

Prestige Institute of Management and Research, Indore
Data Requisition Sheet

Type of Activity Organized (Please tick)	<ul style="list-style-type: none"> • Management Development Program • Faculty Development Program • Student Training Program/Certifications✓ • Consultancy • Co-Curricular Activity • Extra Curricular Activity 		
Title of the Activity	CERTIFICATE COURSE IN DIGITAL MARKETING		
Number of Faculties Coordinating	ONE		
Name of the Faculty/s Assigned and Designation	Dr. Pragya Keshari Associate Professor		
Duration (DD/MM/YYYY)	From Date: February 11, 2021	To Date: March 31, 2021	Total No. of Days: 30
Whether On Campus/Off Campus/Online (Please Mention)	Online as well as On Campus		
No. of Participants	Top Level Managers		
	Mid Level Managers		
	Lower Level Managers		
	Professors		
	Associate Professors		
	Assistant Professors		
	Students		22
	General Participants		

Description of the Activity:

Prestige Institute of Management and Research, Indore under the aegis of PIMR APR Club 'The Publicist' offered Certificate Course in Digital Marketing in association with Digital Marketing Agency Crazy-on-Web. The duration of the course was 50 hours and it covered all the aspects of digital marketing such as Digital Marketing Fundamentals, Website Planning and Structure, Keyword Planning, SEO, SEM, Competitor Analysis, Social media Marketing, Landing Pages, Google and Facebook Analytics etc. The course also provided hands on experience in digital marketing. The classes were held in online mode as well as in Computer Lab of the Institute from February 11, 2021 to March 31, 2021. 22 students registered for the course.