



PRERNA COLLEGE OF COMMERCE

Reshimbag, Nagpur.
(Run By Prerna Sewa Mandal)
NAAC Accredited with "B Grade"



PRERNA COLLEGE OF COMMERCE

DEPARTMENT OF MANAGEMENT ORGANISES

CERTIFICATE COURSE IN MARKETING MANAGEMENT

Mon, 10th OCT, 2022
TO
Wed, 19th OCT, 2022
FROM 4:00 pm. ONWARDS

Our Inspiration



DR. S.C. GULHANE
SECRETARY
PRERNA SEWA MANDAL
NAGPUR



DR. PRAVIN JOSHI
DIRECTOR
PRERNA COLLEGE OF COMMERCE
NAGPUR

Our Hon'ble Guest Speakers

DAY-1

MON

10TH OCT

2022



KIVIEOZIA G KASIMIRO

QUALITY MGMT. ADVOCATE &
ACCREDITOR
MANILA, PHILIPPINES

DAY-2

TUE

11TH OCT

2022



DR. KRUTI TRIVEDI

ASST.PROF. Z.F.WADIA WOMENS
ANDN.K.JHOTA COLLEGE OF
COMMERCE, SURAT

DAY-3

WED

12TH OCT

2022



PROF. N. SUNDARAM

COIMBATORE, TAMILNADU

DAY-4

THU

13TH OCT

2022



DR. SANJIT K ROY

ASSO. PROF. DEPT. OF MARKETING,
UWA BUSINESS SCHOOL,
WESTERN AUSTRALIA UNIVERSITY,
PERTH, AUSTRALIA

DAY-5

FRI

14TH OCT

2022



DR. VIJAYKUMAR

BALSUBRAMANIYAM

ASST. PROF, DEPT. OF COMMERCE,
DWARKA DASS GOVERDHAN DASS
VAISHNAW COLLEGE, CHENNAI

DAY-6

SAT

15TH OCT

2022



DR. ANAND BETHAPUDI

PROFESSOR & DEAN (FORMER)
THE ICFAI UNIVERSITY
DEHRADUN & RAIPUR

Our Hon'ble Guest Speakers

DAY-7
SUN
16TH OCT
2022



DR. BHARTI DESHMUKH
ASST. PROF,
PRERNA COLLEGE OF COMMERCE,
NAGPUR

DAY-8
MON
17TH OCT
2022



DR. PRAVIN JOSHI
DIRECTOR
PRERNA COLLEGE OF COMMERCE,
NAGPUR

DAY-9
TUE
18TH OCT
2022



MS. NIDA PATEL
SR. CONSULTANT
ERNST & YOUNG PVT. LTD.
PUNE

DAY-10
WED
19TH OCT
2022



PROF. PUSHPENDRA
PROFESSOR,
KIRORIMAL COLLEGE
UNIVERSITY OF DELHI

OFFICIATING PRINCIPAL



DR LILADHAR REWATKAR
PRERNA COLLEGE OF
COMMERCE

CO-ORDINATOR



MS NEHA SAMUNDRE
IQAC CO-ORDIATOR
PRERNA COLLEGE OF
COMMERCE

IN-CHARGE



DR SHIVANI KATAKWAR
PRERNA COLLEGE OF
COMMERCE



PRERNA COLLEGE OF COMMERCE

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Reshimbag Square, Nagpur – 24

Govt. Recognised & Affiliated to Rashtrasant Tukadoji Maharaj, Nagpur University

NAAC (UGC) ACCREDITED INSTITUTION 'B' GRADE (CGPA – 2.32)

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SR NO	DAY	DATE	TIME	TOPIC	RESOURCE PERSON
1	MONDAY	10 TH OCT 2022	4 PM TO 5 PM	INTRODUCTION ON DIGITAL MARKETING	KIVIE OZIA G. KASIMIRO
2	TUESDAY	11 TH OCT 2022	4 PM TO 5 PM	WEBSITE PLANNING AND CREATION	DR KRUTI TRIVEDI
3	WEDNESDAY	12 TH OCT 2022	4 PM TO 5 PM	SEARCH ENGINE OPTIMIZATION (SEO)	PROF N. SUNDARAM VIT
4	THURSDAY	13 TH OCT 2022	4 PM TO 5 PM	TECHNIQUES AND IMPACT ON SERVICE AND CUSTOMER ENGAGEMENT	DR SANJIT ROY
5	FRIDAY	14 TH OCT 2022	4 PM TO 5 PM	SOCIAL MEDIA MARKETING	DR VIJAYKUMAR BALSUBRAMANIYAM
6	SATURDAY	15 TH OCT 2022	4 PM TO 5 PM	CONTENT MARKETING AND STRATEGY	DR ANAND BETHAPUDI
7	SUNDAY	16 TH OCT 2022	4 PM TO 5 PM	WEB ANALYTICS	DR BHARTI DESHMUKH
8	MONDAY	17 TH OCT 2022	4 PM TO 5 PM	DIGITAL MEDIA PLANNING AND BUYING	DR PRAVIN JOSHI
9	TUESDAY	18 TH OCT 2022	4 PM TO 5 PM	E- BANKING SYSTEM	MS NIDA PATEL
10	WEDNESDAY	19 TH OCT 2022	4 PM TO 5 PM	MOBILE MARKETING	PROF PUSHPENDRA KUMAR



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REPORT ON CERTIFICATE COURSE IN “MARKETING MANAGEMENT”

Prerna College of Commerce

Program: ADD-ON COURSE IN “MARKETING MANAGEMENT”

Speakers: Dr. Pravin Joshi , Keive Ozia G. Casimiro, Dr.Kruti Trivedi, Dr N. Sundaram, Dr Sanjit K. Roy, Dr Vijaykumar Balsubramaniyam, Dr Anand Bethapudi, Dr Bharti Deshmukh, Miss. Nida Patel, Prof.Pushpendra,

Date and Time: 10th October to 19th October 2022 from 4.00 pm to 7:00 pm

Objectives: -

1. To make students understand importance of Marketing Management.
2. To grasp all the important aspects of Marketing Management to remove all the doubts relating their Marketing Management.
3. To cover all the aspects of Marketing Management right from the basics of marketing to advanced concepts.
4. To know various definition and concept included in marketing management.
5. To make students aware about digital marketing.

Highlights: -

1. Day 1 (Topic:Introduction on Digital Marketing) by Keive Ozia G. Casimiro
2. Day 2 (Topic:Website Planning and Creation) by Dr Kruti Trivedi
3. Day 3(Topic:Search Engine Optimisation) by Dr N. Sundaram
4. Day 4 (Topic:Techniques and Impact on Service and Customer Engagement) by Dr Sanjit K. Roy
5. Day 5 (Topic:Social media Marketing) by Dr Vijaykumar Balsubramaniyam
6. Day 6 (Topic:Content Marketing and Strategy) by Dr Anand Bethapudi
7. Day 7 (Topic:Web Analytics) by Dr Bharti Deshmukh
8. Day 8 (Topic:Digital Media Planning and Buying) by Dr Pravin Joshi
9. Day 9 (Topic:E- Banking System) by Miss. Nida Patel
10. Day 10 (Topic:Mobile Marketing) by Prof. Pushpendra



Outcome: -

1. Students got information on various necessary topics on Marketing Management.
2. Students learnt concept of digital marketing.
3. Students got to know about Techniques and Impact on Service and Customer Engagement
4. The course helped students to know importance of marketing management.
5. Student learnt about importance of personality development as it builds confidence, skills and helps to make a more pleasing personality.

No. of Beneficiaries: Around 250 students.

Programme Coordinator: Dr. Shivani Katakwar

Date : 10th October to 19th October 2022 from 4.00 pm to 7:00 pm

Course Coordinator