



**SRI VENKATESWARA COLLEGE
(UNIVERSITY OF DELHI)**

EVENT REPORT

NAME OF THE EVENT: ADD ON COURSE ON DIGITAL MARKETING			
DATE	DEPARTMENT	COMMITTEE/SOCIETY	COORDINATORS NAME
29 th Jan-6 th Mar, 2022	COMMERCE	ADD ON COURSE COMMITTEE	DR. SHRUTI MATHUR/ DR. NEHA SINGHAL
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor; online/offline/hybrid
10:00 A.M.-1:30 P.M. (Every Saturday and Sunday)	Google Meet	30 students	Online
FINANCIAL SUPPORT/ASSISTANCE (if any):	SRI VENKATESWARA COLLEGE		

BRIEF INFORMATION ABOUT THE ACTIVITY


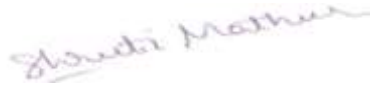
TOPIC/SUBJECT OF THE ACTIVITY	ADD ON COURSE ON DIGITAL MARKETING
OBJECTIVES	The objective was to provide a course on Digital Marketing (which is a very significant subject in today's scenario) keeping in mind the advancement of digital technology and the pandemic at an affordable rate to students of different colleges and industry.
METHODOLOGY	The syllabus was designed with the help of Industry experts and online classes were held on Google Meet Platform.
INVITED SPEAKERS WITH AFFILIATION DETAILS (IF ANY)	Mr. Pradeep Singh (Marketing Head, Zyxel Technology India Pvt Ltd) Ms. Neeti Sirohi (Manager Performance Media at Initiative Dubai, United Arab Emirates)

OUTCOMES	The enrolled students learnt about Google Search, Appand YouTube, Google Display Ads, Shopping campaigns using Facebook and Instagram Advertising,Reporting Visualization Tools and Google Analytics etc.
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PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):

1 Notice & Letters ✓	2 Number of Participants & Name of participants ✓	3 Video clip	4 Photos ✓	5 Feedback Form & analysis ✓
6 News clip with details	7 Sample Copy of the Certificate ✓	8 Posters/ Invites ✓	9 Event report Attested by Event Coordinator & IQAC Coordinator ✓	10 Any other document

IQAC Document No: IQAC/SVC/2021-22/COM 25	Criterion No: III
Departmental file no: COMMERCE/2021-22/ADD ON	IQAC file No: IQAC/2021-22

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
Dr. Neha Singhal 	Dr. Shruti Mathur 	

For Reference

Criterion I	Curricular Aspects (planning & Implementation)	Criterion V	Student Support & Progression
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Criterion II	Teaching Learning & Evaluation		Criterion VI	Governance
Criterion III	Research, Innovations & Extension		Criterion VII	Institutional Values & Best Practices
Criterion IV	Learning Resources and Infrastructure			

DIGITAL MARKETING

(Add - On Course Report)

By:

Department of Commerce

Sri Venkateswara College

29th January, 2022 – 6th March, 2022

ACKNOWLEDGEMENT

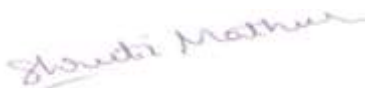
We consider it a great privilege to be a part of this prestigious institution Sri Venkateswara College. Not only academically but the college has always excelled in all the fields and it feels extremely great to be a part of one such initiative. We would like to express our special gratitude to our Principal Madam, **Prof. C. Sheela Reddy** for fostering great values in the college environment and inspiring us to do new things.

We are also grateful to the current Vice Principal **Dr. S. Venkata Kumar** who was also the Acting principal back when the course was initiated and started.

We are also very grateful to the resource persons **Mr. Pradeep Singh**, Marketing Head, Zyxel Technology India Pvt Ltd., Zyxel Communications and **Ms. Neeti Sirohi**, Manager Performance Media at Initiative Dubai, United Arab Emirates.

We also thank **Ms. Sunita Chhabra and Dr. Mamta Arora** for always keeping our morale high and guiding us from time to time. Special mention goes to our team members, **Dr. Sindhumani Bag, Ms. Devki and Mr. Yogesh** who played a vital role in the fruitful completion of the course.

Last but not the least, a special thanks to all administrative, accounting and ICT department for their cooperation throughout this beautiful journey.



Dr. Shruti Mathur



Dr. Neha Singhal

(Course Convener)

FROM THE PRINCIPAL'S DESK



It gives me immense pleasure to note that the Department of Commerce, this year has offered an Add on Course on Digital Marketing. Since 2019, the Department has been offering an Add on Course on Entrepreneurship but this year keeping up with the industry trend and demand the Department has gone ahead and offered the students of the University of Delhi the opportunity to learn the technicalities of Digital Marketing. Keeping in mind the changes brought in the business environment due to the pandemic the subject has gained a lot of weight, therefore, this subject has been offered this year.

The industry experts Mr. Pradeep Singh and Ms. Neeti Sirohi, as resource persons have helped bridge the gap between theory and practice. This initiative of the Department aims at making students industry ready by learning the art of Digital Marketing.

I congratulate the two Conveners Dr. Shruti Mathur and Dr. Neha Singhal for shouldering this responsibility together with the other team members Dr. Sindhumani Bag, Ms. Devki and Mr. Yogesh. Hope the Department will continue the trend of offering more such meaningful and significant courses to the student fraternity.

Prof C. Sheela Reddy

Principal

MESSAGE FROM THE VICE PRINCIPAL



It gives immense pleasure on learning about the successful completion of the Add on Course “**DIGITAL MARKETING**” an initiative of the Department of Commerce.

I commend the efforts of **Dr. Shruti Mathur** and **Dr. Neha Singhal** in particular and their wonderful team comprising other teachers from the **Department of Commerce** for their thought to start this new Add on Course in online mode.

The dynamics of the COVID PANDEMIC has seen phenomenal distortions as well as opportunities. With no chance of physical marketing and the fear of meeting people, however, has not taken away the spirit to buy. It was this dilemma which led to leaning towards the online marketing and consequentially digital transactions has increased significantly.

DIGITAL PLATFORM, has evolved as the meeting place for both the buyer and seller, necessitating the sellers to showcase their products and complete the sale in virtual mode.

I am sure that this 36-hour course spanning over three months would have immensely benefited the students. Hopefully the interaction with both **Mr. Pradeep Singh** and **Ms. Neeti Sirohi**, experts in their fields and the learned resource persons for this course, has enhanced the knowledge of every student in the development of IT networks and designing the appropriate media for advertising. This digital literacy is in sync with the Honble. Prime Minister’s call for more digital financial transactions which also is the need of the hour.

Dr. S. Venkata Kumar

*Vice
Principal*

MESSAGE FROM THE TEACHER IN CHARGE/ CONVENOR



The Department of Commerce offers an add-on course on Digital Marketing, which is open to students across university. The course is aimed at skill development. The world around us has changed and become more technology driven; especially during the pandemic. The customers especially the younger generation spends most of its time on the net. They are tech savvy and prefer to buy things online. A marketer cannot rely on the traditional marketing and promotion tools. Now, customers need to be reached through the digital platforms. So the new age marketers must embrace the new marketing concepts. Digital marketing is an upcoming field. Developing skills in this arena is an imperative for the job - seekers. This add-on course has been designed to develop an understanding of digital marketing. I am sure that the participants will benefit from our experts who have industry experience and will get a better understanding of this emerging area.

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1. INTRODUCTION

In the current times of Coronavirus pandemic, face to face marketing has lost its meaning and importance. Digital Marketing has become the need of the hour for businesses to promote their products and services. Even though Digital Marketing is not a new concept but our Honorable Prime Minister's Digital India Campaign and the Coronavirus pandemic have been two primary reasons for the growing interest of industry in this concept.

The **Department of Commerce, Sri Venkateswara College**, under the able guidance of our Acting Principal, **Dr. S. Venkata Kumar** understood the need of the hour and therefore took the initiative of starting an add – course on 'Digital Marketing' for the students. This course aimed at infusing the digital marketing skills, which can help our students to understand the key requirements of the business environment. The students also learnt about Facebook campaigns, Instagram advertisements, Google ads, reporting and Google analytics. They also gained insights in analyzing and generating leads.

Expected Learning outcomes

The students who took up this course learnt:

- The art of marketing digitally through platforms like Facebook, Instagram & Google ads
- Creating value digital advertisements in the online space
- Promoting the products and services on online platforms
- Understanding, reporting and analyzing data generated online

Course Duration

This was a three months course with a 36 hour duration which started on 29th January, 2022 and ended on 6th Mar, 2022. The classes were held on Saturdays and Sundays.

Thirty students from different courses of different colleges of University of Delhi enrolled for the course. Students were from different courses like BA Programme, B.Sc. Biochemistry (Hons), B.Com (Hons), B.Com and B.Sc. Statistics (Hons). The students were from following colleges

1. Sri Venkateswara College (University of Delhi)
2. Jesus & Mary College (University of Delhi)
3. CVS (University of Delhi)
4. NSUT
5. School of Open Learning (University of Delhi)

2. TEAM BEHIND THE COURSE

COURSE CONVENERS

TEAM MEMBERS



(Dr. Shruti Mathur and Dr. Neha Singhal)



(Dr. Sindhumani Bag, Mr. Yogesh and Ms. Devki)

The journey of this add on course on *Digital Marketing* right from idea inception to materialization, would not have been possible without the collective initiative taken by the team conveners and its members, in terms of creativity, techno-savvy skills, diligence and patience. **Dr. Shruti Mathur, the Teacher In Charge/ Convener** who has always supported new initiative and creative ideas of the Department colleagues has added another feather in her cap by supporting the idea of offering this course. The course began at the initiative of **Dr. Neha Singhal** who was fully supported by **Dr. Shruti Mathur**. **Dr. Sindhumani Bag** (Assistant Professor), **Ms. Devki** (Assistant Professor) and **Mr. Yogesh** (Assistant Professor) also deserve a special mention for their valuable inputs and untiring efforts for the successful completion of this program.

3. RESOURCE PERSONS

Our resource persons included two eminent industry experts.



Mr. Pradeep Singh, Marketing Head, Zyxel Technology India Pvt Ltd., Zyxel Communications is the World's largest manufacturer for IT Networking Devices. Prior to that, he has held the various marketing positions at different Multi National Companies. He is also a leading public speaker and career consultant.

Mr. Singh is an MBA from GGSIPU and certificate holder from IIT Delhi. He has attended general management program

conducted by Ross School of Business, University of Michigan. Mr. Singh has been associated with the IT industry both in India and overseas for more than 10 years. He has handled assignments in General Management, Marketing, Corporate Planning and International Operations. Prior to his current assignment he has worked with BenQ, Barco, IBM and ESSAR in India.

As the Marketing Head of Zyxel India, India's premier Networking products and services company, Mr. Singh spearheaded the growth of IT Networking deployment in India. He is actively involved with various professional bodies associated with the Indian Networking and Marketing industry. He is currently member of FICCI Committee. He is also former member of Marketing Association and was honored with Fellowship in the year 2018. He has also been honored and acknowledged by several leading media houses for his pioneering contribution to the Indian Marketing Industry by creating awareness and demonstrating benefits of this wonderful tool in different walks of life in India.



Ms. Neeti Sirohi, is a Manager Performance Media at Initiative Dubai, United Arab Emirates. She is an accomplished Digital Marketing Manager offering over 9+ years of experience driving revenue through building and maintaining client relationships. She has worked in various verticals (Airlines, Hotels, Education, E-Commerce, B2B, Pharma) and understood their nuances and go to strategy.

Creative and dynamic marketer with proven expertise in consistently penetrating new markets to ensure sustainable revenue growth. Responsible for workflow management of the Account Managers and Account growth. Strategize marketing activities for clients on basis of KPI. Identifying new needs of the business and granting solution to them. Worked closely with automation (machine learning) team to create new solutions via machine learning/API to make client's campaign more efficient and cost saving. **The resource persons used interactive pedagogy including group discussions, case studies and Audio visual tools to deliver the content.**

4. SYLLABUS AND STRUCTURE OF THE COURSE

The Course covers four modules:

- **Module 1: Google Search, App & YouTube**
- **Module 2: Google Display Ads**
- **Module 3: Shopping campaigns using Facebook & Instagram Advertising**
- **Module 4: Reporting, Visualization Tools and Google Analytics**



SRI VENKATESWARA COLLEGE (University of Delhi)

Benito Juarez Road, Dhaula Kuan, New Delhi- 110021

ADD ON COURSE ON DIGITAL MARKETING SYLLABUS

STRUCTURE OF THE COURSE: The total course duration is 36 hours including:

- *Teaching :* 30 hours
- *Webinar:* 3 hours
- *Assessment:* 3 hours

COURSE CONTENTS (30 teaching hours)

Unit 1

10 hrs

Google Search, App & YouTube

- Campaign setup & targeting details
- Keywords & Match types
- Negative keywords
- Remarketing list for search ads (RLSA) & Industry's best practises
- In-market for search ads
- Call only Ads
- Quality score performance tracking & how to improve
- Ad-Extensions – sitelinks, structured snippet, message, callouts, phone extension etc
- Different Ad types – RSA, DKI, countdown, Ad customizers, ETA
- Search campaign strategy for new and returning users
- Keyword planner
- Campaign optimization approach & best practises
- Search query analysis & text mining
- Auto tagging & manual tagging
- Search Attribution modelling

- Conversion tracking setup for website & Phone calls
- Store sales direct (SSD) campaigns
- Advanced bidding strategies (target CPA, Target ROAS, ECPC, manual cpc, maximize conversion, target impression share)
- Auction insight reporting
- Competitive metrics
- Ads scripting & Automate rules
- YouTube campaigns / YouTube analytics
- Google App Campaigns (UAC 1.0, 2.0 & 3.0)
- App Engagement campaigns & App tracking

Unit 2

5 hrs

Google Display Ads

- In-market
- Affinity audiences
- Custom Affinity / Custom Intent campaigns
- Contextual targeting
- Different Ad format – HTML, static, gif banners, Responsive Image Ads
- Remarketing / dynamic remarketing campaigns
- Smart display Campaigns
- Dynamic remarketing campaigns for retail, hotel, flights & real estate industry & their tracking & implementation guidelines

Unit 3 Shopping campaigns using Facebook & Instagram Advertising

10 hrs

- Product listing ads (PLA) ads
- Smart shopping campaigns
- Best Practises
- Difference b/w Reach & frequency (R&F) and auction campaigns
- Reach & frequency buying on Facebook
- Lead generation campaigns & best guidelines to setup the campaigns
- Product catalogue campaigns
- Creative approach at branding, consideration & purchase phase
- Pixel tracking & Event setup
- Lookalike & Value based lookalike audiences and approach for the best marketing strategies
- Facebook Analytics
- Facebook offline conversions
- Ads Reporting & Insights
- Automated Rules
- Split testing (A/B testing)
- Instagram shopping

- Creatives types for Facebook & Instagram
- How to evaluate & optimize campaigns
- Boost your marketing strategies for Facebook pixel
- Targeting options in Facebook
- In-stream video ads
- Bid strategies in Facebook
- Attribution in Facebook
- Troubleshooting of pixel tracking, setup & guidelines
- Significance of learning phase
- Campaign objectives- video views, conversions, website traffic, brand awareness,

Unit 4 Reporting, Visualization Tools and Google Analytics

5 hrs

- Google Data Studio
- Google Console
- Spreadsheet
- Ms-Excel
- Account setup
- Real time reporting
- Event & Goal Setup
- Advanced filtration & Segmentation
- Audience approach & best practises
- Attribution reporting
- Conversion segment
- Metric calculation – sessions, bounce rate, exit rate, bounces, session unification, page views, session duration act
- Custom metrics
- Difference b/w Account, property & view and settings available at each level
- Dashboard, custom reporting & Saved reports
- Multi-channel funnel reporting
- Behaviour reporting
- Channel level reporting
- Difference b/w standard & analytics 360
- Calculated metric, content grouping
- Google Tag Manager
- Google Ads Editor
- Attribution modelling
- Media Planning
- Amazon search Ads (H S A, Automatic & Manual Targeting)
- Advanced Google Analytics

Assessment

Four Assignments will be given to students, one each from each unit at the end of completion of each unit. Each assignment will be for 25 marks adding up to a total of 100 marks.



Sri Venkateswara College
University of Delhi

Permission for organization of events

Events Details

- | | |
|--|--|
| 1. Name of the Department/Society/Association: | Commercial/Adm-Committee |
| 2. Name of the TIC/Committee (If any): | Dr. Shrawi Mathur and Dr. Neha Singhal |
| 3. Name of Event: | Watercar |
| 4. Participants: | Students and faculty |
| 5. Event Type: | Online/Offline |
| 6. Society or Diamond Jubilee: | Society (AIMS-ON Committee) |
| 7. Collaborating Agency/Organization: | Sri Venkateswara College |
| 8. Proposed list of the Event: | Digital Marketing |
| 9. Tentative list of Speakers: | Srinika Kalra |
| 10. Date and Duration: | 19 th Feb. 2022 @ 10:00 am to 1:00 pm |
| 11. Financial Assistance (If any): | NA |
| 12. Proposed Budget (with details): | NA |

Teacher-in-Charge

Signature

Dr. Shrawi Mathur

Signature

Dr. Shrawi Mathur
9/2/22

Dr. Neha Singhal

Dr. Neha Singhal

INAUGURAL SESSION 2022

The Inaugural Ceremony of the Digital Marketing Add on Course was held on 29th January 2022 at 10am on Google Meet Platform. The students from various colleges showed great interest with 30 students successfully registering and continuing the Add on Course. The Department of Commerce faculty were given E-card invitation for attending the session. The Inaugural began with Ganesh Vandana by Dia Ahuja, student of SVC. Further, Dr. Neha Singhal, Convener, Add on Course introducing the need and importance of the digital marketing. She then invited Dr. Shruti Mathur, Convener, Add on Course and Teacher In-Charge, Department of Commerce. She shared how college has achieved new heights and introduced us to the successful completion of ADDON Course in the previous years. She also highlighted how Digital Marketing has become the buzzword and how it has changed the landscape. Further, Dr. S. Venkata Kumar, Vice Principal, SVC and senior most faculty member of the Department of Commerce welcomed the Resource persons and illustrated why Digital Marketing is better than the traditional Marketing. He also thanked the conveners and the entire organising committee for taking this responsibility of starting an Add on Course on such a significant theme. This was followed by a brief introduction of the Resource persons by Dr. Neha Singhal. Then, Mr. Pradeep Singh, Marketing Technologies and Ms. Neeti Sirohi, Manager Performance Media at Initiative Dubai, United Arab Emirates both gave a brief introduction of the course curriculum. At the end Mr Yogesh proposed the vote of thanks and expressed heartfelt gratitude to all. However, Prof C. Sheela Reddy, Principal, SVC, was not able to join the session due to the prior commitments. The event saw a successful completion of inaugural session with the efforts of Dr. Shruti Mathur, Dr. Neha Singhal, Dr. Sindhu Mani Bag, Mr Yogesh and Ms Devki (Organising Committee).

Link for the Inaugural Session- <https://meet.google.com/mhh-mmjg-dqh>

E-INVITATION CARD



Sri Venkateswara College Department of Commerce University of Delhi

INVITES YOU TO THE INAUGURAL SESSION
OF
ADD ON COURSE

DIGITAL MARKETING

29th, JANUARY, 2022
Saturday, 10:00am - 11:00am

<https://meet.google.com/mhh-mmjq-dqh>





Ms. NEETI SIROHI
SENIOR MEDIA PLANNER
PUBLICIS SAPIENT



PATRON - PROF. C. SHEELA REDDY

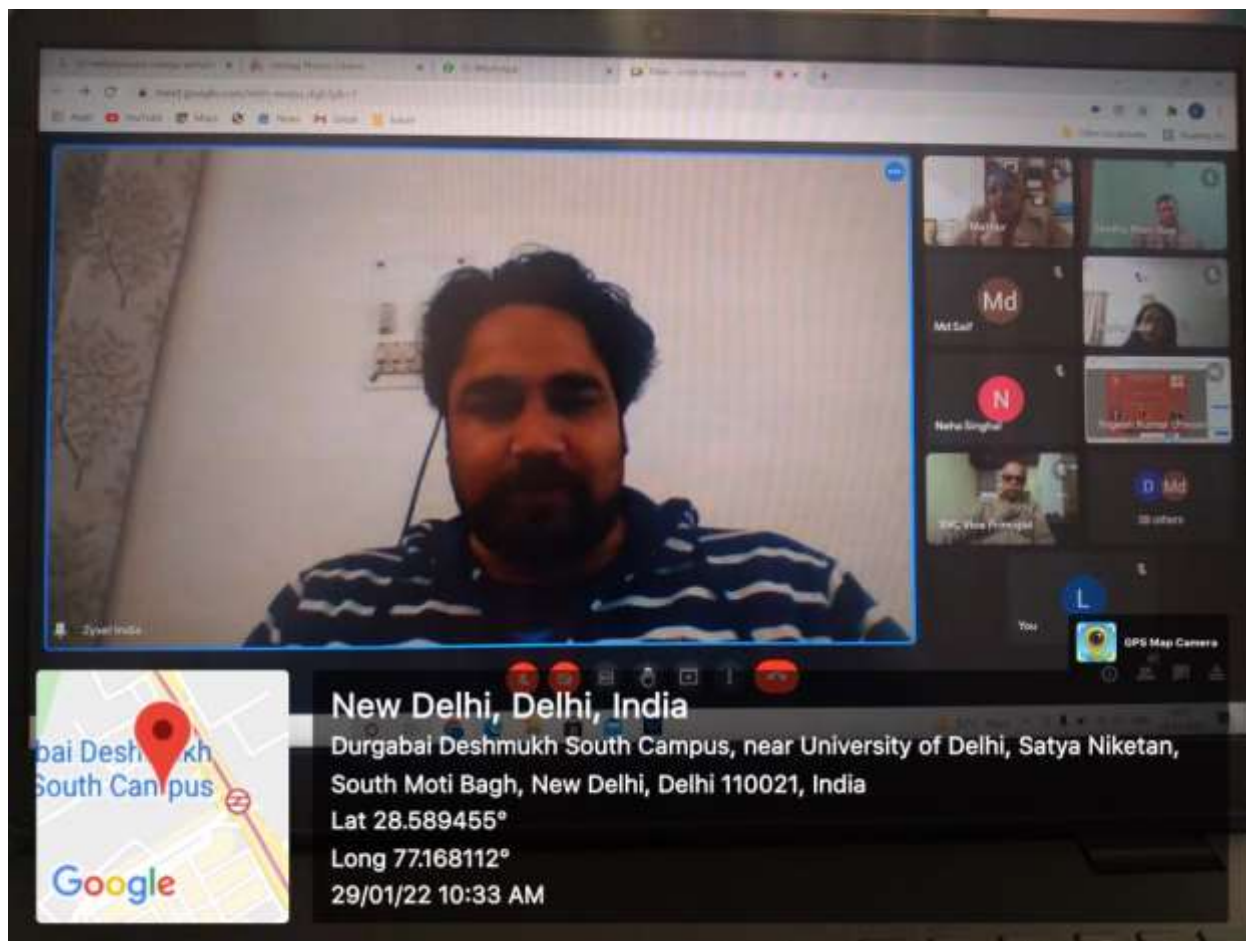


Mr. PRADEEP SINGH
MARKETING MANAGER
ZYXEL TECHNOLOGY INDIA PVT LTD

TEACHER-IN-CHARGE & CONVENOR: Dr. SHRUTI MATHUR
CONVENOR: Dr. NEHA SINGHAL
ORGANISING COMMITTEE - DR. SINDHUMANI BAG, Mr. YOGESH, Ms. DEVKI



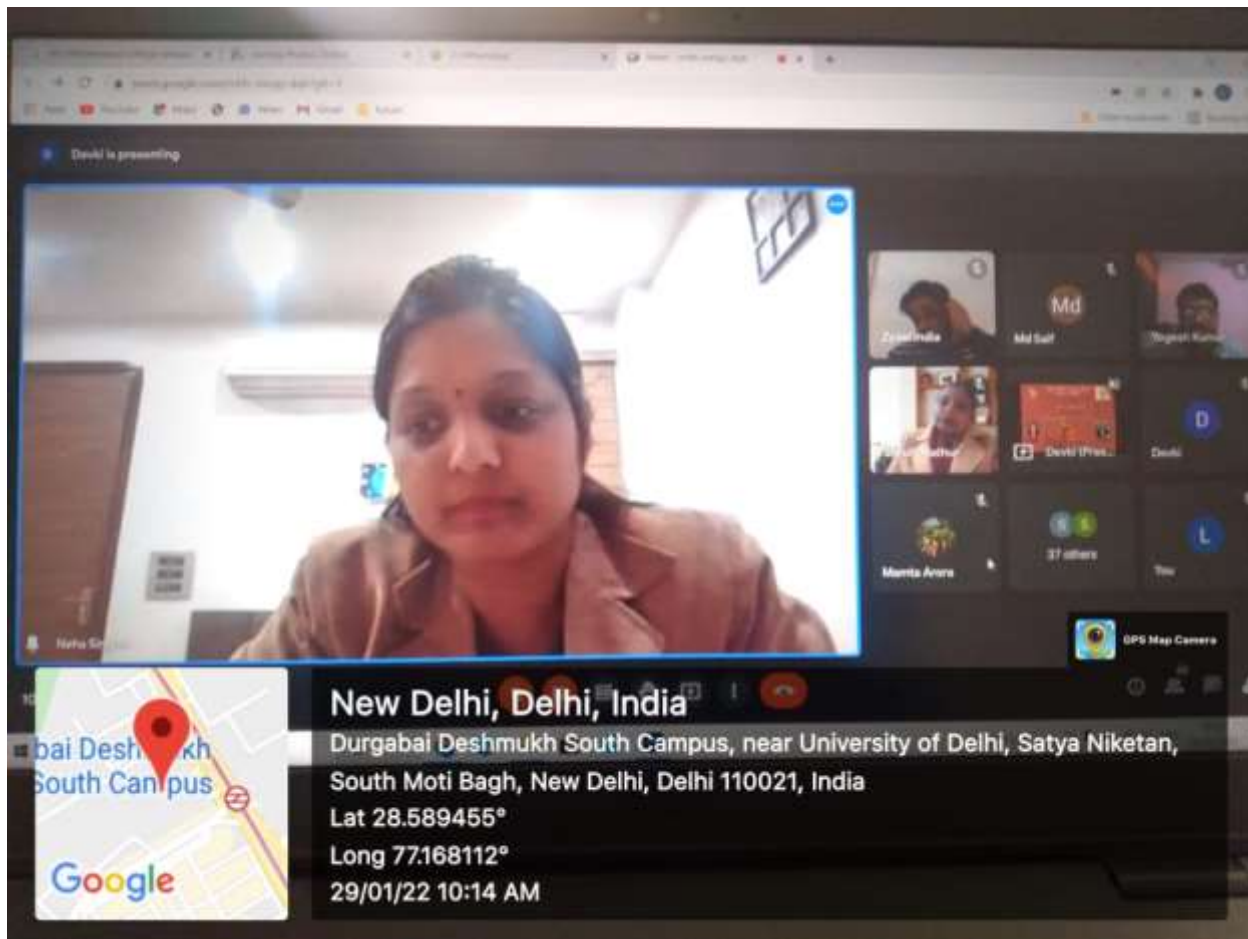
(Dr. S. Venkata Kumar addressing the gathering)



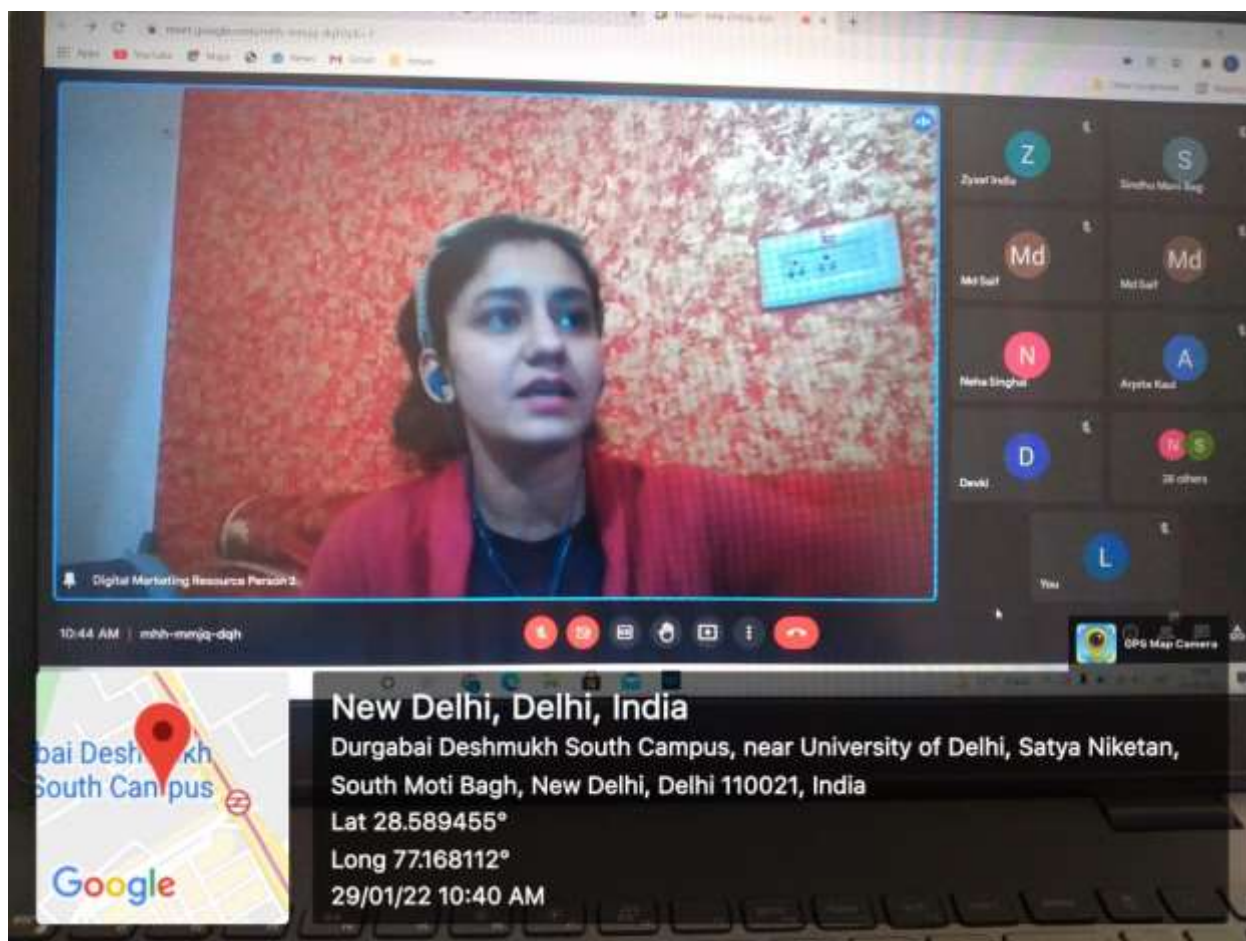
(Mr. Pradeep Singh giving brief about the Course)



(Dr. Shruti Mathur, TIC/Convenor, highlighting the achievements of the department)



(Dr. Neha Singhal, Convenor, giving welcome speech)



(Ms. Neeti Sirohi, giving brief about the course content)

ATTENDANCE OF INAUGURAL SESSION

Applicant's Name	Name of Institution(College/University)	Faculty/Student/Research Scholar	Dept./Course	Roll no	Email
NEEL BATRA	SVC	STUDENT	COMMERCE	DM2022/01	batraneel18@gmail.com
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VANI PUNDIR	SVC	STUDENT	COMMERCE	DM202 2/30	vani.pundir1514@gmail.com

SESSION 1 : 29th JANUARY, Saturday

Time: 11:00 A.M.-12:30 P.M.

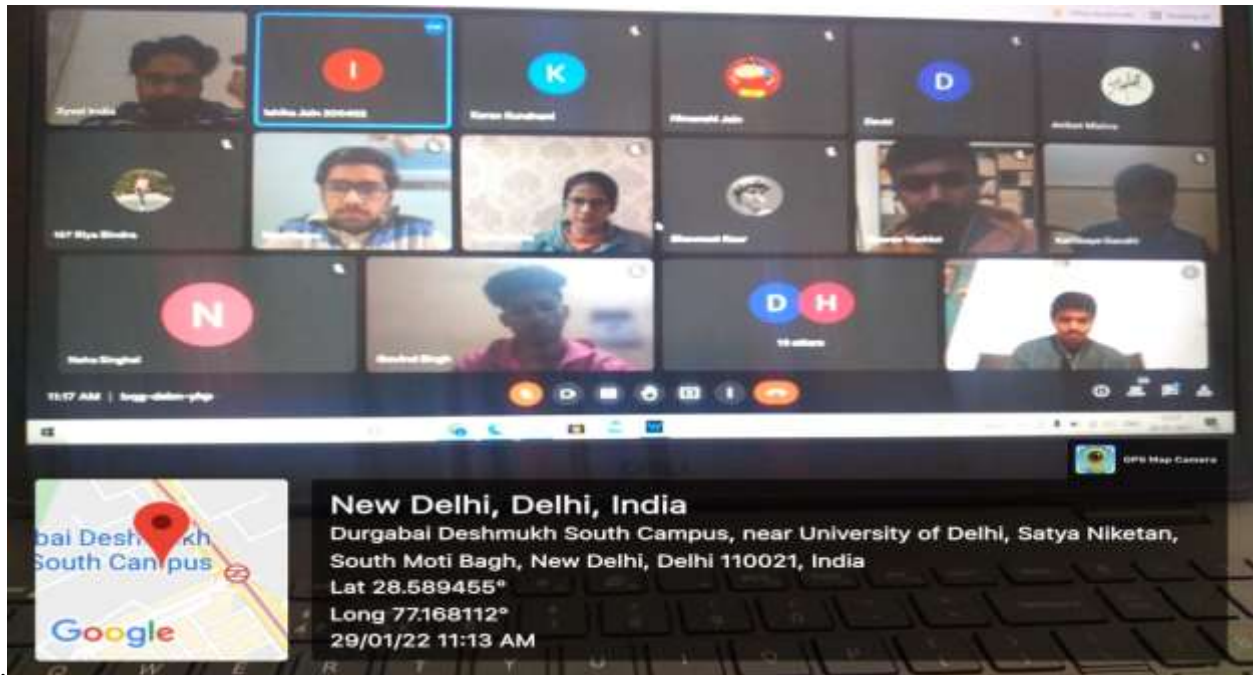
Link for the session

meet.google.com/bqg-dsbn-yhp

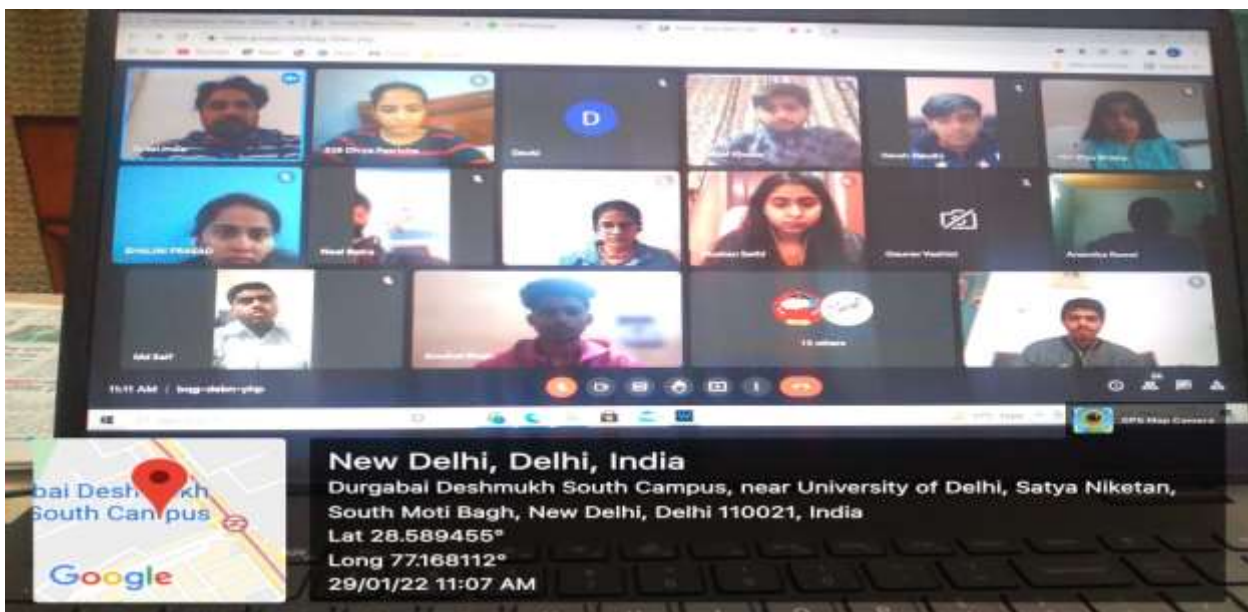
The first session of the ADDON Course was held on 29, January, 2022. The session started at 11:00am-12:30pm. It started with the introduction of the resource person. This was followed by the introduction of students, they also talked about why they joined this course.

The session focussed on the evolution of marketing from traditional to digital marketing. It further highlighted the necessity of understanding the customer's needs, various marketing trends, brand creation, offline v/s

online marketing and so on. The session showed why the best marketing is not like marketing. It ended with the attendance of the students.



(Mr. Pradeep Singh taking his first session)



(Session 1 attended by the students)

ATTENDANCE OF SESSION 1

Applicant's Name	Name of Institution(College/University)	Faculty/Student/Research Scholar	Dept./Course	Roll no	Email
NEEL BATRA	SVC	STUDENT	COMMERCE	DM2022/01	batraneel18@gmail.com

KARAN KUNDNANI	SVC	STUDENT	COMMERCE	DM2022/02	karankundnani209@gmail.com
HIMANSHI JAIN	NSUT	STUDENT	COMMERCE	DM2022/04	himanshi25confident@gmail.com
YUKTA PLAHA	SVC	STUDENT	COMMERCE	DM2022/06	yuktaplah@gmail.com
ISHIKA JAIN	JMC	STUDENT	COMMERCE	DM2022/07	ishikajain01@gmail.com
RAHUL SAINI	SVC	STUDENT	COMMERCE	DM2022/08	choudharyrahulsaini@gmail.com
GOVIND SINGH	Bit mesra lalpur	STUDENT	COMMERCE	DM2022/09	officialgovind707@gmail.com
RISHANT YADAV	SVC	STUDENT	COMMERCE	DM2022/11	yadvreshant@gmail.com
SHALINI PRASAD	SVC	STUDENT	BBA	DM2022/12	shaliniprasad330@gmail.com
BHAVNEET KAUR	SOL	STUDENT	COMMERCE	DM2022/13	bhavneet.kaur908@gmail.com
ISHITA KAPOOR	Aryabhata	STUDENT	COMMERCE	DM2022/14	ishitakapoor092@gmail.com
ANUSHKA KHANDELWAL	SVC	STUDENT	COMMERCE	DM2022/15	khandelwalanushka14@gmail.com
MD SAIF ALAM	SVC	STUDENT	HUMANITIES	DM2022/17	mdsaifalam5522@gmail.com
MUSKAN SETHI	Satyawati College	STUDENT	COMMERCE	DM2022/18	sethimuskan24@gmail.com
LOKESH	SVC	STUDENT	COMMERCE	DM2022/19	lokeshbhanwala2@gmail.com
VANSH PANDHI	MLNC	STUDENT	COMMERCE	DM2022/20	vansh4.pandhi@gmail.com
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UTSAV PANDHI	SVC	STUDENT	COMMERCE	DM2022/24	utsavpandhi4@gmail.com
KAMAL KHOSLA	SVC	STUDENT	COMMERCE	DM2022/25	kamalkhosla2608@gmail.com
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HARSHIT RAWAT	SVC	STUDENT	COMMERCE	DM2022/28	harshitrawat874@gmail.com
DIVYA PASRICHA	CVS	STUDENT	COMMERCE	DM2022/29	divyapasricha2318@gmail.com
VANI PUNDIR	SVC	STUDENT	COMMERCE	DM2022/30	vani.pundir1514@gmail.com

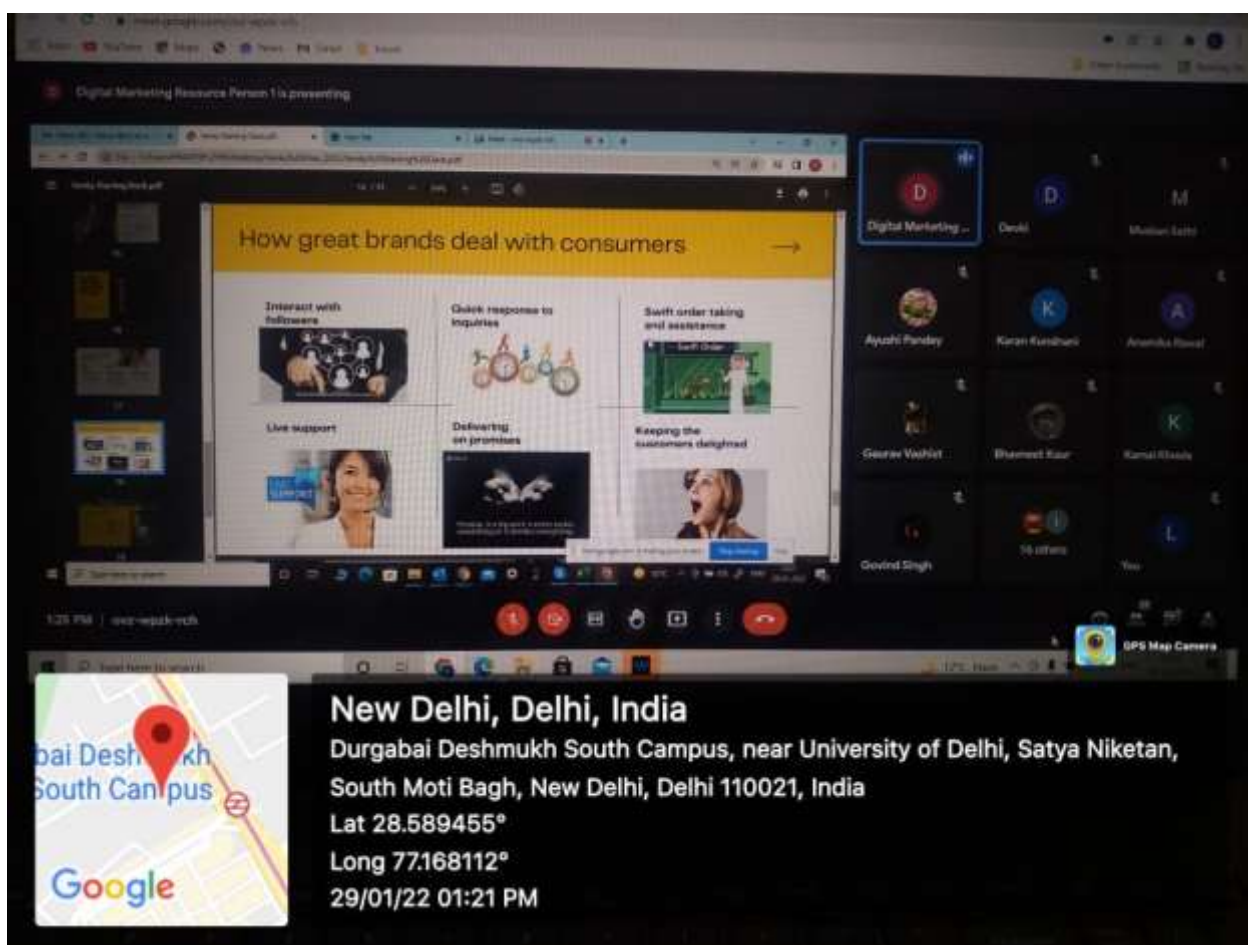
SESSION 2 : 29TH JANUARY, 2022

1:00 P.M-2:30 P.M.

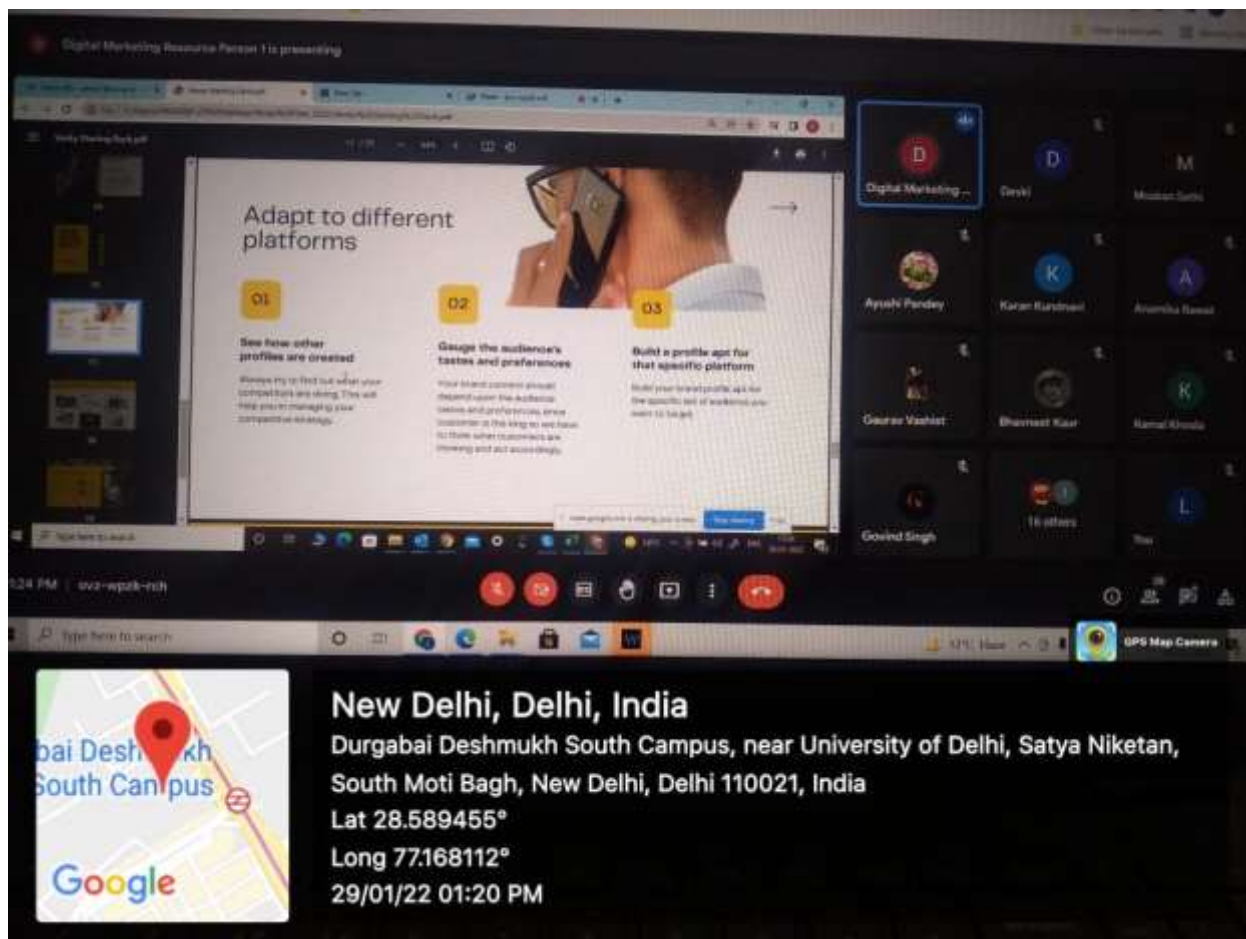
LINK FOR THE SESSION-meet.google.com/ovz-wpzk-rch

The first session of the ADDON Course was held on 29, January,2022. The session started at 1:00pm-2:30pm.

The session focussed on why personal touch with the customer is important. It highlighted why companies need to be consistent in the minds of customer with the live examples and why followers for any company are important. How social media marketing tools can be used was also discussed, google analytics uses and great brands deal with customers. Lastly, the curriculum of the course was discussed in detail.



(Session 2 on Digital Marketing)



(Session 2 on Digital Marketing)

ATTENDANCE OF SESSION 2

Applicant's Name	Name of Institution(College/University)	Faculty/Student/Research Scholar	Dept./Course	Roll no	Email
NEEL BATRA	SVC	STUDENT	COMMERCE	DM2022/01	batraneel18@gmail.com
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HIMANSHI JAIN	NSUT	STUDENT	COMMERCE	DM2022/04	himanshi25confident@gmail.com
YUKTA PLAHA	SVC	STUDENT	COMMERCE	DM2022/06	yuktaplaha@gmail.com
ISHIKA JAIN	JMC	STUDENT	COMMERCE	DM2022/07	ishikajain01@gmail.com
RAHUL SAINI	SVC	STUDENT	COMMERCE	DM2022/08	choudharyrahulsaini@gmail.com
GOVIND SINGH	Bit mesra lalpur	STUDENT	COMMERCE	DM2022/09	officialgovind707@gmail.com
RISHANT YADAV	SVC	STUDENT	COMMERCE	DM2022/11	yadavreshant@gmail.com
SHALINI PRASAD	SVC	STUDENT	BBA	DM2022/12	shaliniprasad330@gmail.com
BHAVNEET KAUR	SOL	STUDENT	COMMERCE	DM2022/13	bhavneet.kaur908@gmail.com
ISHITA KAPOOR	Aryabhata	STUDENT	COMMERCE	DM2022/14	ishit Kapoor092@gmail.com

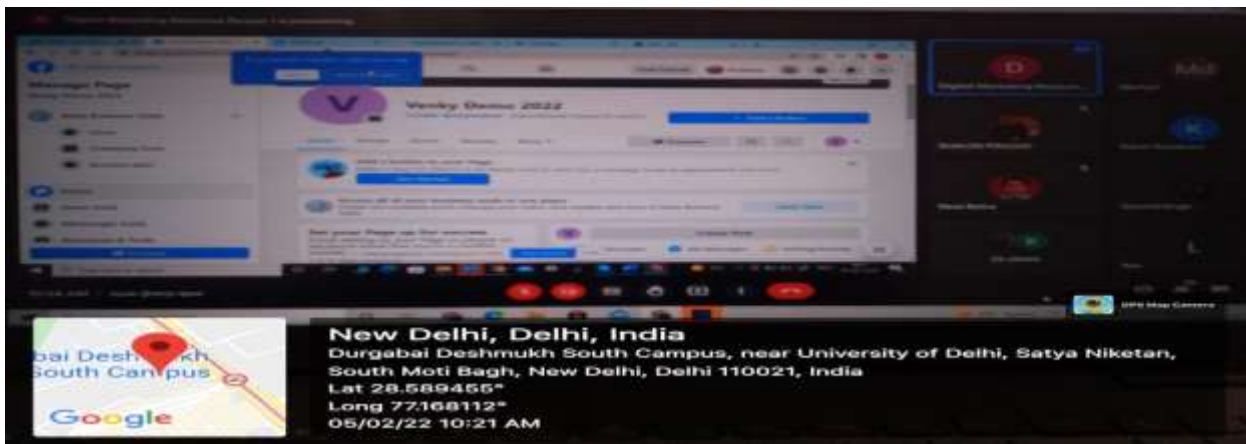
ANUSHKA KHANDELWAL	SVC	STUDENT	COMME RCE	DM202 2/15	khandelwalanushka14 @gmail.com
MD SAIF ALAM	SVC	STUDENT	HUMANI TIES	DM202 2/17	mdsaifalam5522@gmai l.com
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LOKESH	SVC	STUDENT	COMME RCE	DM202 2/19	lokeshbhanwala2@gma il.com
VANSH PANDHI	MLNC	STUDENT	COMME RCE	DM202 2/20	vansh4.pandhi@gmail. com
GAURAV VASHIST	SVC	STUDENT	COMME RCE	DM202 2/21	vashist883@gmail.com
ANIKET MISHRA	SVC	STUDENT	COMME RCE	DM202 2/22	raj2702aniket@gmail.c om
KINJAL KANWAR	CVS	STUDENT	COMME RCE	DM202 2/23	kinjalsindhal2002@gm ail.com
UTSAV PANDHI	SVC	STUDENT	COMME RCE	DM202 2/24	utsavpandhi4@gmail.c om
KAMAL KHOSLA	SVC	STUDENT	COMME RCE	DM202 2/25	kamalkhosla2608@gm ail.com
ANAMIKA RAWAT	SVC	STUDENT	COMME RCE	DM202 2/26	anamikarawat218@gm ail.com
HARSHIT RAWAT	SVC	STUDENT	COMME RCE	DM202 2/28	harshitrawat874@gmai l.com
DIVYA PASRICHA	CVS	STUDENT	COMME RCE	DM202 2/29	divyapasricha2318@g mail.com
VANI PUNDIR	SVC	STUDENT	COMME RCE	DM202 2/30	vani.pundir1514@gmai l.com

SESSION 3

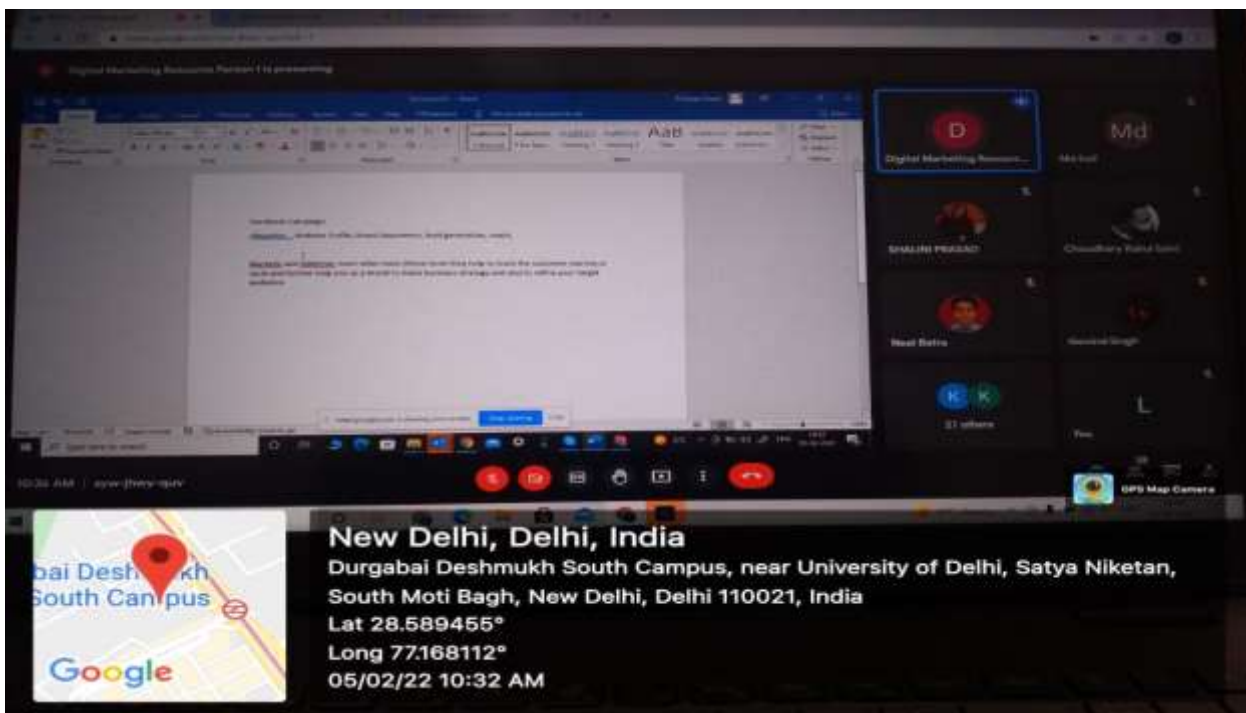
5th Feb 2022,10:00AM-11:30AM

LINK FOR THE SESSION: <https://meet.google.com/syw-jhwv-quv>

The session on the ADDON Course was held on 30th, January,2022. The session started at 10:00am-11:30am. The session started by an overview of previous sessions. It pondered on how to create a face book campaign page. It also focussed on recent changes in E-commerce and Digital marketing on Whatsapp and other platforms. Various forms of digital marketing tools to contact their customers



(Session 3 by Ms. Neeti Sirohi)



(Session 3 on Digital Marketing)

ATTENDANCE OF SESSION 3

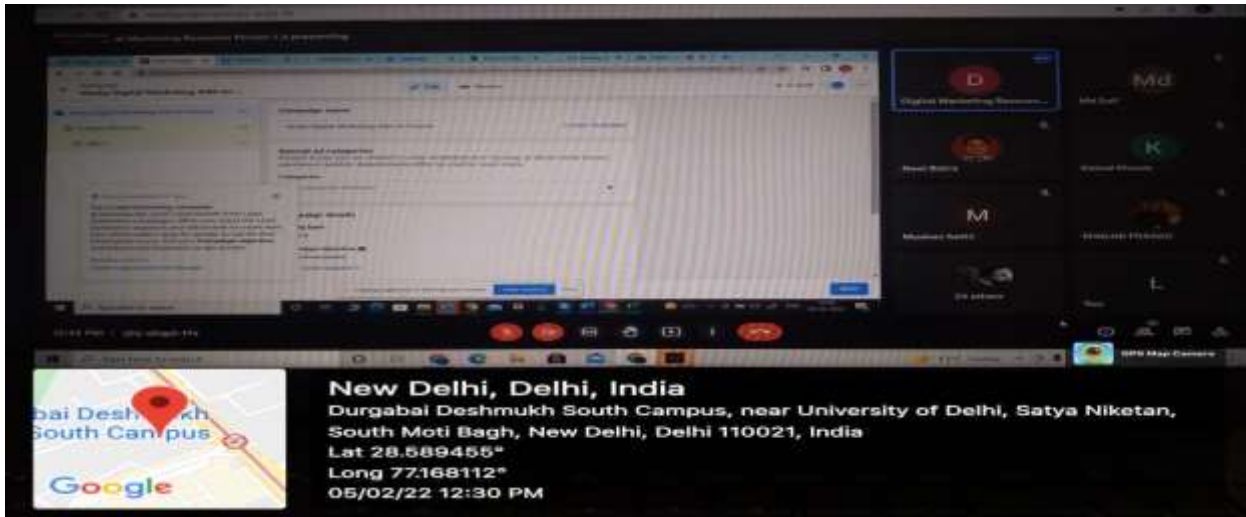
S. N O	Applicant's Name	Name of institution(College/University)	Faculty/Student/Research Scholar	Dept./Course	Roll no	Email
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3	HIMANSHI JAIN	NSUT	STUDENT	COMMERCE	DM2022/04	himanshi25confident@gmail.com
4	YUKTA PLAHA	SVC	STUDENT	COMMERCE	DM2022/06	yuktaplaha@gmail.com
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6	RAHUL SAINI	SVC	STUDENT	COMMERCE	DM2022/08	choudharyrahulsaini@gmail.com
7	GOVIND SINGH	Bit mesra lalpur	STUDENT	COMMERCE	DM2022/09	officialgovind707@gmail.com
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10	ISHITA KAPOOR	SOL	STUDENT	COMMERCE	DM2022/14	ishitakapoor092@gmail.com
11	ANUSHKA KHANDELWAL	Aryabhata	STUDENT	COMMERCE	DM2022/15	khandelwalanushka14@gmail.com
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14	LOKESH	Satyawati College	STUDENT	COMMERCE	DM2022/19	lokeshbhanwala2@gmail.com
15	VANSH PANDHI	SVC	STUDENT	COMMERCE	DM2022/20	vansh4.pandhi@gmail.com
16	GAURAV VASHIST	MLNC	STUDENT	COMMERCE	DM2022/21	vashist883@gmail.com
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20	KAMAL KHOSLA	SVC	STUDENT	COMMERCE	DM2022/25	kamalkhosla2608@gmail.com
21	ANAMIKA RAWAT	SVC	STUDENT	COMMERCE	DM2022/26	anamikarawat218@gmail.com
22	DIVYA PASRICHA	CVS	STUDENT	COMMERCE	DM2022/29	divyapasricha2318@gmail.com

SESSION 4

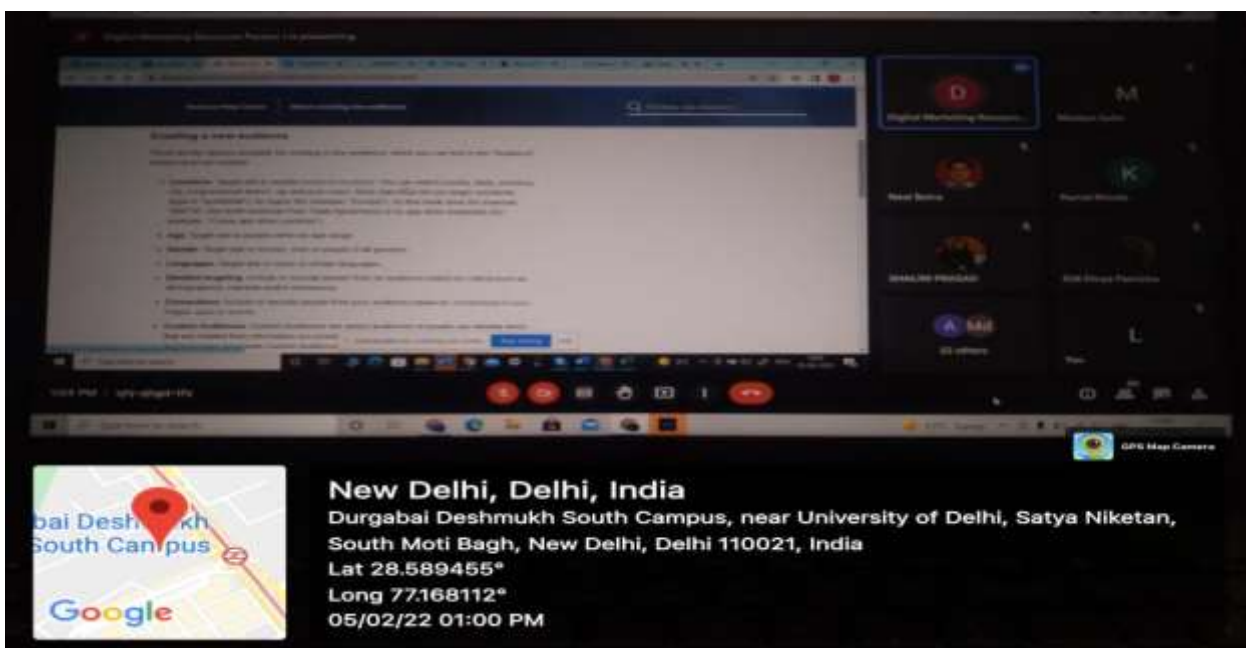
5TH Feb 2022,12:00pm-1:30pm

LINK FOR THE SESSION: <https://meet.google.com/qhj-qhgd-tfx>

The session on the ADDON Course was held on 5th, February,2022. The session started at 12pm-1:30pm. This session continued with designing Ad Campaign with real examples of Ads.



(Session 4 on Google Ads)



(Session 4 by Ms. Neeti Sirohi)

ATTENDANCE OF SESSION 4

S. N O	Applicant's Name	Name of institution(College/University)	Faculty/Student/Research Scholar	Dept./Course	Roll no	Email
1	NEEL BATRA	SVC	STUDENT	COMMERCE	DM2022/01	batraneel18@gmail.com
2	KARAN KUNDNANI	SVC	STUDENT	COMMERCE	DM2022/02	karankundnani209@gmail.com
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4	YUKTA PLAHA	SVC	STUDENT	COMMERCE	DM2022/06	yuktaplaha@gmail.com
5	ISHIKA JAIN	JMC	STUDENT	COMMERCE	DM2022/07	ishikajain01@gmail.com
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7	GOVIND SINGH	Bit mesra lalpur	STUDENT	COMMERCE	DM2022/09	officialgovind707@gmail.com
8	RISHANT YADAV	SVC	STUDENT	COMMERCE	DM2022/11	yadavreshant@gmail.com
9	SHALINI PRASAD	SVC	STUDENT	BBA	DM2022/12	shaliniprasad330@gmail.com
10	ISHITA KAPOOR	SOL	STUDENT	COMMERCE	DM2022/14	ishitakapoor092@gmail.com
11	ANUSHKA KHANDELWAL	Aryabhata	STUDENT	COMMERCE	DM2022/15	khandelwalanushka14@gmail.com
12	MD SAIF ALAM	SVC	STUDENT	HUMANITIES	DM2022/17	mdsaifalam5522@gmail.com
13	MUSKAN SETHI	SVC	STUDENT	COMMERCE	DM2022/18	sethimuskan24@gmail.com
14	LOKESH	Satyawati College	STUDENT	COMMERCE	DM2022/19	lokeshbhanwala2@gmail.com
15	VANSH PANDHI	SVC	STUDENT	COMMERCE	DM2022/20	vansh4.pandhi@gmail.com
16	GAURAV VASHIST	MLNC	STUDENT	COMMERCE	DM2022/21	vashist883@gmail.com
17	ANIKET MISHRA	SVC	STUDENT	COMMERCE	DM2022/22	raj2702aniket@gmail.com
18	KINJAL KANWAR	SVC	STUDENT	COMMERCE	DM2022/23	kinjalsindhal2002@gmail.com
19	UTSAV PANDHI	CVS	STUDENT	COMMERCE	DM2022/24	utsavpandhi4@gmail.com
20	KAMAL KHOSLA	SVC	STUDENT	COMMERCE	DM2022/25	kamalkhosla2608@gmail.com
21	ANAMIKA RAWAT	SVC	STUDENT	COMMERCE	DM2022/26	anamikarawat218@gmail.com
22	DIVYA PASRICHA	CVS	STUDENT	COMMERCE	DM2022/29	divyapasricha2318@gmail.com

SESSION 5

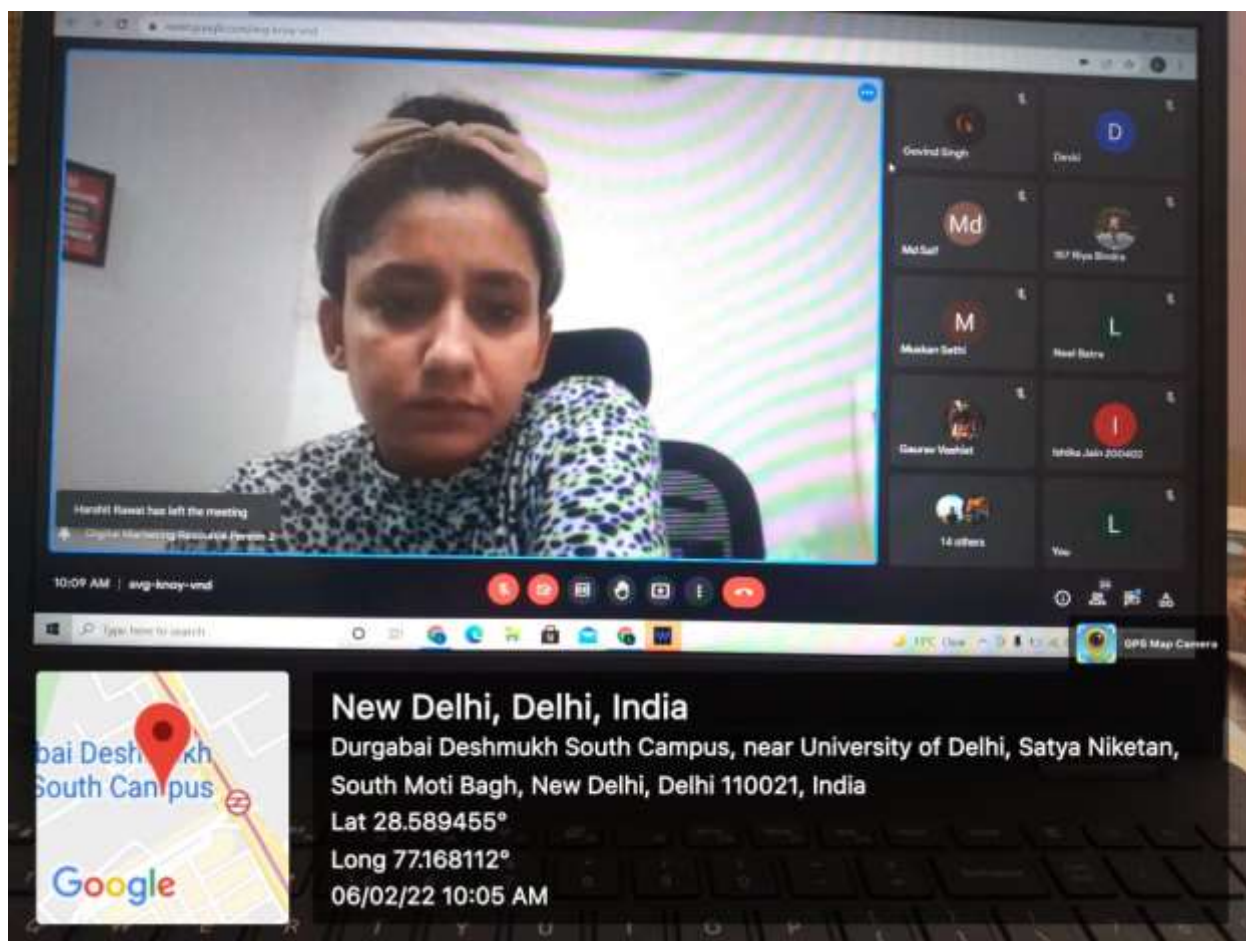
10:00am-11:30am,6TH FEB 2022

LINK FOR THE SESSION: <https://meet.google.com/avg-knoy-vnd>

The session started from 10:00am-11 :30am. It was taken up by the second resource person, Ms Neeti Sirohi. It started by a brief introductory session. It focussed upon basic terminology and how to setup Google Ad account.

The screenshot shows a Google Meet interface. The main window displays a presentation slide titled "Google Ads" with a flowchart illustrating the process from "Purchase for Ads" to "Track your Ads". The slide text states: "When you are setting up your ads, make sure it reaches the right audience and provides the best results. Google Ads - Google AdWords is a product that you can use to promote your business, help sell products or services, raise awareness, and increase traffic to your website." Below the flowchart, it mentions "Google handles more than 40,000 search queries every second, a total of more than 5.7 trillion with searches every single year." The right sidebar shows several participants' video thumbnails, including "Downd Singh", "Md Saif", "M", "Muskan Sarthi", "DIP Kishor", "SHALINI PRASAD", and "Digital Marketing Resource". At the bottom, a location card is visible for "New Delhi, Delhi, India" with the address "Durgabai Deshmukh South Campus, near University of Delhi, Satya Niketan, South Moti Bagh, New Delhi, Delhi 110021, India" and coordinates "Lat 28.589455° Long 77.168112°". The date and time are "06/02/22 10:20 AM".

(Session 5 on Google Ads)



(Ms. Neeti Sirohi taking her session)

ATTENDANCE OF SESSION 5

S. N O	Applicant's Name	Name of institution(College/University)	Faculty/Student/Research Schlor	Dept./Course	Roll no	Email
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2	RIYA BINDRA	SVC	STUDENT	COMMERCE	DM20 22/03	Riyabindra0404@gmail.com
3	HIMANSHI JAIN	NSUT	STUDENT	COMMERCE	DM20 22/04	himanshi25confident@gmail.com
4	KARTIKAYE GANDHI	SVC	STUDENT	COMMERCE	DM20 22/05	kartikayegandhi@gmail.com
5	YUKTA PLAHA	JMC	STUDENT	COMMERCE	DM20 22/06	yuktaplaha@gmail.com
6	ISHIKA JAIN	SVC	STUDENT	COMMERCE	DM20 22/07	ishikajain01@gmail.com
7	RAHUL SAINI	Bit mesra lalpur	STUDENT	COMMERCE	DM20 22/08	choudharyrahulsaini@gmail.com
8	GOVIND SINGH	SVC	STUDENT	COMMERCE	DM20 22/09	officialgovind707@gmail.com
9	RISHANT YADAV	SVC	STUDENT	COMMERCE	DM20 22/11	yadavreshant@gmail.com

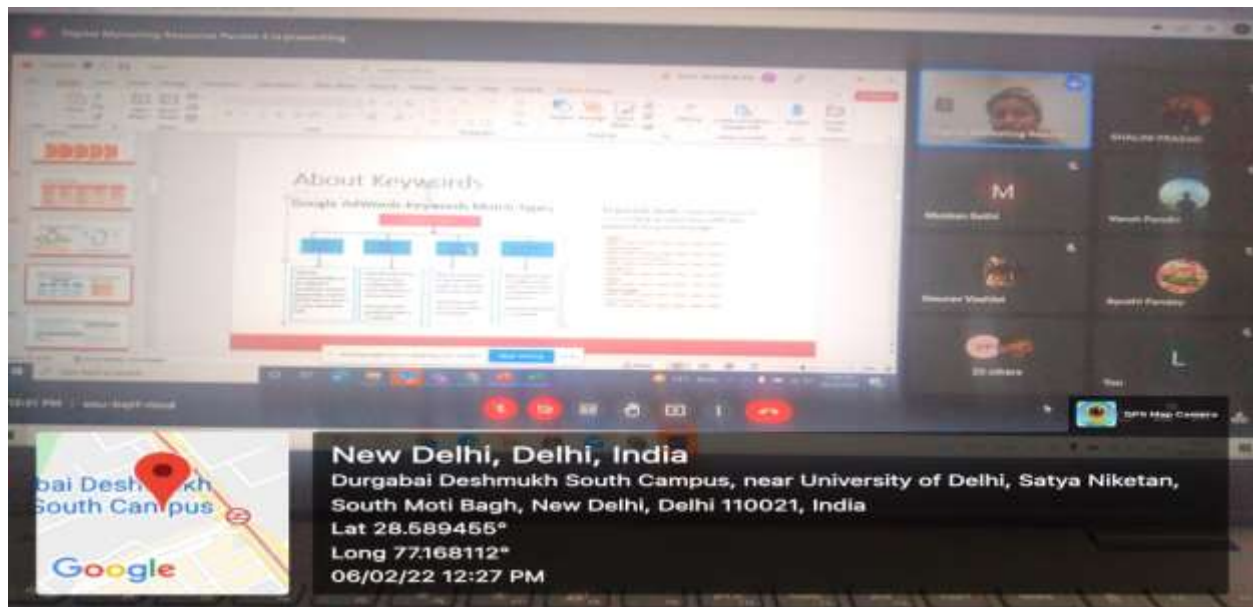
10	SHALINI PRASAD	SOL	STUDENT	BBA	DM20 22/12	shaliniprasad330@gmail.com
11	BHAVNEET KAUR	Aryabhata	STUDENT	COMMERCE	DM20 22/13	bhavneet.kaur908@gmail.com
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23	DEV CHHABRA	SVC	STUDENT	COMMERCE	DM20 22/27	devchhabra108@gmail.com
24	HARSHIT RAWAT	SVC	STUDENT	COMMERCE	DM20 22/28	harshitrawat874@gmail.com
25	DIVYA PASRICHA	CVS	STUDENT	COMMERCE	DM20 22/29	divyapasricha2318@gmail.com
26	VANI PUNDIR	SVC	STUDENT	COMMERCE	DM20 22/30	vani.pundir1514@gmail.com

SESSION 6

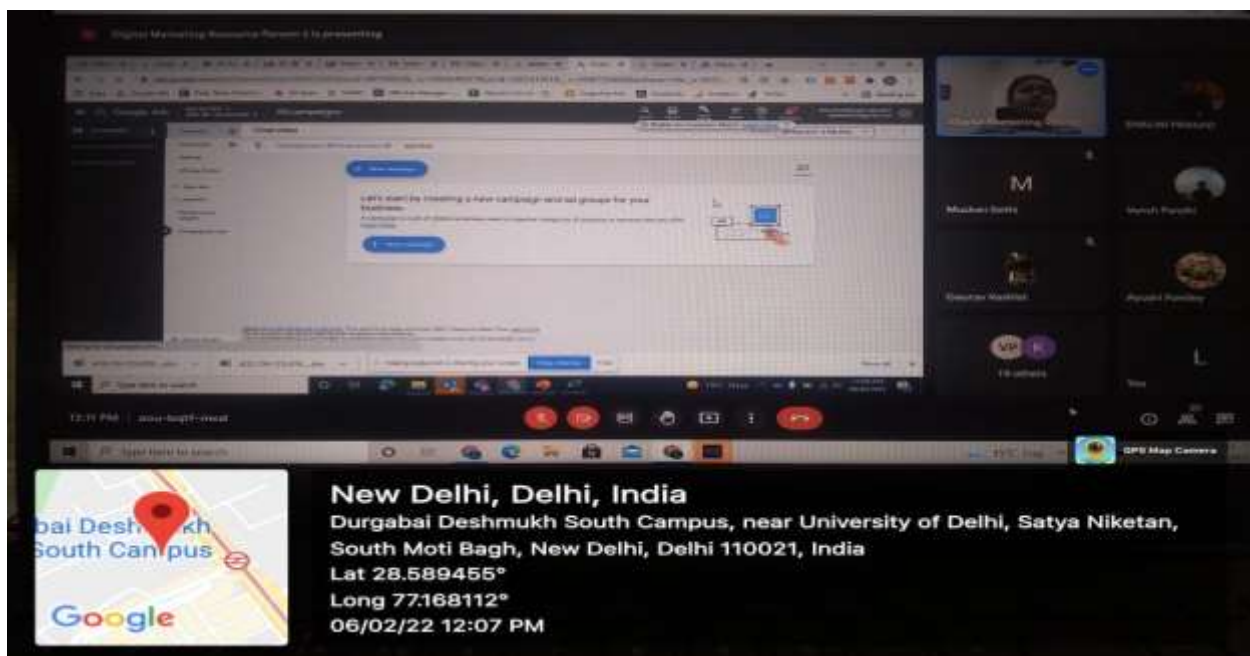
12:00pm-1:30pm, 6TH FEB 2022

LINK FOR THE SESSION: <https://meet.google.com/avg-knoy-vnd>

The session started from 10:00am-11 :30am. It was taken up by the second resource person, Ms Neeti Sirohi. It highlighted how to create a campaign, Ad sets and various related components like side links etc



(Session 6 on Google Campaign)



(Session 6, Digital Marketing)

ATTENDANCE OF SESSION 6

S. N O	Applicant's Name	Name of institution(College/University)	Faculty/Student/Research Scholar	Dept./Course	Roll no	Email
1	NEEL BATRA	SVC	STUDENT	COMMERCE	DM2022/01	batraneel18@gmail.com
2	RIYA BINDRA	SVC	STUDENT	COMMERCE	DM2022/03	Riyabindra0404@gmail.com
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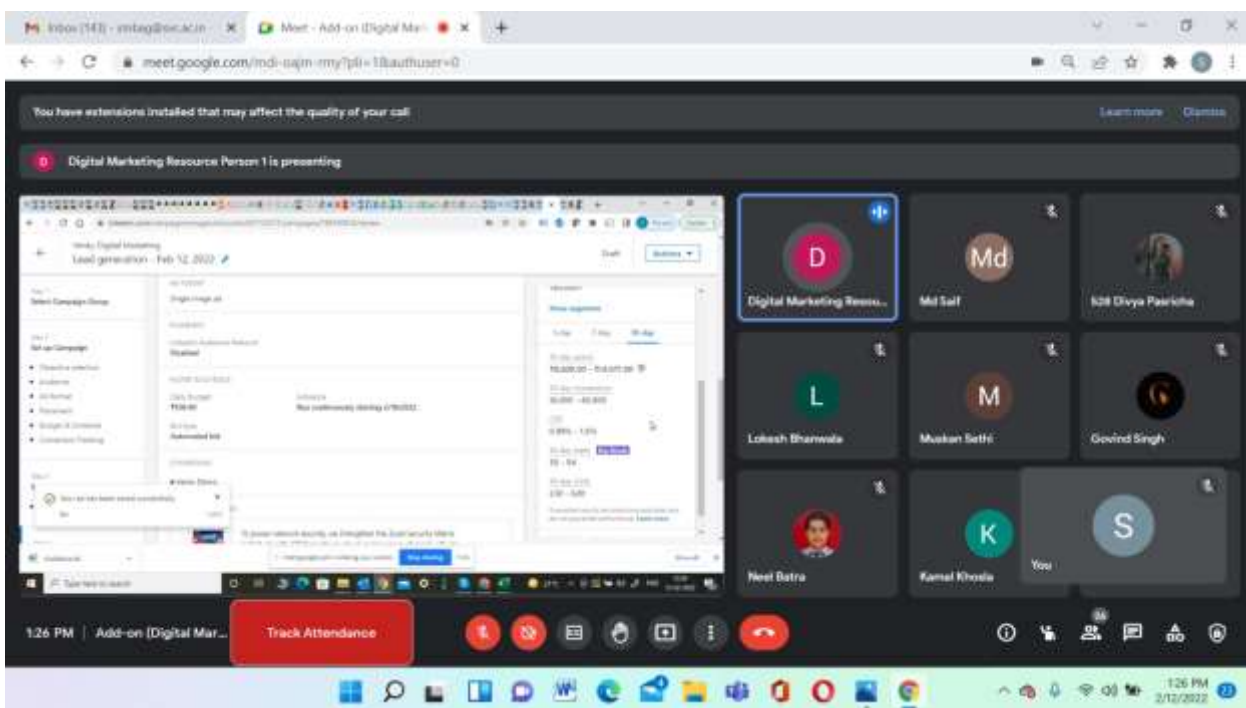
4	KARTIKAYE GANDHI	SVC	STUDENT	COMMERCE	DM20 22/05	kartikayegandhi@gmail.com
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SESSION 7

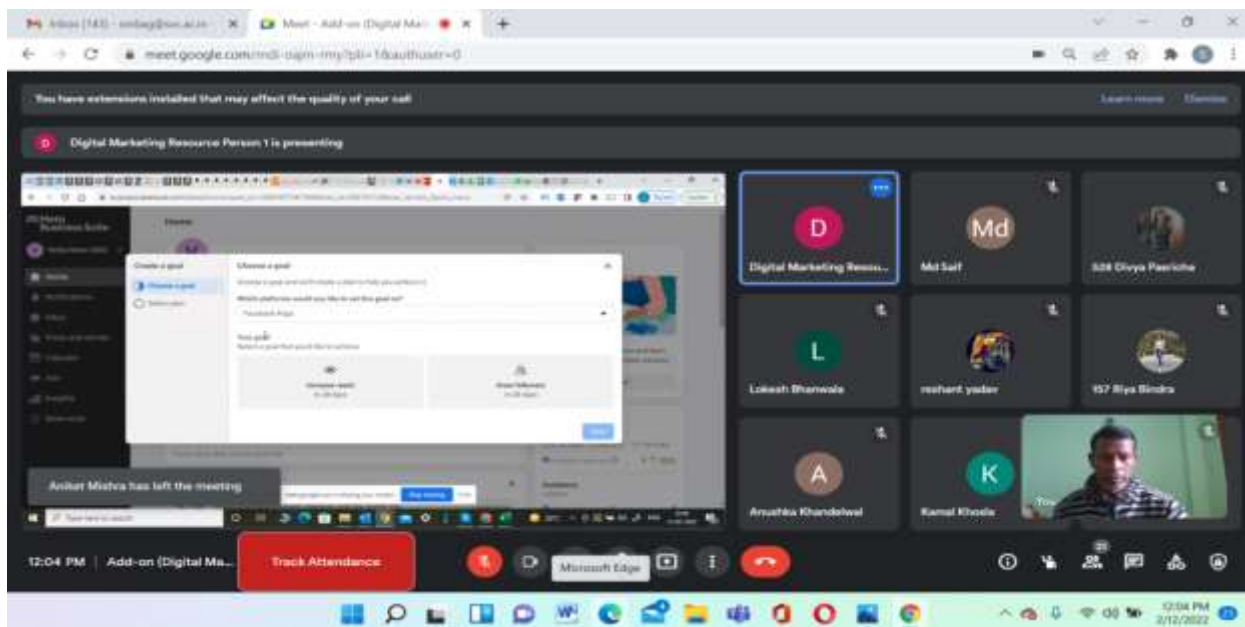
12th February 2022, Time 10:00AM-11:30AM

LINK FOR THE SESSION: <https://meet.google.com/bfx-rpmy-ycx>

The session of the Add-on course was held on 12th, February, 2022, It was started at 10:00am with **31 participants**. The session started by an overview of previous session's presentation. In this session Mr. Pradeep Singh (Resource person) presented and discussed about Ads set, Ads set for campaign, medium of campaign etc. students of the class also very eagerly listening and asked for clarifications of doubt and it was ended successfully at 11.30 am.



(Session 7 on Ads Set)



(Session 7, Creating Ads Set)

ATTENDANCE OF SESSION 7

S. N O	Applicant's Name	Name of Institution(College/University)	Faculty/Students/ Research Scholar		Roll no	Email
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11	ISHITA KAPOOR	Aryabhata	STUDENT	COMM ERCE	DM20 22/14	ishitakapoor092@gmail.com
12	ANUSHKA KHANDELWAL	SVC	STUDENT	COMM ERCE	DM20 22/15	khandelwalanushka14@gmail.com
13	MD SAIF ALAM	SVC	STUDENT	HUMANITIES	DM20 22/17	mdsaifalam5522@gmail.com

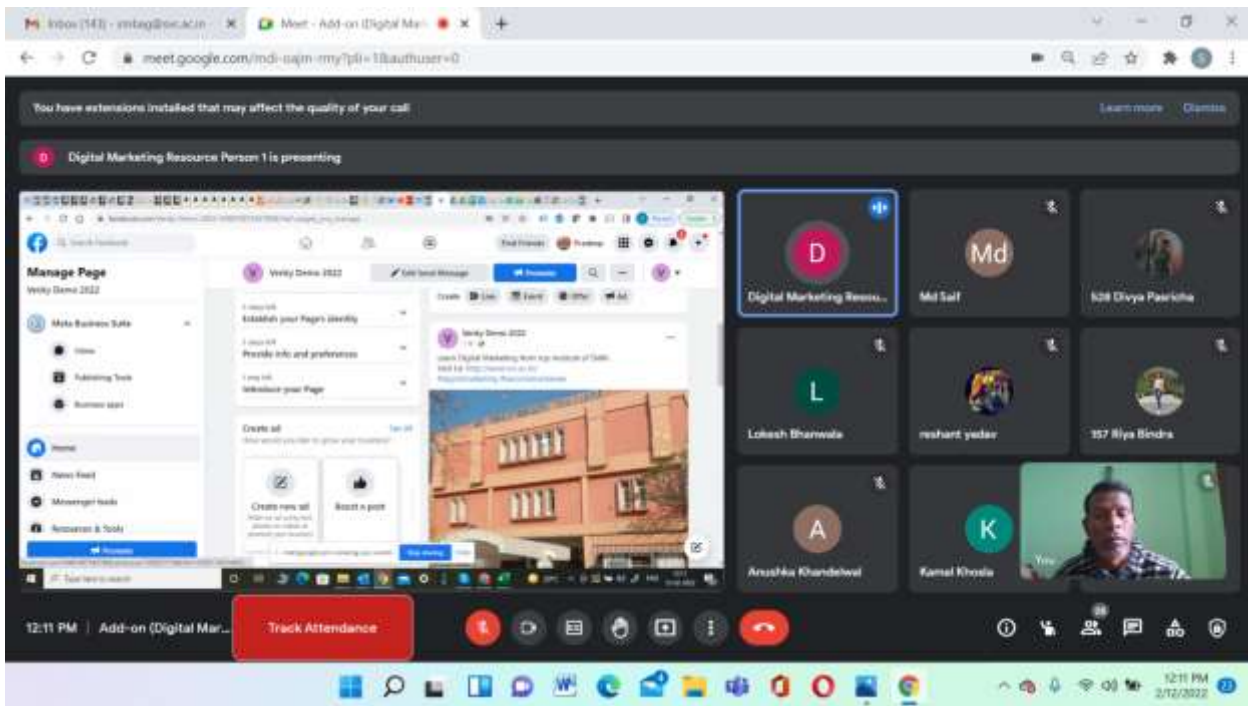
14	MUSKAN SETHI	Satyawati College	STUDENT	COMM ERCE	DM20 22/18	sethimuskan24@gm ail.com
15	LOKESH	SVC	STUDENT	COMM ERCE	DM20 22/19	lokeshbhanwala2@g mail.com
16	GAURAV VASHIST	MLNC	STUDENT	COMM ERCE	DM20 22/21	vashist883@gmail.c om
17	ANIKET MISHRA	SVC	STUDENT	COMM ERCE	DM20 22/22	raj2702aniket@gmai l.com
18	UTSAV PANDHI	SVC	STUDENT	COMM ERCE	DM20 22/24	utsavpandhi4@gmai l.com
19	KAMAL KHOSLA	CVS	STUDENT	COMM ERCE	DM20 22/25	kamalkhosla2608@g mail.com
20	ANAMIKA RAWAT	SVC	STUDENT	COMM ERCE	DM20 22/26	anamikarawat218@ gmail.com
21	DIVYA PASRICHA	CVS	STUDENT	COMM ERCE	DM20 22/29	divyapasricha2318@ gmail.com
22	VANI PUNDIR	SVC	STUDENT	COMM ERCE	DM20 22/30	vani.pundir1514@g mail.com

SESSION 8

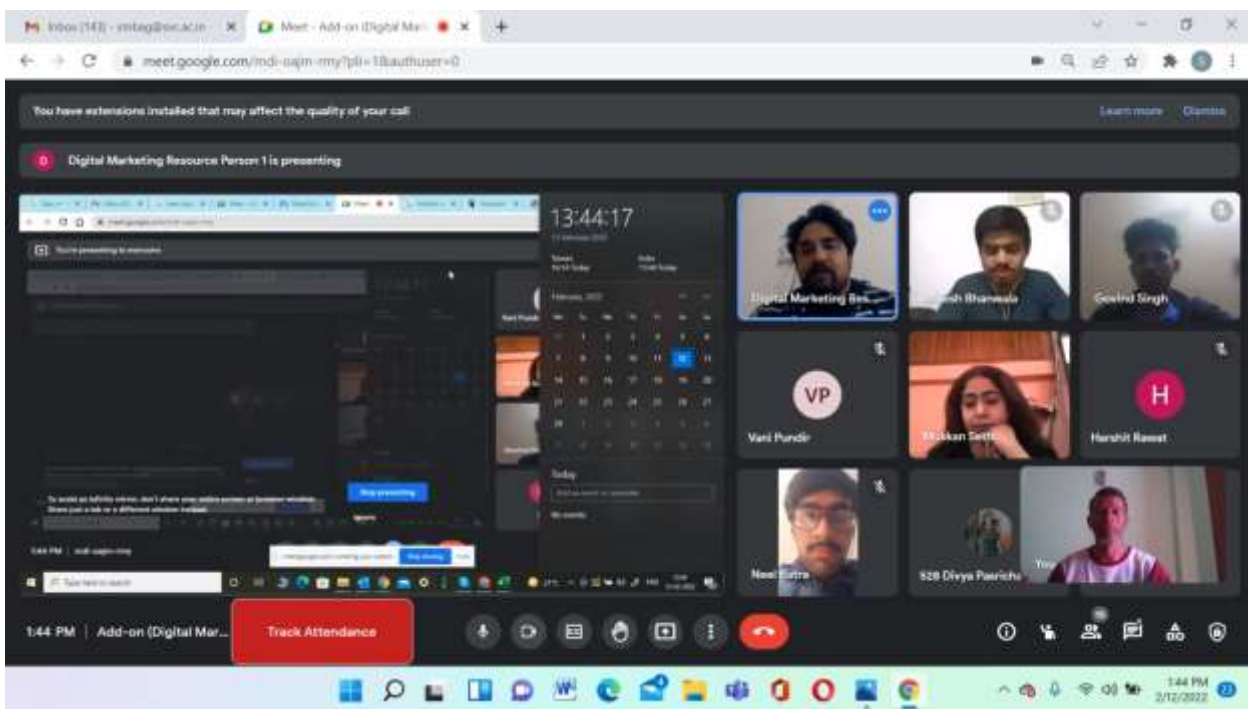
12th February, 2022, Time: 12:00pm-1:30pm

Link for the Session: <http://meet.google.com/mdi-oajm-rmy>

The session of the Add-on course was held on 12th, February, 2022. The session started with **27 participants** at 12pm with the resource person Mr. Pradeep Singh. He presented and discussed about campaign group, Ads centre, manage page, launch campaign, and Lead generation etc. the session ended at 1.30 p.m with reply doubt and questions of the students.



(Session 8 on Lead Generation)



(Session 8 on Manage Teams)

ATTENDANCE OF SESSION 8

S. N O	Applicant's Name	Name of Institution(College/University)	Faculty/Students/Research Scholar	Roll no	Email
--------	------------------	---	-----------------------------------	---------	-------

1	NEEL BATRA	SVC	STUDENT	COMM ERCE	DM20 22/01	batraneel18@gmail. com
2	RIYA BINDRA	SVC	STUDENT	COMM ERCE	DM20 22/03	Riyabindra0404@gm ail.com
3	HIMANSHI JAIN	NSUT	STUDENT	COMM ERCE	DM20 22/04	himanshi25confiden t@gmail.com
4	KARTIKAYE GANDHI	SVC	STUDENT	COMM ERCE	DM20 22/05	kartikayegandhi@g mail.com
5	YUKTA PLAHA	JMC	STUDENT	COMM ERCE	DM20 22/06	yuktaplaha@gmail.c om
6	ISHIKA JAIN	SVC	STUDENT	COMM ERCE	DM20 22/07	ishikajain01@gmail. com
7	RAHUL SAINI	Bit mesra lalpur	STUDENT	COMM ERCE	DM20 22/08	choudharyrahulsaini @gmail.com
8	GOVIND SINGH	SVC	STUDENT	COMM ERCE	DM20 22/09	officialgovind707@g mail.com
9	RISHANT YADAV	SVC	STUDENT	COMM ERCE	DM20 22/11	yadavreshant@gmai l.com
10	BHAVNEET KAUR	SOL	STUDENT	COMM ERCE	DM20 22/13	bhavneet.kaur908@g mail.com
11	ISHITA KAPOOR	Aryabhata	STUDENT	COMM ERCE	DM20 22/14	ishitakapoor092@g mail.com
12	ANUSHKA KHANDELWAL	SVC	STUDENT	COMM ERCE	DM20 22/15	khandelwalanushka1 4@gmail.com
13	MD SAIF ALAM	SVC	STUDENT	HUMA NITIES	DM20 22/17	mdsaifalam5522@g mail.com
14	MUSKAN SETHI	Satyawati College	STUDENT	COMM ERCE	DM20 22/18	sethimuskan24@gm ail.com
15	LOKESH	SVC	STUDENT	COMM ERCE	DM20 22/19	lokeshbhanwala2@g mail.com
16	GAURAV VASHIST	MLNC	STUDENT	COMM ERCE	DM20 22/21	vashist883@gmail.c om
17	ANIKET MISHRA	SVC	STUDENT	COMM ERCE	DM20 22/22	raj2702aniket@gmai l.com
18	UTSAV PANDHI	SVC	STUDENT	COMM ERCE	DM20 22/24	utsavpandhi4@gmai l.com
19	KAMAL KHOSLA	CVS	STUDENT	COMM ERCE	DM20 22/25	kamalkhosla2608@g mail.com
20	ANAMIKA RAWAT	SVC	STUDENT	COMM ERCE	DM20 22/26	anamikarawat218@ gmail.com
21	DIVYA PASRICHA	CVS	STUDENT	COMM ERCE	DM20 22/29	divyapasricha2318@ gmail.com
22	VANI PUNDIR	SVC	STUDENT	COMM ERCE	DM20 22/30	vani.pundir1514@g mail.com

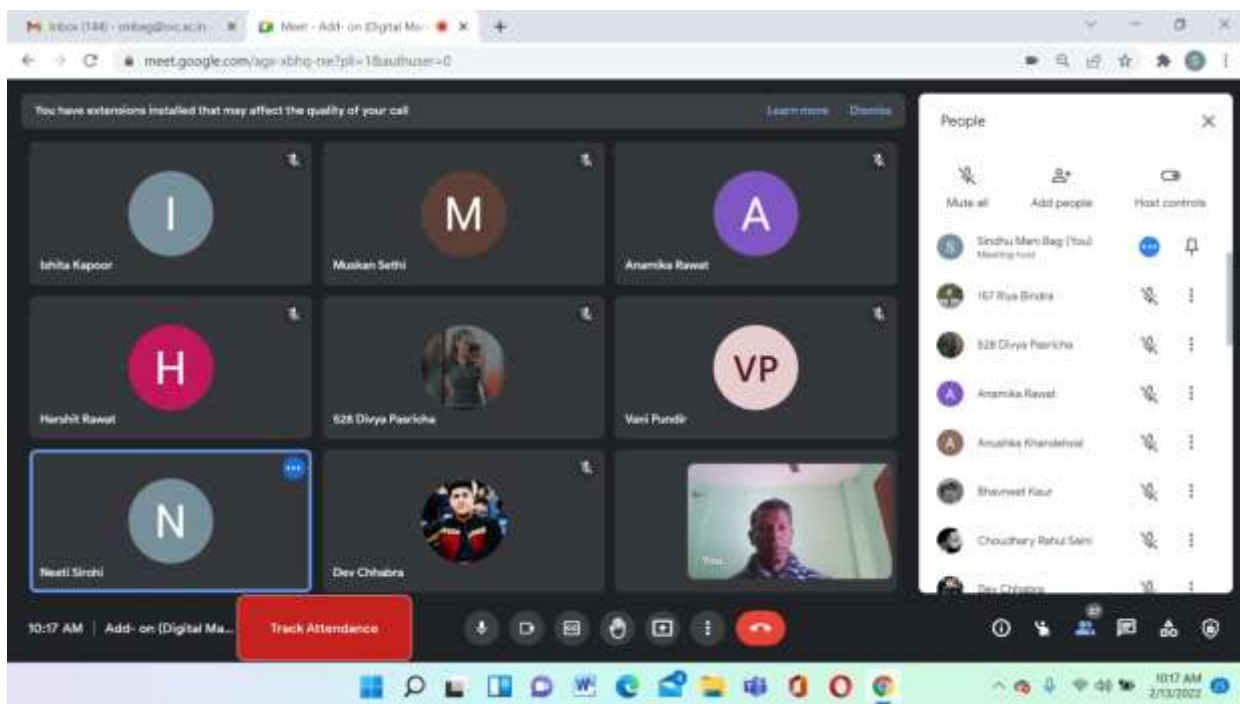
SESSION 9

13th FEBRUARY, 2022, 10:00 AM -11.30 AM

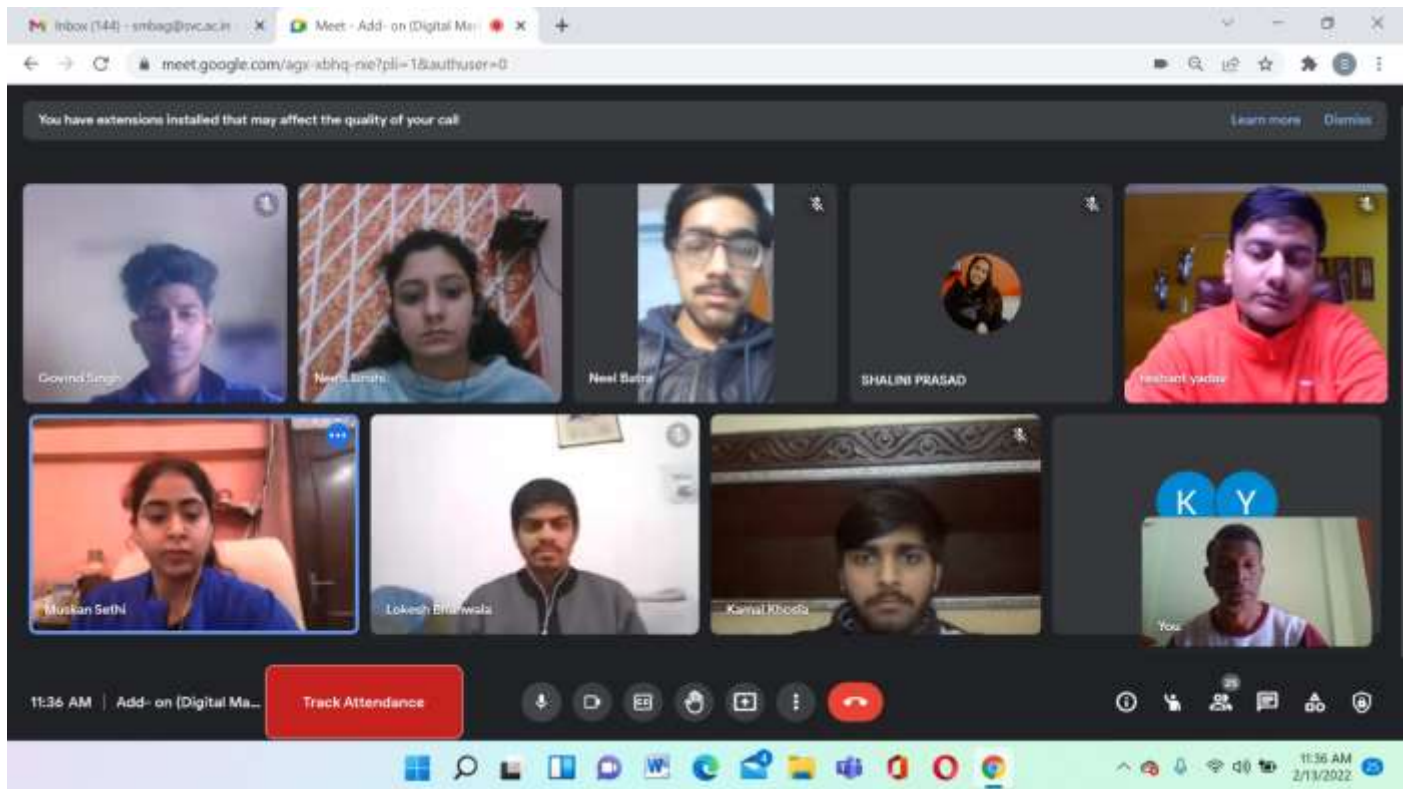
Link for the

session: <http://meet.google.com/agx-xbhq-rxe>

The session of the Add-on course was held on 13th, February, 2022. It was started and taken up by the resource person, Ms Neeti Sirohi. The session started by an overview of previous session's presentation. She presented and discussed about Google ads, Google campaign, search campaign etc. There are **29 participants** in the session and the session ended at 11.30 am.



(Session 9 on Google Campaign)



(Session 9 on Google Ads)

ATTENDANCE OF SESSION 9

S. N O	Applicant's Name	Name of institution(College/University)	Faculty/Student/Research Schlor	Dept./Course	Roll no	Email
1	NEEL BATRA	SVC	STUDENT	COMMERCE	DM2022/01	batraneel18@gmail.com
2	RIYA BINDRA	SVC	STUDENT	COMMERCE	DM2022/03	Riyabindra0404@gmail.com
3	HIMANSHI JAIN	NSUT	STUDENT	COMMERCE	DM2022/04	himanshi25confident@gmail.com
4	KARTIKAYE GANDHI	SVC	STUDENT	COMMERCE	DM2022/05	kartikayegandhi@gmail.com
5	YUKTA PLAHA	JMC	STUDENT	COMMERCE	DM2022/06	yuktapla@gmail.com
6	ISHIKA JAIN	SVC	STUDENT	COMMERCE	DM2022/07	ishikajain01@gmail.com
7	RAHUL SAINI	Bit mesra lalpur	STUDENT	COMMERCE	DM2022/08	choudharyrahulsaini@gmail.com
8	GOVIND SINGH	SVC	STUDENT	COMMERCE	DM2022/09	officialgovind707@gmail.com
9	RISHANT YADAV	SVC	STUDENT	COMMERCE	DM2022/11	yadavreshant@gmail.com
10	SHALINI PRASAD	SOL	STUDENT	BBA	DM2022/12	shaliniprasad330@gmail.com

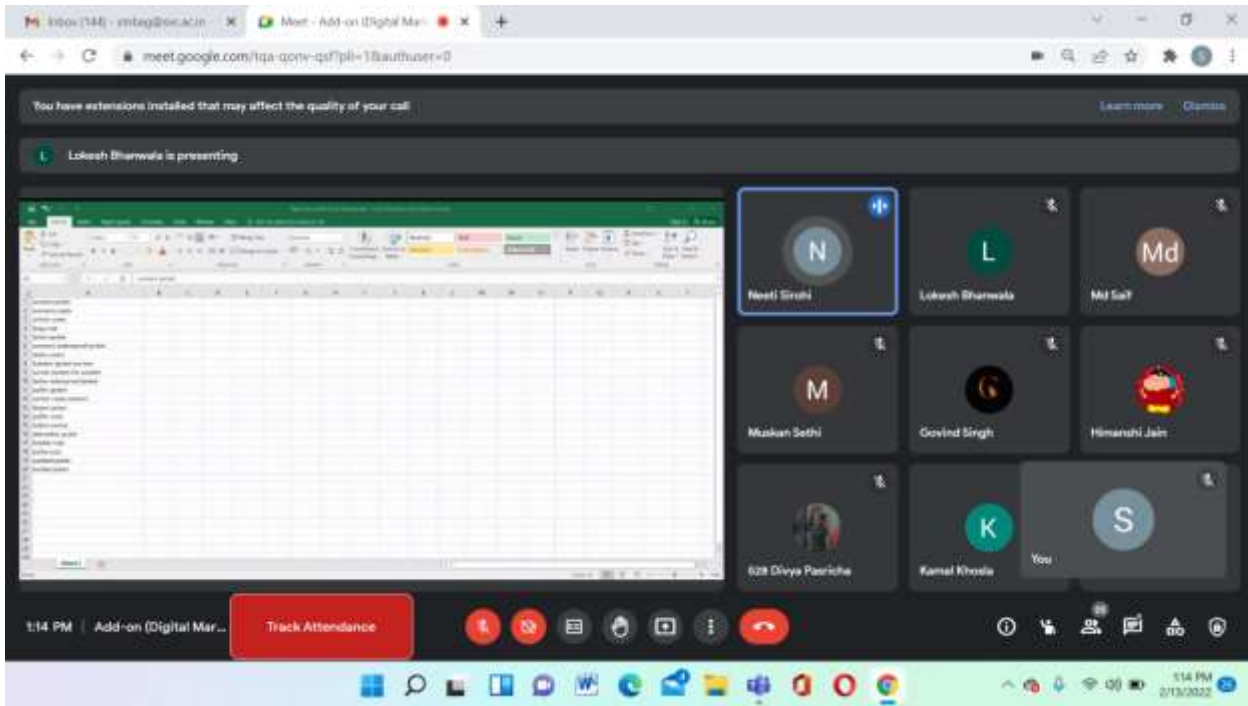
11	BHAVNEET KAUR	Aryabhata	STUDENT	COMME RCE	DM20 22/13	bhavneet.kaur908@ gmail.com
12	ISHITA KAPOOR	SVC	STUDENT	COMME RCE	DM20 22/14	ishitakapoor092@g mail.com
13	ANUSHKA KHANDELWAL	SVC	STUDENT	COMME RCE	DM20 22/15	khandelwalanushka1 4@gmail.com
14	MD SAIF ALAM	Satyawati College	STUDENT	HUMAN ITIES	DM20 22/17	mdsaifalam5522@g mail.com
15	MUSKAN SETHI	SVC	STUDENT	COMME RCE	DM20 22/18	sethimuskan24@gm ail.com
16	LOKESH	MLNC	STUDENT	COMME RCE	DM20 22/19	lokeshbhanwala2@g mail.com
17	VANSH PANDHI	SVC	STUDENT	COMME RCE	DM20 22/20	vansh4.pandhi@gma il.com
18	GAURAV VASHIST	SVC	STUDENT	COMME RCE	DM20 22/21	vashist883@gmail.c om
19	KINJAL KANWAR	CVS	STUDENT	COMME RCE	DM20 22/23	kinjalsindhal2002@g mail.com
20	UTSAV PANDHI	SVC	STUDENT	COMME RCE	DM20 22/24	utsavpandhi4@gmai l.com
21	KAMAL KHOSLA	SVC	STUDENT	COMME RCE	DM20 22/25	kamalkhosla2608@g mail.com
22	ANAMIKA RAWAT	SVC	STUDENT	COMME RCE	DM20 22/26	anamikarawat218@ gmail.com
23	DEV CHHABRA	SVC	STUDENT	COMME RCE	DM20 22/27	devchhabra108@gm ail.com
24	HARSHIT RAWAT	SVC	STUDENT	COMME RCE	DM20 22/28	harshitrawat874@g mail.com
25	DIVYA PASRICHA	CVS	STUDENT	COMME RCE	DM20 22/29	divyapasricha2318@ gmail.com
26	VANI PUNDIR	SVC	STUDENT	COMME RCE	DM20 22/30	vani.pundir1514@g mail.com

SESSION 10

13th February, 2022 Time: 12.00 pm-1.30 pm

Link for the session: <http://meet.google.com/tqa-qonv-qsf>

The session of the Add-on course was hold on 13th February, 2022. It was started at 12.00 pm with 24 participants in the session. It was taken up by the resource person, Ms Neeti Sirohi. She presented and discussed about how to create Ads group, multiple ads group, search campaign, campaign set up, campaign ads etc. At the end she gave assignment to students for 20 minutes to prepare ads campaign for men Jackets and women jacket for boys and girls respectively. The session ended at 1.30 pm by taking questions and clarifying doubt of the students.



(Session 10 on creating Ad Groups)



(Session 10 on creating multiple groups)

ATTENDANCE OF SESSION 10

S. N O	Applicant's Name	Name of institution(College/University)	Faculty/Student/Research Schlor	Dept./Course	Roll no	Email
1	NEEL BATRA	SVC	STUDENT	COMMERCE	DM2022/01	batraneel18@gmail.com
2	RIYA BINDRA	SVC	STUDENT	COMMERCE	DM2022/03	Riyabindra0404@gmail.com
3	HIMANSHI JAIN	NSUT	STUDENT	COMMERCE	DM2022/04	himanshi25confident@gmail.com
4	KARTIKAYE GANDHI	SVC	STUDENT	COMMERCE	DM2022/05	kartikayegandhi@gmail.com
5	YUKTA PLAHA	JMC	STUDENT	COMMERCE	DM2022/06	yuktaplaha@gmail.com
6	ISHIKA JAIN	SVC	STUDENT	COMMERCE	DM2022/07	ishikajain01@gmail.com
7	RAHUL SAINI	Bit mesra lalpur	STUDENT	COMMERCE	DM2022/08	choudharyrahulsaini@gmail.com
8	GOVIND SINGH	SVC	STUDENT	COMMERCE	DM2022/09	officialgovind707@gmail.com
9	RISHANT YADAV	SVC	STUDENT	COMMERCE	DM2022/11	yadavreshant@gmail.com
10	SHALINI PRASAD	SOL	STUDENT	BBA	DM2022/12	shaliniprasad330@gmail.com
11	BHAVNEET KAUR	Aryabhata	STUDENT	COMMERCE	DM2022/13	bhavneet.kaur908@gmail.com
12	ISHITA KAPOOR	SVC	STUDENT	COMMERCE	DM2022/14	ishitakapoor092@gmail.com
13	ANUSHKA KHANDELWAL	SVC	STUDENT	COMMERCE	DM2022/15	khandelwalanushka14@gmail.com
14	MD SAIF ALAM	Satyawati College	STUDENT	HUMANITIES	DM2022/17	mdsaifalam5522@gmail.com
15	MUSKAN SETHI	SVC	STUDENT	COMMERCE	DM2022/18	sethimuskan24@gmail.com
16	LOKESH	MLNC	STUDENT	COMMERCE	DM2022/19	lokeshbhanwala2@gmail.com
17	VANSH PANDHI	SVC	STUDENT	COMMERCE	DM2022/20	vansh4.pandhi@gmail.com
18	GAURAV VASHIST	SVC	STUDENT	COMMERCE	DM2022/21	vashist883@gmail.com
19	KINJAL KANWAR	CVS	STUDENT	COMMERCE	DM2022/23	kinjalsindhal2002@gmail.com

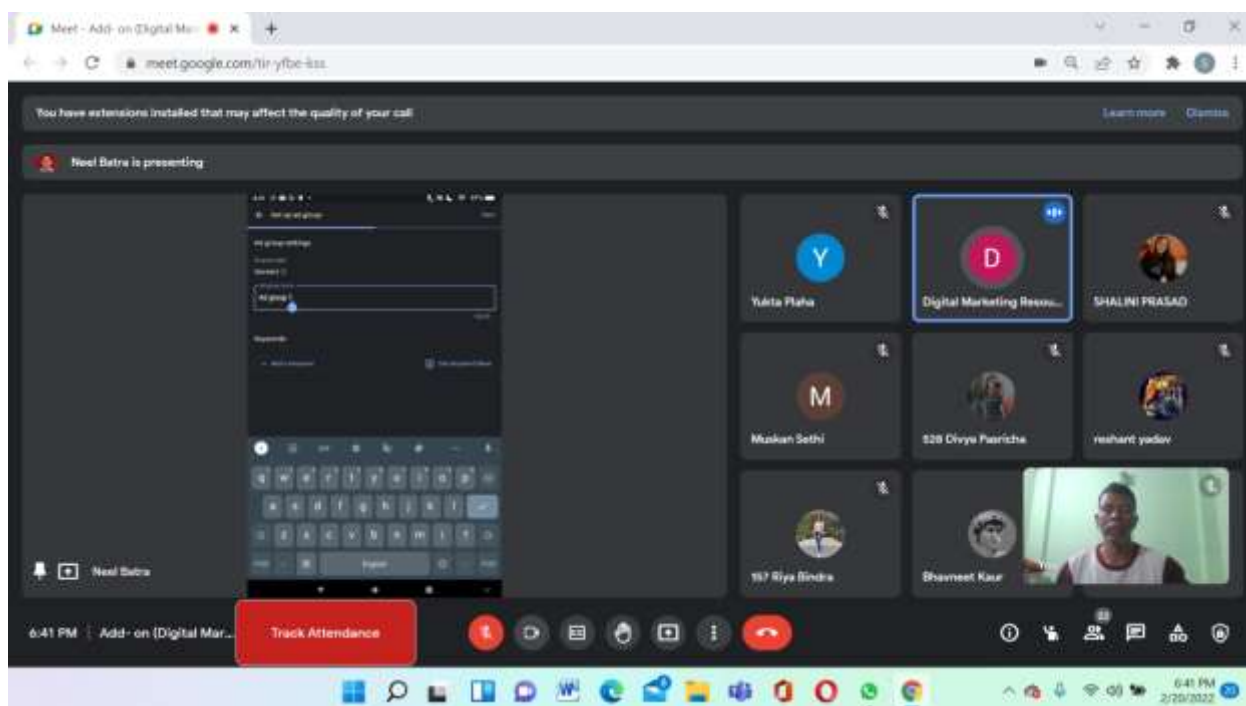
20	UTSAV PANDHI	SVC	STUDENT	COMMERCE	DM20 22/24	utsavpandhi4@gmail.com
21	KAMAL KHOSLA	SVC	STUDENT	COMMERCE	DM20 22/25	kamalkhosla2608@gmail.com
22	ANAMIKA RAWAT	SVC	STUDENT	COMMERCE	DM20 22/26	anamikarawat218@gmail.com
23	DEV CHHABRA	SVC	STUDENT	COMMERCE	DM20 22/27	devchhabra108@gmail.com
24	HARSHIT RAWAT	SVC	STUDENT	COMMERCE	DM20 22/28	harshitrawat874@gmail.com
25	DIVYA PASRICHA	CVS	STUDENT	COMMERCE	DM20 22/29	divyapasricha2318@gmail.com
26	VANI PUNDIR	SVC	STUDENT	COMMERCE	DM20 22/30	vani.pundir1514@gmail.com

SESSION 11

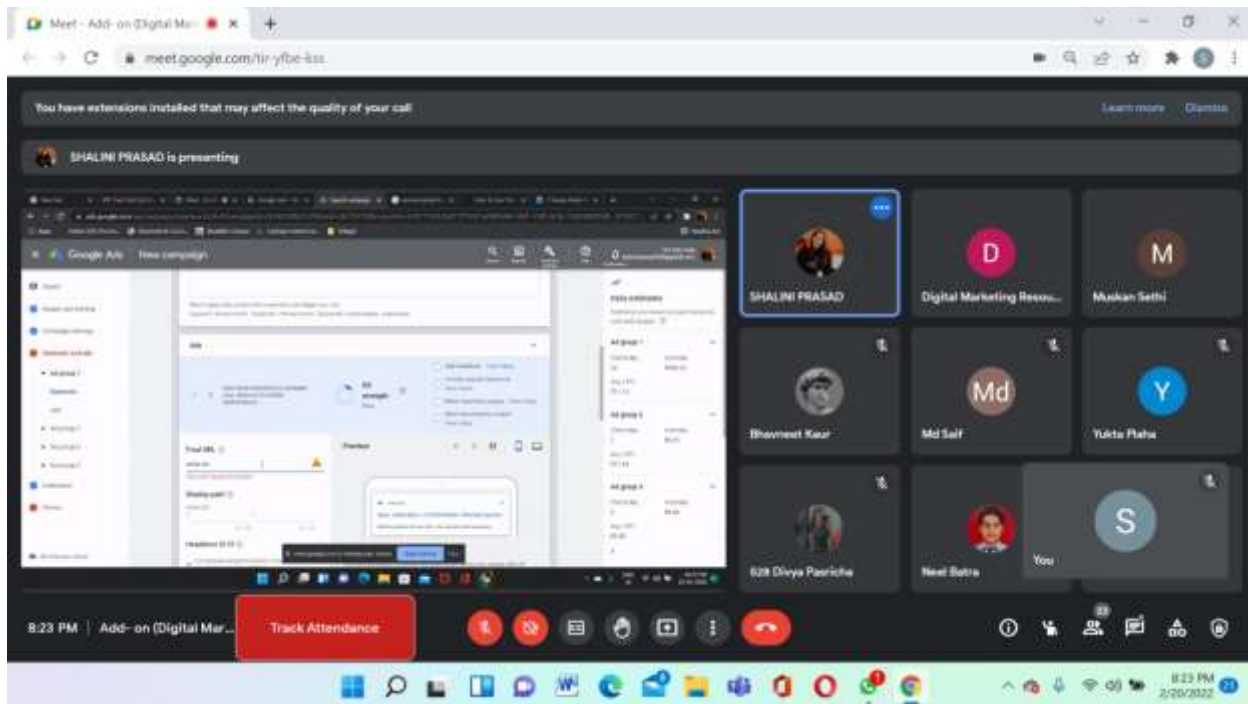
20th February 2022, Time 6:30 pm-8:30 pm

LINK FOR THE SESSION: <http://meet.google.com/tir-yfbe-kss>

The session of the Add-on course was held on 20th, February, 2022, it was started at 6:30 pm with **24 participants**. The session started by an overview of previous session's presentation. In this session Ms Neeti Sirohi (Resource person) presented and discussed about setting of account, Google ads set up. She has given class assignment of Google ads set up, and at the last 15 minutes, she sort out the problem faced by preparation of the Google ads set up and clarified doubt of the students and the session was ended successfully at 8.30 pm.



(Session 11 on Google Ad set up)



(Session 11 on setting up of Account)

ATTENDANCE OF SESSION 11

S.No	Form Number	Roll no	Applicant's Name	Mobile Number	Email
1	SVC/2021/354734212030220113	DM2022/01	NEEL BATRA	9582688795	batraneel18@gmail.com
2	SVC/2021/581142032030210952	DM2022/02	KARAN KUNDNANI	7737110209	karankundnani209@gmail.com
3	SVC/2021/952216192025130713	DM2022/03	RIYA BINDRA	9717674184	Riyabindra0404@gmail.com
4	SVC/2022/064740992007182423	DM2022/04	HIMANSHI JAIN	7840093196	himanshi25confident@gmail.com
5	SVC/2022/075831632003191007	DM2022/05	KARTIKAYE GANDHI	9891099099	kartikayegandhi@gmail.com
6	SVC/2022/077799562015173132	DM2022/06	YUKTA PLAHA	9873510935	yuktaplaha@gmail.com
7	SVC/2022/099895432017142837	DM2022/07	ISHIKA JAIN	9811759641	ishikajain01@gmail.com
8	SVC/2022/122662882011213415	DM2022/08	RAHUL SAINI	9717729218	choudharyrahulsaini@gmail.com
9	SVC/2022/229634232001131824	DM2022/09	GOVIND SINGH	6387280489	officialgovind707@gmail.com
10	SVC/2022/274877452020182200	DM2022/10	AYUSHI PANDEY	8840803518	ayushipandey1532@gmail.com

11	SVC/2022/3727020820071 71744	DM2022/ 11	RISHANT YADAV	9999055072	yadavreshant@gmail.com
12	SVC/2022/3957239720061 74104	DM2022/ 12	SHALINI PRASAD	8969344481	shaliniprasad330@gmail.com
13	SVC/2022/4647820420092 11009	DM2022/ 13	BHAVNEET KAUR	7834867755	bhavneet.kaur908@gmail.com
14	SVC/2022/4672348320221 45006	DM2022/ 14	ISHITA KAPOOR	9872865790	ishitakapoor092@gmail.com
15	SVC/2022/4976191820031 73445	DM2022/ 15	ANUSHKA KHANDELWAL	9897974321	khandelwalanushka14@gmail.com
16	SVC/2022/5500360920032 24843	DM2022/ 16	ABHISHEK YADAV	9166623088	1abhishekyadav9@gmail.com
17	SVC/2022/5538146320012 13251	DM2022/ 17	MD SAIF ALAM	8826619467	mdsaifalam5522@gmail.com
18	SVC/2022/5615217720071 50241	DM2022/ 18	MUSKAN SETHI	8447343207	sethimuskan24@gmail.com
19	SVC/2022/6862307520022 13320	DM2022/ 19	LOKESH	9872088315	lokeshbhanwala2@gmail.com
20	SVC/2022/7277562020131 85509	DM2022/ 20	VANSH PANDHI	8882679156	vansh4.pandhi@gmail.com
21	SVC/2022/7595833420081 75148	DM2022/ 21	GAURAV VASHIST	8375867729	vashist883@gmail.com
22	SVC/2022/8089700420200 13140	DM2022/ 22	ANIKET MISHRA	8826475285	raj2702aniket@gmail.com
23	SVC/2022/8550638420131 80712	DM2022/ 23	KINJAL KANWAR	8949959750	kinjalsindhal2002@gmail.com
24	SVC/2022/8747547620142 31243	DM2022/ 24	UTSAV PANDHI	7838046047	utsavpandhi4@gmail.com
25	SVC/2022/9162539320141 82003	DM2022/ 25	KAMAL KHOSLA	9671680804	kamalkhosla2608@gmail.com
26	SVC/2022/9250757820051 42843	DM2022/ 26	ANAMIKA RAWAT	9599751743	anamikarawat218@gmail.com
27	SVC/2022/9650357120111 31348	DM2022/ 27	DEV CHHABRA	9560390929	devchhabra108@gmail.com
28	SVC/2022/9718498920201 01524	DM2022/ 28	HARSHIT RAWAT	7668032450	harshitrawat874@gmail.com
29	SVC/2022/9848761020051 43817	DM2022/ 29	DIVYA PASRICHA	7065595504	divyapasricha2318@gmail.com
30	SVC/2022/1086147620271 83643	DM2022/ 30	VANI PUNDIR	9389998792	vani.pundir1514@gmail.com

SESSION 12

27th February 2022, Time 10 am-12pm

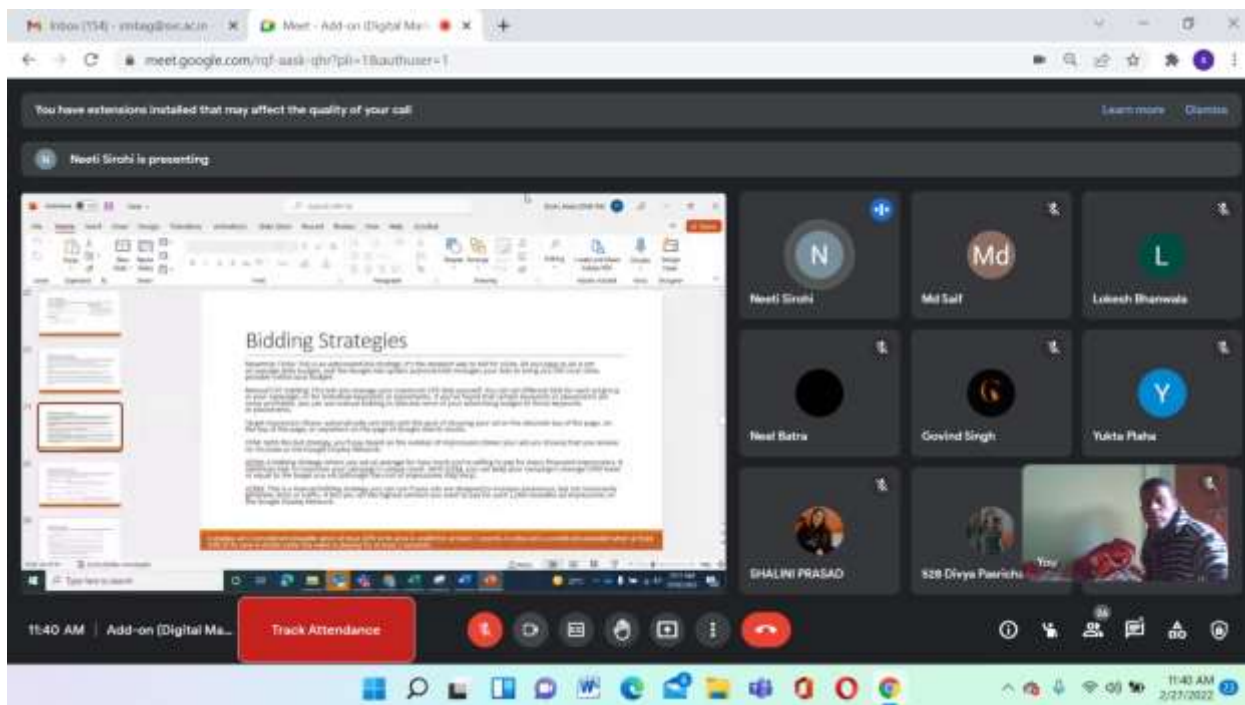
LINK FOR THE SESSION: <http://meet.google.com/rqf-aask-qhr>

The session of the Add-on course was held on 27th February, 2022, it was started at 10 am with **26 participants**. The session started by Ms Neeti Sirohi (Resource person) an overview of previous session's presentation. In this session she presented and discussed the topics Google ads and various network & platform, Bidding Strategies, types of campaign, Google merchant centre help etc., with clarify the doubt of the students the session was ended successfully at 12.00pm.

The screenshot shows a Google Meet interface. The main window displays a presentation slide titled "Type of Campaign" with five columns: Search Campaign, Display Campaign, YouTube, App, and Shopping. Each column lists various ad types. The Search Campaign column includes Text Ads, DSA, Call Only Ads, and image and video ads. The Display Campaign column includes Text Ads, Responsive Display ads, Image Ads, Video Ads, and Gmail Ads. The YouTube column includes Display ads, Overlay ads, Skippable video ads, Non-skippable video ads, Bumper ads, and Sponsored cards. The App column includes Text Ads, Image Ads, and Video Ads. The Shopping column includes Product Shopping ads, Showcase Shopping ads, and Local inventory ads. The meeting controls at the bottom show a "Track Attendance" button and a time of 10:19 AM on 2/27/2022. The participant list on the right includes Neeti Sirohi, Lokesh Sharma, Md Saif, Neel Batra, Md Saif, Anamika Rawat, SHALINI PRASAD, and Anshu Mishra.

Campaign Type	Ad Types
Search Campaign	Text Ads, DSA, Call Only Ads, image and video ads
Display Campaign	Text Ads, Responsive Display ads, Image Ads, Video Ads, Gmail Ads
YouTube	Display ads, Overlay ads, Skippable video ads, Non-skippable video ads, Bumper ads, Sponsored cards
App	Text Ads, Image Ads, Video Ads
Shopping	Product Shopping ads, Showcase Shopping ads, Local inventory ads

(Session 12 on Types of Campaign)



(Session 12 on Bidding Strategies)

ATTENDANCE OF SESSION 12

S.No	Form Number	Roll no	Applicant's Name	Mobile Number	Email
1	SVC/2021/354734212030220113	DM2022/01	NEEL BATRA	9582688795	batraneel18@gmail.com
2	SVC/2021/581142032030210952	DM2022/02	KARAN KUNDNANI	7737110209	karankundnani209@gmail.com
3	SVC/2021/952216192025130713	DM2022/03	RIYA BINDRA	9717674184	Riyabindra0404@gmail.com
4	SVC/2022/064740992007182423	DM2022/04	HIMANSHI JAIN	7840093196	himanshi25confident@gmail.com
5	SVC/2022/075831632003191007	DM2022/05	KARTIKAYE GANDHI	9891099099	kartikayegandhi@gmail.com
6	SVC/2022/077799562015173132	DM2022/06	YUKTA PLAHA	9873510935	yuktaplaha@gmail.com
7	SVC/2022/099895432017142837	DM2022/07	ISHIKA JAIN	9811759641	ishikajain01@gmail.com
8	SVC/2022/122662882011213415	DM2022/08	RAHUL SAINI	9717729218	choudharyrahulsaini@gmail.com
9	SVC/2022/229634232001131824	DM2022/09	GOVIND SINGH	6387280489	officialgovind707@gmail.com
10	SVC/2022/274877452020182200	DM2022/10	AYUSHI PANDEY	8840803518	ayushipandey1532@gmail.com
11	SVC/2022/372702082007171744	DM2022/11	RISHANT YADAV	9999055072	yadavreshant@gmail.com

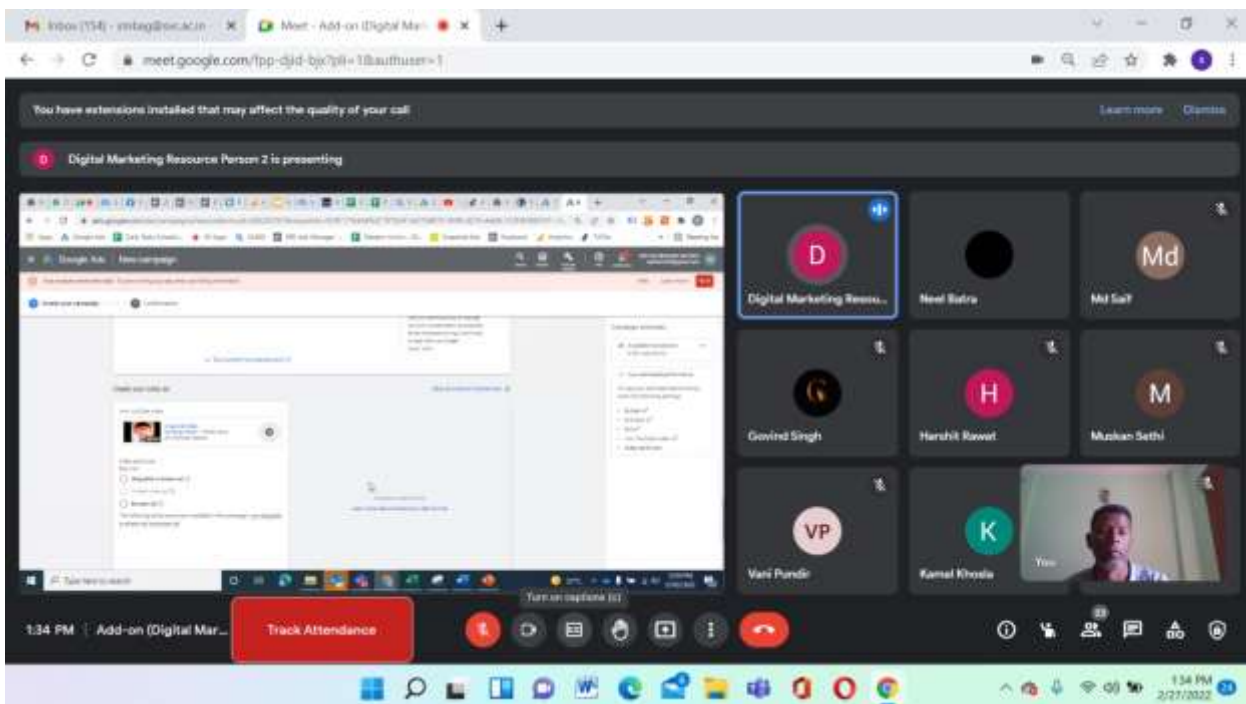
12	SVC/2022/3957239720061 74104	DM2022/ 12	SHALINI PRASAD	8969344481	shaliniprasad330@gmail.com
13	SVC/2022/4647820420092 11009	DM2022/ 13	BHAVNEET KAUR	7834867755	bhavneet.kaur908@gmail.com
14	SVC/2022/4672348320221 45006	DM2022/ 14	ISHITA KAPOOR	9872865790	ishitakapoor092@gmail.com
15	SVC/2022/4976191820031 73445	DM2022/ 15	ANUSHKA KHANDELWAL	9897974321	khandelwalanushka14@gmail.com
16	SVC/2022/5500360920032 24843	DM2022/ 16	ABHISHEK YADAV	9166623088	1abhishekyadav9@gmail.com
17	SVC/2022/5538146320012 13251	DM2022/ 17	MD SAIF ALAM	8826619467	mdsaifalam5522@gmail.com
18	SVC/2022/5615217720071 50241	DM2022/ 18	MUSKAN SETHI	8447343207	sethimuskan24@gmail.com
19	SVC/2022/6862307520022 13320	DM2022/ 19	LOKESH	9872088315	lokeshbhanwala2@gmail.com
20	SVC/2022/7277562020131 85509	DM2022/ 20	VANSH PANDHI	8882679156	vansh4.pandhi@gmail.com
21	SVC/2022/7595833420081 75148	DM2022/ 21	GAURAV VASHIST	8375867729	vashist883@gmail.com
22	SVC/2022/8089700420200 13140	DM2022/ 22	ANIKET MISHRA	8826475285	raj2702aniket@gmail.com
23	SVC/2022/8550638420131 80712	DM2022/ 23	KINJAL KANWAR	8949959750	kinjalsindhal2002@gmail.com
24	SVC/2022/8747547620142 31243	DM2022/ 24	UTSAV PANDHI	7838046047	utsavpandhi4@gmail.com
25	SVC/2022/9162539320141 82003	DM2022/ 25	KAMAL KHOSLA	9671680804	kamalkhosla2608@gmail.com
26	SVC/2022/9250757820051 42843	DM2022/ 26	ANAMIKA RAWAT	9599751743	anamikarawat218@gmail.com
27	SVC/2022/9650357120111 31348	DM2022/ 27	DEV CHHABRA	9560390929	devchhabra108@gmail.com
28	SVC/2022/9718498920201 01524	DM2022/ 28	HARSHIT RAWAT	7668032450	harshitrawat874@gmail.com
29	SVC/2022/9848761020051 43817	DM2022/ 29	DIVYA PASRICHA	7065595504	divyapasricha2318@gmail.com
30	SVC/2022/1086147620271 83643	DM2022/ 30	VANI PUNDIR	9389998792	vani.pundir1514@gmail.com

SESSION 13

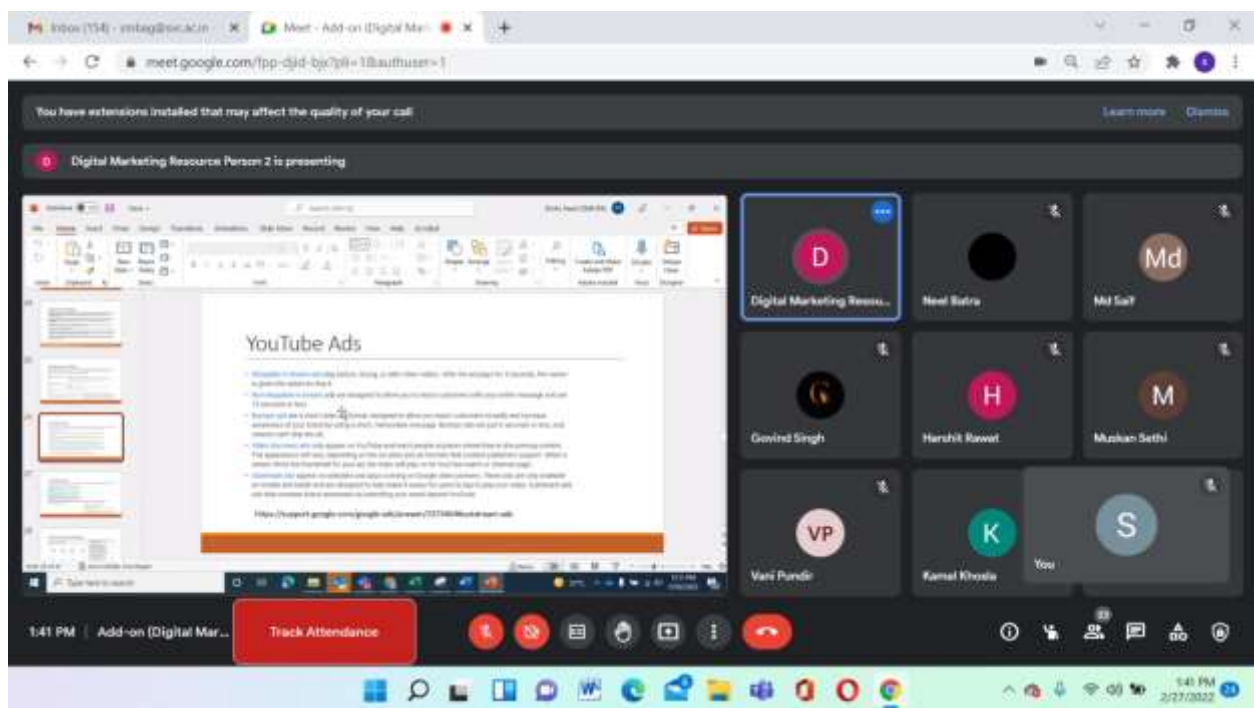
27th February 2022, Time 12.00 to 2.00pm

LINK FOR THE SESSION: <http://meet.google.com/fpp-djid-bjx>

The session of the Add-on course was held on 27th, February, 2022, it was started at 12.30pm with **23 participants**. Ms Neeti Sirohi, Resource person of the session discussed the topic audience of the digital marketing, Google ads, YouTube Ads, new campaign etc., with clarify the doubt of the students the session was ended successfully at 2.00pm.



(Session 13 on New Campaign)



(Session 13 on YouTube Ads)

ATTENDANCE OF SESSION 13

S.No	Form Number	Roll no	Applicant's Name	Mobile Number	Email
1	SVC/2021/354734212030220113	DM2022/01	NEEL BATRA	9582688795	batraneel18@gmail.com
2	SVC/2021/581142032030210952	DM2022/02	KARAN KUNDNANI	7737110209	karankundnani209@gmail.com
3	SVC/2021/952216192025130713	DM2022/03	RIYA BINDRA	9717674184	Riyabindra0404@gmail.com
4	SVC/2022/064740992007182423	DM2022/04	HIMANSHI JAIN	7840093196	himanshi25confident@gmail.com
5	SVC/2022/075831632003191007	DM2022/05	KARTIKAYE GANDHI	9891099099	kartikayegandhi@gmail.com
6	SVC/2022/077799562015173132	DM2022/06	YUKTA PLAHA	9873510935	yuktaplaha@gmail.com
7	SVC/2022/099895432017142837	DM2022/07	ISHIKA JAIN	9811759641	ishikajain01@gmail.com
8	SVC/2022/122662882011213415	DM2022/08	RAHUL SAINI	9717729218	choudharyrahulsaini@gmail.com
9	SVC/2022/229634232001131824	DM2022/09	GOVIND SINGH	6387280489	officialgovind707@gmail.com
10	SVC/2022/274877452020182200	DM2022/10	AYUSHI PANDEY	8840803518	ayushipandey1532@gmail.com
11	SVC/2022/372702082007171744	DM2022/11	RISHANT YADAV	9999055072	yadavreshant@gmail.com

12	SVC/2022/3957239720061 74104	DM2022/ 12	SHALINI PRASAD	8969344481	shaliniprasad330@gmail.com
13	SVC/2022/4647820420092 11009	DM2022/ 13	BHAVNEET KAUR	7834867755	bhavneet.kaur908@gmail.com
14	SVC/2022/4672348320221 45006	DM2022/ 14	ISHITA KAPOOR	9872865790	ishitakapoor092@gmail.com
15	SVC/2022/4976191820031 73445	DM2022/ 15	ANUSHKA KHANDELWAL	9897974321	khandelwalanushka14@gmail.com
16	SVC/2022/5500360920032 24843	DM2022/ 16	ABHISHEK YADAV	9166623088	1abhishekyadav9@gmail.com
17	SVC/2022/5538146320012 13251	DM2022/ 17	MD SAIF ALAM	8826619467	mdsaifalam5522@gmail.com
18	SVC/2022/5615217720071 50241	DM2022/ 18	MUSKAN SETHI	8447343207	sethimuskan24@gmail.com
19	SVC/2022/6862307520022 13320	DM2022/ 19	LOKESH	9872088315	lokeshbhanwala2@gmail.com
20	SVC/2022/7277562020131 85509	DM2022/ 20	VANSH PANDHI	8882679156	vansh4.pandhi@gmail.com
21	SVC/2022/7595833420081 75148	DM2022/ 21	GAURAV VASHIST	8375867729	vashist883@gmail.com
22	SVC/2022/8089700420200 13140	DM2022/ 22	ANIKET MISHRA	8826475285	raj2702aniket@gmail.com
23	SVC/2022/8550638420131 80712	DM2022/ 23	KINJAL KANWAR	8949959750	kinjalsindhal2002@gmail.com
24	SVC/2022/8747547620142 31243	DM2022/ 24	UTSAV PANDHI	7838046047	utsavpandhi4@gmail.com
25	SVC/2022/9162539320141 82003	DM2022/ 25	KAMAL KHOSLA	9671680804	kamalkhosla2608@gmail.com
26	SVC/2022/9250757820051 42843	DM2022/ 26	ANAMIKA RAWAT	9599751743	anamikarawat218@gmail.com
27	SVC/2022/9650357120111 31348	DM2022/ 27	DEV CHHABRA	9560390929	devchhabra108@gmail.com
28	SVC/2022/9718498920201 01524	DM2022/ 28	HARSHIT RAWAT	7668032450	harshitrawat874@gmail.com
29	SVC/2022/9848761020051 43817	DM2022/ 29	DIVYA PASRICHA	7065595504	divyapasricha2318@gmail.com
30	SVC/2022/1086147620271 83643	DM2022/ 30	VANI PUNDIR	9389998792	vani.pundir1514@gmail.com

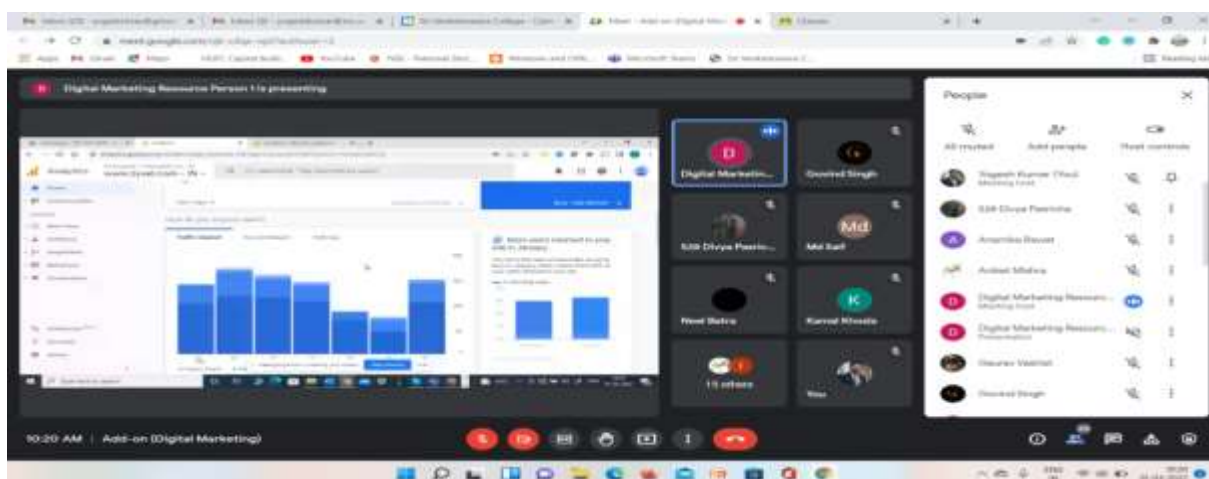
Date: March 1, 2022

Session 14 - 10:00 to 12:30 PM

Link:

<https://meet.google.com/ojk-cdqe-opt>

In the first session of today's digital marketing class organized by Department of Commerce, Sri Venkateswara College. Mr. Pradeep Singh was the resource person and he had talked about different tabs and tools available under google analytics and google ad studio. Mr. Pradeep Singh started the session by explaining the meaning and significance of organic marketing. He moved forward on the topic by elaborating the procedure that we usually follow in creating the google ads and increasing the traffic at organization site. In the later part of the session, he made use of his own google account to show the demo that how we can decide the target population and make ads. At the end of the closing of the session a Q & A was held in which participation of the course got clarification on their queries related to topics of the session.



(Session 14 on Increasing Traffic at Organization Site)

ATTENDANCE OF SESSION 14

S.No	Name of the Applicant	Name of Institution/University	Faculty/Student/Research Scholar	Department/course	Roll No	Email Id
1	NEEL BATRA	SVC	Student	Commerce	DM2022/01	batraneel18@gmail.com
2	HIMANSHI JAIN	SVC	Student	Commerce	DM2022/04	himanshi25confident@gmail.com

3	KARTIKAY E GANDHI	NSUT	Student	BBA	DM20 22/05	kartikayegandhi@gmail.com
4	YUKTA PLAHA	SVC	Student	Economics	DM20 22/06	yuktaplaha@gmail.com
5	ISHIKA JAIN	JMC	Student	Humanities	DM20 22/07	ishikajain01@gmail.com
6	GOVIND SINGH	SVC	Student	Commerce	DM20 22/09	officialgovind707@gmail.com
7	SHALINI PRASAD	Bit mesra lalpur	Student	BBA	DM20 22/12	shaliniprasad330@gmail.com
8	ISHITA KAPOOR	SVC	Student	Commerce	DM20 22/14	ishitakapoor092@gmail.com
9	ANUSHKA KHANDEL WAL	SVC	Student	Commerce	DM20 22/15	khandelwalanushka14@gmail.com
10	MD SAIF ALAM	SOL	Student	Humanities	DM20 22/17	mdsaifalam5522@gmail.com
11	MUSKAN SETHI	Aryabha tta	Student	Commerce	DM20 22/18	sethimuskan24@gmail.com
12	LOKESH	SVC	Student	Commerce	DM20 22/19	lokeshbhanwala2@gmail.com
13	VANSH PANDHI	SVC	Student	Commerce	DM20 22/20	VANSH4.PANDHI@GMAIL.COM
14	GAURAV VASHIST	Satyawa ti College	Student	Commerce	DM20 22/21	VASHIST883@GMAIL.COM
15	ANIKET MISHRA	SVC	Student	Commerce	DM20 22/22	raj2702aniket@gmail.com
16	KAMAL KHOSLA	MLNC	Student	Commerce	DM20 22/25	kamalkhosla2608@gmail.com
17	ANAMIKA RAWAT	SVC	Student	Commerce	DM20 22/26	anamikarawat218@gmail.com
18	HARSHIT RAWAT	SVC	Student	Commerce	DM20 22/28	harshitrawat874@gmail.com
19	DIVYA PASRICHA	CVS	Student	Commerce	DM20 22/29	divyapasricha2318@gmail.com
20	VANI PUNDIR	SVC	Student	Commerce	DM20 22/30	vani.pundir1514@gmail.com

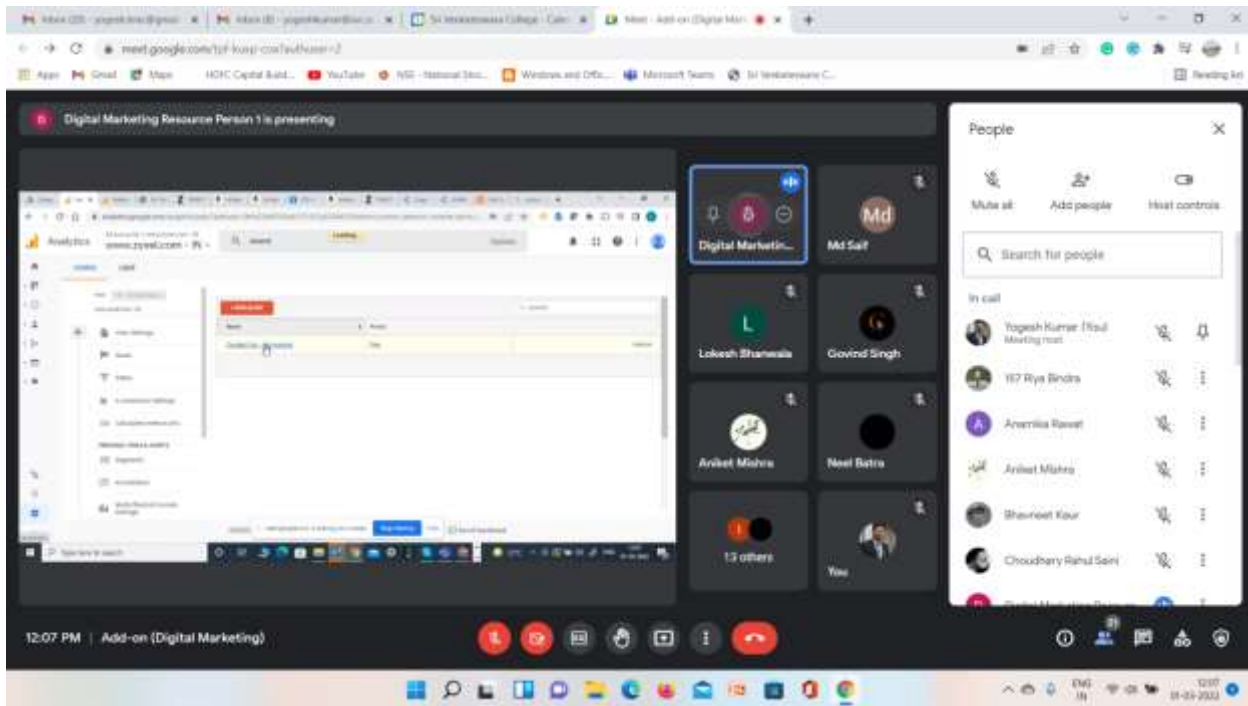
Date: March 1, 2022

Session 15: 12:00 to 1:30 PM

Link: <https://meet.google.com/tpf-kuxp-coa>

In the second session of today's digital marketing class organized by Department of Commerce, Sri Venkateswara College. Mr. Pradeep Singh acting as a resource person talked on the topic "tools available under google analytics and google ad studio". Continuing on the same line of discussions on organic marketing from previous session Mr. Pradeep Singh started the session by explaining the meaning and significance of

types of goals, difference between bounce rate and exit rate and goals and events.. He moved forward on the topic by elaborating the procedure that we usually follow in measuring the bounce rate and exist rate at organization site. In the later part of the session, he made use of his own google account to show the demo that how we can measure the visitors activity at organization site. At the end of the closing of the session a Q & A was held in which participation of the course got clarification on their queries related to topics of the session.



(Session 15 on Bounce Rate and Exit Rate)

ATTENDANCE OF SESSION 15

S.No	Name of the Applicant	Name of Institution/University	Faculty/Student/Research Scholar	Department/course	Roll No	Email Id
1	NEEL BATRA	SVC	Student	Commerce	DM20 22/01	batraneel18@gmail.com
2	HIMANSHI JAIN	SVC	Student	Commerce	DM20 22/04	himanshi25confident@gmail.com
3	KARTIKAY E GANDHI	NSUT	Student	BBA	DM20 22/05	kartikayegandhi@gmail.com
4	YUKTA PLAHA	SVC	Student	Economics	DM20 22/06	yuktaplaha@gmail.com
5	ISHIKA JAIN	JMC	Student	Humanities	DM20 22/07	ishikajain01@gmail.com
6	GOVIND SINGH	SVC	Student	Commerce	DM20 22/09	officialgovind707@gmail.com

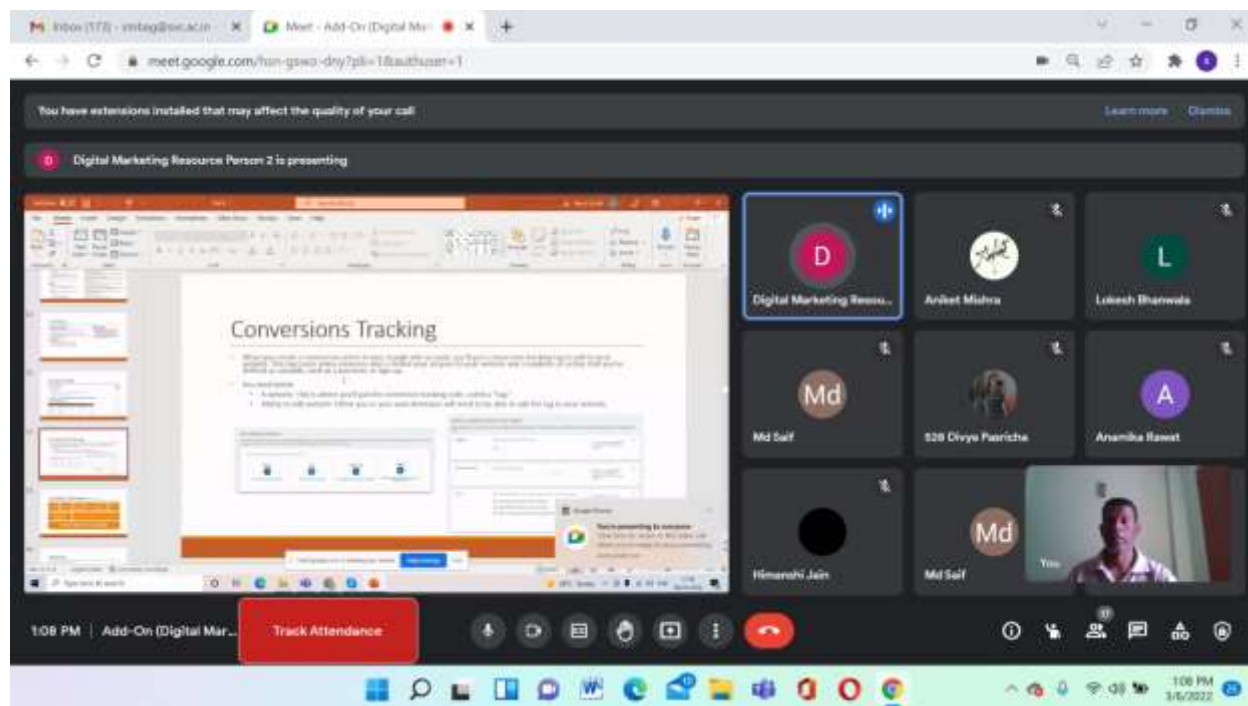
7	SHALINI PRASAD	Bit mesra lalpur	Student	BBA	DM20 22/12	shaliniprasad330@gmail.com
8	ISHITA KAPOOR	SVC	Student	Commerce	DM20 22/14	ishitakapoor092@gmail.com
9	ANUSHKA KHANDEL WAL	SVC	Student0.3h	Commerce	DM20 22/15	khandelwalanushka14@gmail.com
10	MD SAIF ALAM	SOL	Student	Humanities	DM20 22/17	mDSAIFALAM5522@gmail.com
11	MUSKAN SETHI	Aryabhata	Student	Commerce	DM20 22/18	sethimuskan24@gmail.com
12	LOKESH	SVC	Student	Commerce	DM20 22/19	lokeshbhanwala2@gmail.com
13	VANSH PANDHI	SVC	Student	Commerce	DM20 22/20	VANSH4.PANDHI@GMAIL.COM
14	GAURAV VASHIST	Satyawati College	Student	Commerce	DM20 22/21	VASHIST883@GMAIL.COM
15	ANIKET MISHRA	SVC	Student	Commerce	DM20 22/22	raj2702aniket@gmail.com
16	KAMAL KHOSLA	MLNC	Student	Commerce	DM20 22/25	kamalkhosla2608@gmail.com
17	ANAMIKA RAWAT	SVC	Student	Commerce	DM20 22/26	anamikarawat218@gmail.com
18	HARSHIT RAWAT	SVC	Student	Commerce	DM20 22/28	harshitrawat874@gmail.com
19	DIVYA PASRICHA	CVS	Student	Commerce	DM20 22/29	divyapasricha2318@gmail.com
20	VANI PUNDIR	SVC	Student	Commerce	DM20 22/30	vani.pundir1514@gmail.com

SESSION 16

6th March 2022, Time 10.00 to 12.00pm

LINK FOR THE SESSION: <http://meet.google.com/rea-bbcr-nox>

The session of the Add-on course was held on 6th March, 2022, it was an assessment session, Ms Neeti Sirohi, Resource person of the session had done assessment of the students through Google class room.



(Session 16 on Conversions Tracking)

ATTENDANCE OF SESSION 16

S.No	Form Number	Roll no	Applicant's Name	Mobile Number	Email
1	SVC/2021/354734212030220113	DM2022/01	NEEL BATRA	9582688795	batraneel18@gmail.com
2	SVC/2021/581142032030210952	DM2022/02	KARAN KUNDNANI	7737110209	karankundnani209@gmail.com
3	SVC/2021/952216192025130713	DM2022/03	RIYA BINDRA	9717674184	Riyabindra0404@gmail.com
4	SVC/2022/064740992007182423	DM2022/04	HIMANSHI JAIN	7840093196	himanshi25confident@gmail.com
5	SVC/2022/075831632003191007	DM2022/05	KARTIKAYE GANDHI	9891099099	kartikayegandhi@gmail.com
6	SVC/2022/077799562015173132	DM2022/06	YUKTA PLAHA	9873510935	yuktaplaha@gmail.com
7	SVC/2022/099895432017142837	DM2022/07	ISHIKA JAIN	9811759641	ishikajain01@gmail.com
8	SVC/2022/122662882011213415	DM2022/08	RAHUL SAINI	9717729218	choudharyrahulsaini@gmail.com

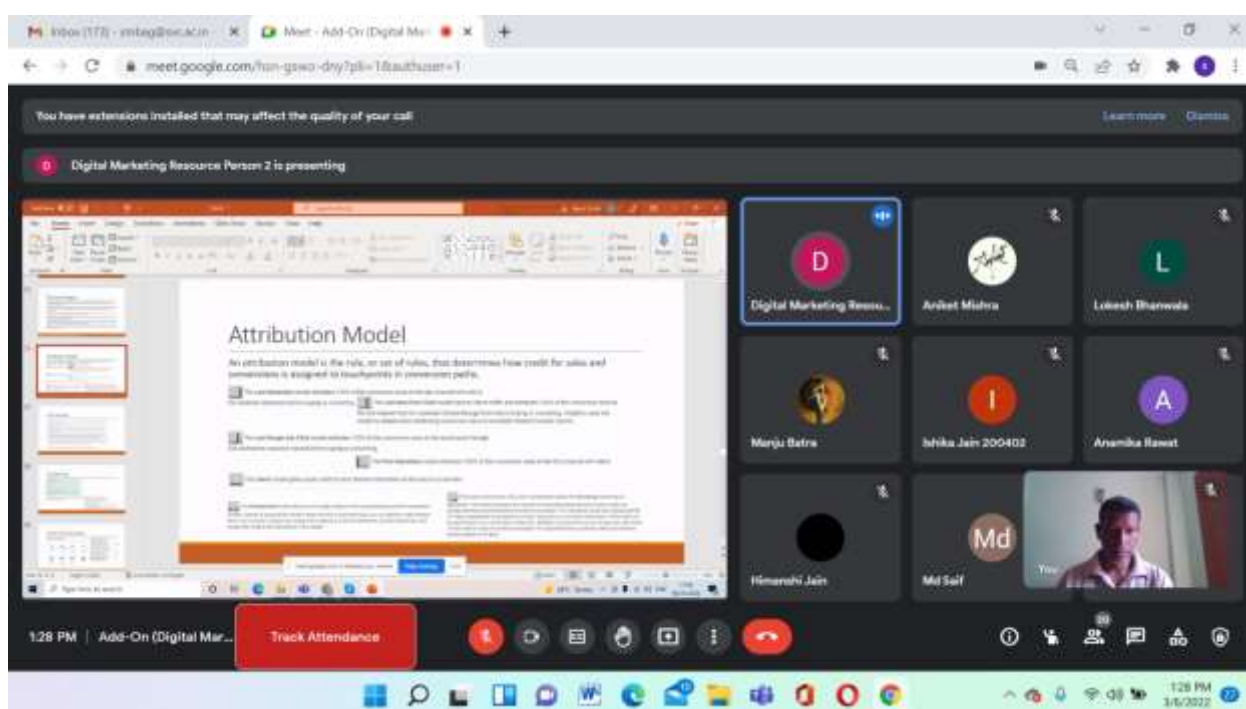
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10	SVC/2022/2748774520201 82200	DM2022/ 10	AYUSHI PANDEY	8840803518	ayushipandey1532@gmail.com
11	SVC/2022/3727020820071 71744	DM2022/ 11	RISHANT YADAV	9999055072	yadavreshant@gmail.com
12	SVC/2022/3957239720061 74104	DM2022/ 12	SHALINI PRASAD	8969344481	shaliniprasad330@gmail.com
13	SVC/2022/4647820420092 11009	DM2022/ 13	BHAVNEET KAUR	7834867755	bhavneet.kaur908@gmail.com
14	SVC/2022/4672348320221 45006	DM2022/ 14	ISHITA KAPOOR	9872865790	ishitakapoor092@gmail.com
15	SVC/2022/4976191820031 73445	DM2022/ 15	ANUSHKA KHANDELWAL	9897974321	khandelwalanushka14@gmail.com
16	SVC/2022/5500360920032 24843	DM2022/ 16	ABHISHEK YADAV	9166623088	1abhishekyadav9@gmail.com
17	SVC/2022/5538146320012 13251	DM2022/ 17	MD SAIF ALAM	8826619467	mdsaifalam5522@gmail.com
18	SVC/2022/5615217720071 50241	DM2022/ 18	MUSKAN SETHI	8447343207	sethimuskan24@gmail.com
19	SVC/2022/6862307520022 13320	DM2022/ 19	LOKESH	9872088315	lokeshbhanwala2@gmail.com
20	SVC/2022/7277562020131 85509	DM2022/ 20	VANSH PANDHI	8882679156	vansh4.pandhi@gmail.com
21	SVC/2022/7595833420081 75148	DM2022/ 21	GAURAV VASHIST	8375867729	vashist883@gmail.com
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27	SVC/2022/9650357120111 31348	DM2022/ 27	DEV CHHABRA	9560390929	devchhabra108@gmail.com
28	SVC/2022/9718498920201 01524	DM2022/ 28	HARSHIT RAWAT	7668032450	harshitrawat874@gmail.com
29	SVC/2022/9848761020051 43817	DM2022/ 29	DIVYA PASRICHA	7065595504	divyapasricha2318@gmail.com
30	SVC/2022/1086147620271 83643	DM2022/ 30	VANI PUNDIR	9389998792	vani.pundir1514@gmail.com

SESSION 17

6th March 2022, Time 12.30pm to 2.00pm

LINK FOR THE SESSION: <http://meet.google.com/hsn-gswo-dny>

The session of the Add-on course was held on 6th March, 2022, it was started at 12.30 pm by resource person Ms Neeti Sirohi with 20 participants. It was started with review of previous session and discussed the topics conversion tracking, attribution model etc. and at 2.00 pm the session ended successfully.



(Session 17 on Attribution Model)

ATTENDANCE OF SESSION 17

S.No	Form Number	Roll no	Applicant's Name	Mobile Number	Email
1	SVC/2021/3547342120302 20113	DM2022/ 01	NEEL BATRA	9582688795	batraneel18@gmail.com
2	SVC/2021/5811420320302 10952	DM2022/ 02	KARAN KUNDNANI	7737110209	karankundnani209@gmail.com
3	SVC/2021/9522161920251 30713	DM2022/ 03	RIYA BINDRA	9717674184	Riyabindra0404@gmail.com

4	SVC/2022/0647409920071 82423	DM2022/ 04	HIMANSHI JAIN	7840093196	himanshi25confident@gmail.com
5	SVC/2022/0758316320031 91007	DM2022/ 05	KARTIKAYE GANDHI	9891099099	kartikayegandhi@gmail.com
6	SVC/2022/0777995620151 73132	DM2022/ 06	YUKTA PLAHA	9873510935	yuktaplaha@gmail.com
7	SVC/2022/0998954320171 42837	DM2022/ 07	ISHIKA JAIN	9811759641	ishikajain01@gmail.com
8	SVC/2022/1226628820112 13415	DM2022/ 08	RAHUL SAINI	9717729218	choudharyrahulsaini@gmail.com
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16	SVC/2022/5500360920032 24843	DM2022/ 16	ABHISHEK YADAV	9166623088	1abhishekyadav9@gmail.com
17	SVC/2022/5538146320012 13251	DM2022/ 17	MD SAIF ALAM	8826619467	mdsaifalam5522@gmail.com
18	SVC/2022/5615217720071 50241	DM2022/ 18	MUSKAN SETHI	8447343207	sethimuskan24@gmail.com
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30	SVC/2022/1086147620271 83643	DM2022/ 30	VANI PUNDIR	9389998792	vani.pundir1514@gmail.com
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STUDENTS LIST

Sri Venkateswara College - Add on Course -DIGITAL MARKETING				
Form Number	Roll no	Applicant's Name	Mobile Number	Email
SVC/2021/3547342120302201 13	DM2022/0 1	NEEL BATRA	958268879 5	batraneel18@gmail.com
SVC/2021/5811420320302109 52	DM2022/0 2	KARAN KUNDNANI	773711020 9	karankundnani209@gmail.com
SVC/2021/9522161920251307 13	DM2022/0 3	RIYA BINDRA	971767418 4	Riyabindra0404@gmail.com
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SVC/2022/0758316320031910 07	DM2022/0 5	KARTIKAYE GANDHI	989109909 9	kartikayegandhi@gmail.com
SVC/2022/0777995620151731 32	DM2022/0 6	YUKTA PLAHA	987351093 5	yuktplaha@gmail.com
SVC/2022/0998954320171428 37	DM2022/0 7	ISHIKA JAIN	981175964 1	ishikajain01@gmail.com
SVC/2022/1226628820112134 15	DM2022/0 8	RAHUL SAINI	971772921 8	choudharyrahulsaini@gmail.com
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SVC/2022/2748774520201822 00	DM2022/1 0	AYUSHI PANDEY	884080351 8	ayushipandey1532@gmail.com
SVC/2022/3727020820071717 44	DM2022/1 1	RISHANT YADAV	999905507 2	yadavreshant@gmail.com
SVC/2022/3957239720061741 04	DM2022/1 2	SHALINI PRASAD	896934448 1	shaliniprasad330@gmail.com
SVC/2022/4647820420092110 09	DM2022/1 3	BHAVNEET KAUR	783486775 5	bhavneet.kaur908@gmail.com
SVC/2022/4672348320221450 06	DM2022/1 4	ISHITA KAPOOR	987286579 0	ishitakapoor092@gmail.com
SVC/2022/4976191820031734 45	DM2022/1 5	ANUSHKA KHANDELWAL	989797432 1	khandelwalanushka14@gmail.com
SVC/2022/5500360920032248 43	DM2022/1 6	ABHISHEK YADAV	916662308 8	1abhishekyadav9@gmail.com
SVC/2022/5538146320012132 51	DM2022/1 7	MD SAIF ALAM	882661946 7	mdsaifalam5522@gmail.com
SVC/2022/5615217720071502 41	DM2022/1 8	MUSKAN SETHI	844734320 7	sethimuskan24@gmail.com
SVC/2022/6862307520022133 20	DM2022/1 9	LOKESH	987208831 5	lokeshbhanwala2@gmail.com
SVC/2022/7277562020131855 09	DM2022/2 0	VANSH PANDHI	888267915 6	vansh4.pandhi@gmail.com
SVC/2022/7595833420081751 48	DM2022/2 1	GAURAV VASHIST	837586772 9	vashist883@gmail.com

SVC/2022/8089700420200131 40	DM2022/2 2	ANIKET MISHRA	882647528 5	raj2702aniket@gmail.com
SVC/2022/8550638420131807 12	DM2022/2 3	KINJAL KANWAR	894995975 0	kinjalsindhal2002@gmail.com
SVC/2022/8747547620142312 43	DM2022/2 4	UTSAV PANDHI	783804604 7	utsavpandhi4@gmail.com
SVC/2022/9162539320141820 03	DM2022/2 5	KAMAL KHOSLA	967168080 4	kamalkhosla2608@gmail.com
SVC/2022/9250757820051428 43	DM2022/2 6	ANAMIKA RAWAT	959975174 3	anamikarawat218@gmail.com
SVC/2022/9650357120111313 48	DM2022/2 7	DEV CHHABRA	956039092 9	devchhabra108@gmail.com
SVC/2022/9718498920201015 24	DM2022/2 8	HARSHIT RAWAT	766803245 0	harshitrawat874@gmail.com
SVC/2022/9848761020051438 17	DM2022/2 9	DIVYA PASRICHA	706559550 4	divyapasricha2318@gmail.com
SVC/2022/1086147620271836 43	DM2022/3 0	VANI PUNDIR	9389998792	vani.pundir1514@gmail.com

E CERTIFICATE FORMAT



The certificate is presented on a grey background with yellow triangular accents at the top and bottom right. It features the Department of Commerce logo on the left and the Sri Venkateswara College logo on the right. The text is centered and includes the name of the student, the course details, and the signatures of the convenor, teacher-in-charge, and principal.

Department of Commerce
Sri Venkateswara College, University of Delhi

CERTIFICATE OF PARTICIPATION

This is to certify that

Neel Batra

Has actively participated in the Add-on course on “Digital Marketing” organized by Department of Commerce, Sri Venkateswara College, University of Delhi from 29th January to 5th March, 2022.

Neha Singhal
Dr. Neha Singhal
Convenor

Shruti Mathur
Dr. Shruti Mathur
Teacher-in-Charge & Convenor

C. Sheela Reddy
Prof. C. Sheela Reddy
Principal

(E CERTIFICATE OF STUDENTS)

FEEDBACK AND ANALYSIS

Link:

https://docs.google.com/forms/d/e/1FAIpQLSec_rKcIsGMStYdBzyAb4BCQIUFXpl2ivuFY0xHM3D8V0RtDA/viewform?usp=sf_link

The screenshot shows the beginning of a Google Form titled "Add-on feedback form". The form includes a header with "Questions", "Responses", and "Settings" tabs. The main content area contains several sections:

- Add-on feedback form:** A section with a title and a paragraph of text explaining the purpose of the form.
- Email:** A text input field for the respondent's email address.
- Name of the Student:** A text input field for the student's name.
- Contact Number:** A text input field for the student's contact number.
- Name of the Course (B.A./B.COM/SEC):** A text input field for the course name.
- Name of the Parent Institution (College Name):** A text input field for the parent institution's name.
- Teaching and learning process in the Add-on mode:** A radio button question with options: Excellent, Very Good, Good, Fair, and Poor.
- Content covered by the course:** A radio button question with options: Excellent, Very Good, Good, Fair, and Poor.
- Duration of the course:** A radio button question with options: Sufficient, Insufficient.
- Timing of the class:** A radio button question with options: Excellent, Very Good, Good, Fair, and Poor.
- Service provided by the staff:** A radio button question with options: Excellent, Very Good, Good, Fair, and Poor.

This screenshot shows a continuation of the Google Form with several radio button questions:

- Overall course rating that you would like to give:** A radio button question with options: Excellent, Very Good, Good, Fair, and Poor.
- Overall course rating that you would like to give:** A second instance of the same radio button question.
- Overall course rating that you would like to give:** A third instance of the same radio button question.
- Overall course rating that you would like to give:** A fourth instance of the same radio button question.
- Overall course rating that you would like to give:** A fifth instance of the same radio button question.
- Overall course rating that you would like to give:** A sixth instance of the same radio button question.
- Overall course rating that you would like to give:** A seventh instance of the same radio button question.
- Overall course rating that you would like to give:** An eighth instance of the same radio button question.
- Overall course rating that you would like to give:** A ninth instance of the same radio button question.
- Overall course rating that you would like to give:** A tenth instance of the same radio button question.
- Overall course rating that you would like to give:** An eleventh instance of the same radio button question.
- Overall course rating that you would like to give:** A twelfth instance of the same radio button question.
- Overall course rating that you would like to give:** A thirteenth instance of the same radio button question.
- Overall course rating that you would like to give:** A fourteenth instance of the same radio button question.
- Overall course rating that you would like to give:** A fifteenth instance of the same radio button question.
- Overall course rating that you would like to give:** A sixteenth instance of the same radio button question.
- Overall course rating that you would like to give:** A seventeenth instance of the same radio button question.
- Overall course rating that you would like to give:** An eighteenth instance of the same radio button question.
- Overall course rating that you would like to give:** A nineteenth instance of the same radio button question.
- Overall course rating that you would like to give:** A twentieth instance of the same radio button question.
- Overall course rating that you would like to give:** A twenty-first instance of the same radio button question.
- Overall course rating that you would like to give:** A twenty-second instance of the same radio button question.
- Overall course rating that you would like to give:** A twenty-third instance of the same radio button question.
- Overall course rating that you would like to give:** A twenty-fourth instance of the same radio button question.
- Overall course rating that you would like to give:** A twenty-fifth instance of the same radio button question.
- Overall course rating that you would like to give:** A twenty-sixth instance of the same radio button question.
- Overall course rating that you would like to give:** A twenty-seventh instance of the same radio button question.
- Overall course rating that you would like to give:** A twenty-eighth instance of the same radio button question.
- Overall course rating that you would like to give:** A twenty-ninth instance of the same radio button question.
- Overall course rating that you would like to give:** A thirtieth instance of the same radio button question.

OVERALL RATING OF THE COURSE



FEEDBACK OF THE FACULTY

Classes have been so worthwhile! Faculty had an amazing way of breaking things down so that they are understandable, and always keeping it light and fun.

I have learned so much in my classes with Pradeep Sir. He paces the class just right so you feel challenged but not overwhelmed.

Neeti Maam is an excellent teacher! She provides both a great mix of listening, speaking and practical learning activities and a very safe, supportive learning environment.

Pradeep Sir's manner of teaching is so wonderful and refreshing!! He's patient and supportive, but really knows how to motivate her/his students.

Neeti Maam's teaching methods are great. Very clear and concise.

Pradeep Sir has an incredible gift for teaching. His classes seem like play but there is a lot of serious learning going on. I was already an intermediate/advanced student, but I learned something from every class, plus had a lot of fun doing it!



1961 - 2021

Himamala Tirupati Devasthanams

Sri Venkateswara College

(University of Delhi)

CERTIFICATE

This is to certify that the Add On Course on Digital Marketing was successfully conducted on 29th January - 6th March 2022 from 10:00 A.M.-1:30 P.M. (Every Saturday and Sunday) by the Commerce Department in the Online mode and its event report has been submitted to IQAC for records.

IQAC Coordinator

Coordinator, IQAC
Sri Venkateswara College
(University of Delhi)
Dhaura Kuan, New Delhi-110021

Principal

PRINCIPAL
Sri Venkateswara College
Dhaura Kuan, New Delhi-110021