

# हंसराज महाविद्यालय

दिल्ली विश्वविद्यालय

महात्मा हंसराज मार्ग,

मलकागंज, दिल्ली - 110007

दूरभाष : 011-27667458, 27667747

ई-मेल : principal\_hrc@yahoo.com

वेबसाइट : www.hansrajcollege.ac.in



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UNIVERSITY OF DELHI

Mahatma Hansraj Marg

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## NAAC ACCREDITED 'A++' GRADE COLLEGE

2024-25

**IQAC centre : Student Learning Centre, Hansraj College**

**Centre Coordinator:** Dr. Pooja Arora

**Name of the course:** Digital Marketing (SLC32)

**Course Convener :** Dr. Pooja Arora and Ms. Madhavi Moni K

**Course Coordinator:** Ms Deepshikha Yadav

**Start Date:** 01.07.2025

**End Date:** 17.07.2025

**Duration:** 32 hours

**Number of Registered Participants:** 17

**Number of Participants who successfully finished the course:** 17

### **Summary of report (covering modules)**

The Add-on Course in Digital Marketing was designed to provide participants with comprehensive insights into the rapidly evolving digital landscape. Spanning 32 hours, the program covered essential concepts, tools, and strategies necessary for creating impactful online marketing campaigns.

The course began with an Introduction to Digital Marketing, familiarizing learners with its scope, applications, and importance in today's business environment. Participants explored marketing strategy and funnels, understanding customer journeys and conversion pathways. Sessions on website basics and landing pages introduced practical elements of building user-friendly platforms to support digital campaigns.

Subsequent modules focused on content marketing and search engine optimization (SEO), enabling learners to create engaging content and improve visibility on search engines. The

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course also delved into social media strategy and visual content, highlighting best practices for building brand presence and driving engagement.

To provide hands-on exposure, participants were introduced to Facebook and Instagram marketing, along with Google Ads and SEM basics, equipping them with practical advertising skills. The program concluded with a session on email marketing, emphasizing audience segmentation, campaign design, and performance tracking.

Overall, the course successfully blended theory with practical applications, equipping participants with the skills required to plan, execute, and evaluate digital marketing strategies. By the end of the program, learners gained confidence in using diverse digital tools to enhance online visibility, attract customers, and support business growth.

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## Digital Marketing Course(SLC-32)

This course provides a comprehensive overview of digital marketing channels, strategies, and tools. It blends theoretical insights with practical applications, enabling students to plan, execute, and measure digital marketing campaigns across various platforms.



- 01 Understand the digital marketing landscape and consumer behavior online.
- 02 Plan and execute campaigns across SEO, SEM, social media, email, and content marketing.
- 03 Use analytics tools to evaluate campaign performance and optimize results.
- 04 Develop and present a complete digital marketing strategy



**ARYAN SHUKLA**  
RESOURCE PERSON

**COURSE COORDINATORS:**  
MS. DEEPSHIKA YADAV

**DIGITAL MARKETING STRATEGY AND EXECUTION**

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## Following students registered for the course:

S.No.	Name of the Participants	Email id	Name of the Institute
1	Ritika Bhagat	ritikabhagat821@gmail.com	Hansraj college
2	Divy Malhotra	hidigisocialfly@gmail.com	Hansraj college 6 months course
3	Shivam Mavi	shivammavi8000@gmail.com	Dyal Singh College
4	Simran Chhabra	simranchhabra5381@gmail.com	Hansraj college
5	Kapil Pandey	kapilpandey252547@gmail.com	CBSE

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## NAAC ACCREDITED 'A++' GRADE COLLEGE

6	Jasneet Singh	jasneet2209@gmail.com	Satyawati College, Ashok Vihar, Delhi-110052
7	Himanshi	himanshibigwalia@gmail.com	Lakshmi Bai college
8	Mansi rao	raomansi248@gmail.com	Motilal Nehru College
9	Sanvi	chaudharysuman7000@gmail.com	Sarvodaya Kanya vidyalaya
10	Niharika	gniharika837@gmail.com	Motilal Nehru College (Morning)
11	Ritika pal	palritika830@gmail.com	Ggsss

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## NAAC ACCREDITED 'A++' GRADE COLLEGE

12	Tanirika Walia	tanirikawalia@gmail.com	Vivekananda College
13	Akashleena Sarkar	123.santanu@gmail.com	The Heritage College
14	DEBALEENA SARKAR	debaleenasarkar2003@gmail.com	Regional Institute of Education, Bhubaneswar
15	Khushboo	pal53521@gmail.com	Hansraj college

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**NAAC ACCREDITED 'A++' GRADE COLLEGE**

16	Rahul	rahulbidhan2244@gmail.com	Hansraj College
17	Tanvi Garg	tanvigarg116@gmail.com	Hansraj College