

Nirmala Memorial Foundation College of Commerce and Science

(Autonomous)

NMFC / DEP - 109 / August, 2025

8th August, 2025


Notice

(For FY B.Com (M S), SY B.Com (M S) and TYBMS (Marketing and HR Specialisation))

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

Title of the Course	Basics of Digital Marketing
Fees of the Course	700/- Only
Course content	<ol style="list-style-type: none">1. Introduction to Marketing and Digital Marketing2. Website Designing3. Identifying your audience and brand image4. Introduction To SEO and Google SERP5. Types of SEO Strategy and SEO Practices6. Introduction To SEM, SEO V/S SEM7. Types of campaigns and their importance: Google Ads Auction, Bidding Strategies8. Intro To SMM & User Behavior9. Types Of Social Media marketing10. Online Reputation Management11. Setting Up Meta Ads Campaign12. Introduction to Heatmaps, Clickmaps, Scrolldepth13. Next Steps and Projects
Duration of the Course	30 hours course.
Other details / benefits	On successful completion of the course students shall get E- Certificate The Course will be conducted online mode with video lectures.

Students must register their name by filling the prescribed application form and submit the same the college office along with a photocopy of their ID card and the said amount. Registration shall open from Monday, 11th August, 2025 to Saturday, 16th August, 2025, between 10:00 a.m. to 12:30 p.m. The course will start tentatively from 25th August, 2025 and will be a part of internal assessment.


(Vice – Principal)


(I/C Principal)