued to all registered students.

At last ,dignitaries blessed the students with words of wisdom followed by vote of thanks and patriotic song.

:

Report Prepared by:

Dr.Sonal Goel

(Sr.Assistant Professor,BBA 1st Shift)

Sonal
18/4/23

Dr. Vineeta Sharma

(Principal, BBA 1st Shift)

Sharma.
18.4.23

Dr. Mahesh Sharma
(Vice Principal, BBA 1st Shift)

Mahesh Sharma
18/04/2023

Prof.(Dr.)Anil Parkash Sharma

(Director, IIMT)

Anil Parkash Sharma

XVIII. IV. XVIII