

1 -> content-wise

Cr. V
career guidance &
Plans all.

3rd January 2019

To

The Principal,

Akbar Peerbhoy College,

M. S. Ali Road, Mumbai - 08.

Subject: Permission for value added course in Digital Marketing.

Respected sir,

this is to request you to kindly permit us to organize a three day (3 day) Workshop on Digital Marketing for our students. (A copy of proposed program is attached for your kind reference)

The following are the details of requirement

Sr. No	Item	Details
1	Course Name	Digital Marketing Training
2	Duration	20 Hrs (3 Days) (6 to 7 Hrs per day)
3	Total payment to be made	₹ 45000/- (To be collected from students)
4	Advantage	Promote our professional courses over digital platform by our own team and mentoring will be done by our faculty member.
5	Estimated budget	₹ 5000/- for Guest Hospitality for 3 days.

Kindly permit.

Thank you.

Prof. Ahtesham Shaikh

Co-ordinator

B. Sc. IT

Prof. Abdul Sadique

Co-ordinator

B. Sc. CS & M. Sc. IT

Prof. Sadaf Shaikh

Joint Coordinator

BMS

Prof. Haya Shaikh

Coordinator

BMM

Dr. M H. Lakdawala

Assist. Director

Professional Courses

Approved
04/01/19

Anjuam-i-Islam's
Akbar Peerbhoy College of Commere and Economics
Mumbai

List of students enrolled for Digital Marketing Workhop

Sr. No	Name of the Student	Class	Roll No	Amt Paid	Amt Paid	Amt Paid	Total Paid	Balance
1	Ansari Talha	FYIT	3	500	1000		1000	500
2	Altaf Khan	FYIT	8	500	1000		1500	0
3	Khan Noorul Hasan	FYIT	12	1500			0	1500
4	Malavi M Jawwad	FYIT	14	1500			1500	0
5	Mansoor Maqsood	FYIT	15	1500			0	1500
6	Shahana Mukri	FYIT	17	1000			1000	500
7	Shaikh Danishg	FYIT	20	1500			1500	0
8	Umes Khan	FYIT	26	1500			1500	0
9	Shaikh Sahrish	FYIT	27	1500			1500	0
10	Siddiki Hammad	FYIT	32	500	1000		1000	500
11	Shaikh Shifa	FYIT		1500			1500	0
12	Saba	SYCS		1000			1000	500
13	Khusnuma	SYCS		1000			1000	500
14	Rafiya	SYCS		1000			1000	500
15	Dukka Afzal Haroon	SYIT	7	1500			1500	0
16	Ahmed Lakdawala	SYIT	41	1500			1500	0
17	Akram	TYCS	2	1500			1500	0
18	Brijesh	TYCS	6	1500			1500	0
19	Rizwan	TYCS		1500			1500	0
20	Shaikh Mohammad Aqdas	TYIT	5	500			500	1000
21	Ansari Mohammad Taha	TYIT	9	500			500	1000
22	Ansari Asrunnisa	TYIT	13	500			500	1000
23	Gawande Moiz	TYIT	14	1500			1500	0
24	Gupta Suran	TYIT	15	500			500	1000
25	Idrisi Sana	TYIT	16	1500			1500	0
26	Danish Khan	TYIT	18	500			500	1000
27	Khan Islam	TYIT	22	500			500	1000
28	Moahammad Ashfaque	TYIT	28	500			500	1000
29	Shrutika Rachha	TYIT	32	500			500	1000
30	Ansari Shabnam	TYIT	37	500			500	1000
31	Shaikh Mohammad Faisal	TYIT	45	500			500	1000
32	Shaikh Sana	TYIT	49	1500			1500	0
33	Shaikh Sharjeel	TYIT	50	1500			1500	0
34	Shaikh Asif Dilshad	TYIT	59	1500			1500	0
35	Khan Shahnawaz	TYIT	66	1500			1500	0
36	Shahrukh Khan	TYIT	67	1500			1500	0
37							0	1500
38							0	1500
39							0	1500
40							0	1500
TOTAL							38,000.00	22,000.00
							Advance Amount Paid for Workshop	30,000.00
							Balance Amount	8,000.00

Prof. Antesham Shaikh
Coordinator B. Sc. IT

Dr. Hamif Lakdawala
Assist. Director, Professional Courses

(Mohammed Tahir)
I/C Principal

Drumsticks

Digital Marketing Training

Core Team

AKBAR PEERBHOY COLLEGE OF COMMERCE & ECONOMICS

October 31, 2018

To,
The Principal
Akbar Peerbhoy College
Mumbai, India

Dear Prof. Tahir,

Drumsticks is an enlightenment center, where passionate industry experts have stepped forward to illuminate and cater to the ever-growing demand of evolving digital marketing industry in India. It is finely blended with live projects and interactive case studies that will provide our students a perfect platform for gaining hands on experience and exposure to every minute aspect of digital marketing.

This training session will cover the concepts and application of digital marketing and will equip you with the skills to plan and implement a social media strategy. Digital marketing is marketing that makes use of electronic devices such as computers, tablets, smartphones, cell phones, digital billboards, and game consoles to engage with consumers and other business partners. Internet Marketing is a major component of digital marketing.

The Client desires to retain the services with regard to Scope mentioned below.

Digital Marketing Training - Core Team

Module 1: Digital Marketing Overview

- What is Digital Marketing?
- Importance of Digital Marketing
- Digital Marketing Landscapes
- Digital Vs. Traditional Marketing
- How Digital Marketing works?

Module 2: Search Engine Optimization

- What is SEO?
- How search engines work?
- Significance of SEO
- Importance of optimizing the Keywords
- Type of Backlinks
- Link Building
- Google Maps

Module 3: Search Engine Marketing

- PPC-Keyword Research
- Ad Creation for PPC Campaigning
- Create Effective Ads Groups
- Measurement of Title Description
- Enhanced ROI from Creative Ads
- Pre-Requisites of Effectual Ads
- Bid Management in PPC
- Significance of Bidding Techniques
- Effects of Quality Score on Bids
- Ways to Increase rankings
- Landing Page for PPC
- Landing Page Importance
- Click-through-Rates
- PPC Reporting & Campaigning Tool

Module 4: Video & Online Advertising

- Introduction to You-tube
- How to Create and Managing an Account
- How to Get audience
- Social Sharing & Comments
- How to Optimize Submissions
- Online Advertisements
- Banner Advertisements
- Rich Media Advertisements
- Textual Advertisements
- Video Advertisements
- Image Advertisements
- Tracking ROI

Module 5: Social Media:

- Getting started with social media
- Finding your voice

- Creating content
- Curating content
- Using the right marketing tools
- Paid advertising strategy
- Setting campaign goals
- Targeting audience segments
- Developing compelling copy and visuals
- Iterating and optimizing campaigns for long-term success
- Defining target audiences
- Data analysis

Module 6: Affiliate Marketing

- Affiliate Marketing
- Importance of Affiliate Marketing
- Affiliate Marketing Improvement
- Affiliate Marketing History
- Affiliate Marketing Secrets
- Live Examples of Affiliate Marketing
- Effective ways for Affiliate Marketing

Module 7: E-Mail Marketing

- Setting up an Email Marketing Machine
- Conversation
- Relevance
- Creative & Copy
- Rented List Emails
- Co-branded Emails
- Viral & event Triggered Emails
- E-newsletters
- Enhance better reach
- Behavior patterns
- Analytics

Module 8: Mobile Marketing

- Grasp the growth trends in mobile
- Consumer adoption and use of smartphones and tablets
- Mobile shopping
- Mobile payments
- Customer acquisition & conversion
- Long term loyalty
- Mobile advertising
- Location based marketing

Module 9: Inbound Marketing

- Traditional marketing: interruptive, marketer/salesperson-centric
- Inbound marketing: be part of the conversation, buyer/human-centric
- Focus efforts on getting the right people to your site
- Empower customers
- The Inbound Methodology: attract, convert, close, delight
- Analysis for a successful inbound strategy

Operational Details

Duration of training: 20 hours

Tenure: 3 days (6 hours/day)

Batch Size: 15 Members (6 faculty members + 9 students)

Cost of Training session: Rs. 45000

Terms and Conditions

- GST 18% is applicable.
- Make all cheques payable to **Quanical Technologies P. Ltd - Drumsticks**
- All payments made are non-refundable
- All the required material i.e. photographs, content

Drumsticks

February 06, 2019

Prof. Ahtesham Shaikh
Akbar Peerbhoy College of Commerce and Economics
Maulana Shaukat Ali Road,
Grant Road East,
Mumbai - 400008

Dear Prof. Shaikh,

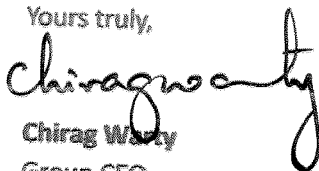
I would like to thank you for hosting Drumsticks Team on your campus on February 04, 2019. As a part of our Industry-Academia Partnership we were happy to coach students of BSc IT, BSc CS, BMM and BMS department on their Group Discussion (GD) and Personal Interview (PI) skills. To cover all students effectively we undertook 4 sessions of GD/PI training each lasting for about 60 minutes.

As a part of our ongoing partnership building every students profile for enhancing their employability a corporate style photography and videography session was also conducted covering 150+ students and 10 faculties. It is only because of your leadership we were able to make GD/PI and photography session successful.

We appreciate your willingness to jump in and help us to get organized. I admire your energy, thoughtfulness and your ability to keep everyone on track. You were so kind to take care of our team members.

Looking forward to a long lasting relationship between AP College and Quanical Group of Companies.

Yours truly,



Chirag Warty
Group CEO



Anjuman-i-Islam's
Akbar Peerbhoy College of Com. and Eco.
NAAC Reaccredited with B (2nd Cycle)

M S Ali Road, Two Tank Grant Road (EAST), Mumbai -400008

A Report on Three day Workshop
on
Digital Marketing Fundamentals

organized by
Department of Information Technology
and
Department of Computer Science

In association with
Drumsticks Digitals

On
5th, 7th and 8th January 2019

A Report on Three day Workshop on Digital Marketing Fundamentals

A three day workshop on Digital Marketing Fundamentals was organized by Department of Information Technology and Computer Science in association with Drumsticks Digital Mumbai, on Saturday 5th, Monday 7th and Tuesday 8th January, 2019.

The overall objective of the workshop was to orient their understanding and assessment of course outcome and adaptation of digital tools in the today's digital era. Sharing of concrete examples of good practice models in Industry oriented and learner friendly skill development. Also to introduce highly relevant and high quality work programmes that provides students with 'real' work insight. This will help them in preparing the tools and techniques and to make the student understand and impart the subject knowledge in the current context and further provide the scope for research in the subject. This will also Inspire and motivate participants to share knowledge, collaborate and develop networks between individuals.

The program was conducted by Mr. Chirag Warty, CEO Quanical Technologies, CEO Quantspire Digital and CEO Drumsticks Digital. He is BE in Electric Engineering from University of Mississippi, ME Wireless Communication Technology from the University of Illinois and MBA from University of Berkeley.

The programme ended with the vote of thanks by Prof. Ahtesham Shaikh.

The program was a huge success and definitely will be a great help the students as a stepping stone in starting their career in the field of Digital Marketing.

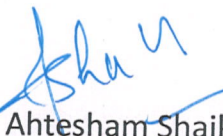
Feedback from the workshop was very positive, participants saw great value in the training session with subject experts, the opportunity to network and to learn from one another and the chance to explore ideas.

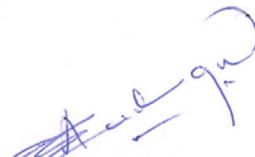


The program was a huge success and definitely will be a great help for the students in preparing for their professional career, as desired by the management Anjuman-I-Islam, the Principal and the entire stake holders.

The programs was organized as desired by Mrs. Yasmin Saifulla, Executive Chairman, Board of Higher Studies, Anjuman-I-Islam. She also motivates the students by her encouraging words of wisdom and also provides every possible support and grant permissions for conducting various co-curricular and extra-curricular activities.

This was only possible because of consistent support by Dr. Hanif Lakdawala, Assist. Director, Professional Courses and Principal Mohammed Tahir who are always ready to provide all the possible support, guidance and mentoring at every step.


Prof. Ahtesham Shaikh
Coordinator
B. Sc. (IT)


Prof. Abdul Sadique
Coordinator
B. Sc. CS


Dr. Hanif Lakdawala
Assistant Director
Professional Courses


Approved
Principal

Drumsticks
A Quanical Initiative

CERTIFICATE
OF APPRECIATION

Sahrish Khalid Shaikh

This is to Certify that Mr./Ms. has successfully completed
Digital Marketing Fundamentals Certificate Programme
at Akbar Peerbhoy College of Commerce & Economics
Your performance in the Workshop was Excellent

08-01-2019

DATE



Chirag Warty
Chirag Warty
Group CEO, Quanical