

**Nirmala Memorial Foundation College of Commerce and Science  
(Autonomous)**

NMFC / DEP -11/4/ August, 2025

12<sup>th</sup> August, 2025


**NOTICE**  
**(For F.Y/S.Y/T.Y.B.Com)**

Students are hereby informed that the College in collaboration with the Financial Planning Academy is offering a Value Added and Skill Enhancement Certified course specially for Accounting and Finance students. Details of the course are as follows:

<b>Title of the Course</b>	Basics of Digital Marketing
<b>Fees of the Course</b>	700/- Only
<b>Course content</b>	<ol style="list-style-type: none"><li>1. Introduction to Marketing and Digital Marketing.</li><li>2. Website Designing</li><li>3. Identify your audience and brand image.</li><li>4. Introduction to SEO and Google SERP</li><li>5. Types of SEO strategy and SEO Practices</li><li>6. Introduction to SEM, SEO, V/S SEM</li><li>7. Types of campaigns and their importance: Google Ads Auction, Bidding Strategies.</li><li>8. Introduction to SMM and user behaviour</li><li>9. Types of Social Media Marketing</li><li>10. Online Reputation Management</li><li>11. Setting up of Meta Ads Campaigns</li><li>12. Introduction to Heatmaps, Clickmaps, Scrolldepth.</li><li>13. Next Steps and Projects</li></ol>
<b>Duration of the Course</b>	30 hours course.
<b>Other details/benefits</b>	On successful completion of the course students shall get E-Certificate. The course will be conducted online mode with video lectures.

Students have to register their name by filling the prescribed application form available in the college office along with a photocopy of their College ID Card and the said amount. Registration shall open from Wednesday, 13<sup>th</sup> August 2025 to Wednesday, 20<sup>th</sup> August, 2025, between 10:00 a.m. to 12:30 p.m. The course will start tentatively from Monday, 25<sup>th</sup> August, 2025.

  
(Vice – Principal)

  
(I/C Principal)