

Euphorie Group

Office Address: 210, 2nd Floor, Kumar Primus, Pune-Solapur-Road, Near Kirloskar Bridge, Hadapsar, Pune - 411013

Memorandum of Understanding

This memorandum of understanding is made and executed at Pune on 22nd day of January, 2018.

BETWEEN

MIT Arts, Commerce and Science College (MITACSC), Registered address as, MAEER's MIT Arts Commerce & Science College, Dehu Phata, Alandi (D), Tal. Khed, Pune - 412 105, Maharashtra, India, represented by **Prof. Dr. B. B. Waphare**, which expression shall, unless it be repugnant to the subject or context thereof, include their legal heirs, successors, nominees and permitted assignees and hereinafter called the **Party of the FIRST PART**.

AND

Ms. Priyanka Gupta, Director, **Euphorie Group**, 210, 2nd Floor, Kumar Primus, Pune-Solapur Road, Near kirloskar Bridge, Hadapsar, Pune - 411043, age about 25 years, which expression shall, unless it be repugnant to the subject or context thereof, include their legal heirs, successors, nominees and permitted assignees and hereinafter called the **Party of the OTHER PART**.

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1. BACKGROUND

The **Party of the FIRST PART** was established in the year 2007, under the aegis of Maharashtra Academy of Engineering and Educational Research (MAEER) Pune. It is affiliated to the University of Pune and recognized by the Government of Maharashtra.

The **Party of the OTHER PART** is a corporate and academic trainer, who has wide experience in social media marketing courses in accordance with professional and competent environment.

2. OFFER AND ACCEPTANCE

2.1. The **Party of the OTHER PART** made an offer to the **Party of the FIRST PART** through personal meet on Monday, 1st January, 2018.

2.2. After having preliminary discussions in this matter and have ascertained areas of broad consensus the **Party of the FIRST PART** has accepted the offer and decided to recognize **Party of the OTHER PART** as an approved Institution to conduct training program on **Certificate Program in Digital Marketing** at their MIT Arts, Commerce and Science College, Alandi, Pune, campus.

3. PURPOSE

The purpose of this Memorandum of Understanding is to establish a framework for co-operation between **Party of the FIRST PART** and **Party of the OTHER PART**. The parties now, have therefore, agreed to enter in writing these areas of consensus, under a Memorandum of Understanding.

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4. RESPONSIBILITIES

4.1. Training Program and syllabus: The Party of the OTHER PART shall offer the following training program as approved by the Party of the FIRST PART.

Course Syllabus

Part I

- Introduction to Digital Marketing
- Types of Online Revenue Models
- Why a Business Needs a Digital Strategy
- Latest Trends in Web Development
- What is Content Management System
- User Experience (UX) Trends
- Understanding Different Functionalities of a website Planning

Part II

- What is SEO
- Introduction to SERP
- What are search engines
- How search engine works?
- Major Functions of a search engine
- What is Traffic?
- What are Keywords?

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- Different Types Of Keywords
- Google Keyword Planner Tool
- Keyword Research Process

On page optimization

- Keywords optimization
- Content optimization & Planning Understanding your audience for content planning
- Adding social media plug – in on web pages
- internal linking
- Meta Tags creation
- Creating web page in HTML
- Using Google webmasters tool & website verification
- Sitemap creation and submission in website & webmasters
- What is FTP?
- How to use FTP?

OFF Page Optimization

- Content Dissemination Strategies
- Creating & Publishing Content
- Article Submissions
- Link Bait/Link Building
- Setting up Google My Business
- Digital PR Strategies
- Classified Registration

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- Video Promotion
- Integration of Social Media with SEO

Web Analytics/Digital Analytics

What gets measured, gets managed, Web analytics provides valuable insights to marketers which helps in Decision making & extracting value from the data available.

- Introduction to Google analytics
- How Google analytics works
- How To extract user Insights
- Understanding Metrics & Dimensions
- Understanding User Behavior
- Understanding Mobile Behavior
- Goal Setting
- Reporting Techniques etc.

Search Engine Marketing

In this segment you will learn & develop a deep understanding of how websites are promoted through Search engines through paid advertising

- Introduction to Google Ad words (PPC)
- Campaign Creation & Optimization
- Microsoft Ad center (Bing & Yahoo)
- Campaign Setup
- Designing Ad Copy (Display & Search)

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- Budgeting
- Understanding the target audience & targeting techniques
- Dynamic Ads
- Display Advertising
- Youtube Marketing
- Remarketing Techniques
- Conversion Tracking & Optimization
- Automation Strategies
- What are Ad extensions?
- Understanding Ad Ranks
- Understanding Pricing Models (CPC,CPM,CPA)

Social Media Marketing

Social Media has increasingly become a powerful platform for marketers. If Facebook were a country it would have the third largest population after China & India. 93% of marketers are using social media as a channel to connect to their consumers & 76% of businesses use social media to achieve their business objectives

- Introduction to various Social Media Platforms (Facebook, Twitter & LinkedIn)
- Understanding the Functionality of different Social Media Platforms
- Understanding how to achieve high user engagement
- Tools & Techniques for paid advertising on Facebook, YouTube & LinkedIn
- Social Media Analytics

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Online Reputation Management

For any Business/Brand its reputation is everything, the online reputation management branch of the course will help you to understand how to assess, build, track & monitor the Online Reputation of a Brand.

- Introduction To ORM
- Tactics to Monitor Online Reputation
- Understanding How to Build a Positive Online Reputation
- Understanding ORM Strategies
- How to tackle negative search results
- Understanding Content Dissemination Strategy

E – Commerce Marketing

E commerce is growing by leaps and bounds in this digital era and consumers buying behavior moving rapidly towards online shopping Ecommerce has witnessed a massive growth and so is ecommerce marketing.

- What is Ecommerce
- Role of SEO in Ecommerce
- Why brands need a solid ecommerce strategy
- Designing Integrated Ecommerce Marketing Strategy Shopping/Product listing Ads
- Ecommerce Conversion Tracking
- Attribution Modeling

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Email Marketing

Email marketing is one of the most effective tactics for driving sales, but don't take my word for it. According to a study, 77% of consumers prefer to receive permission-based marketing communications through email.

Quality communication with your prospects and customers can get you closer to that nirvana of people actually looking forward to your message

- What is email marketing
- How email works
- What are the best tools for email marketing
- Creating an integrated Email Marketing Campaign
- What are Open Rates and how to optimize that
- Improving ROI with A/B Testing
- Best Practices for Email Marketing

Live case Study And Certification Process

Course Duration – (25 Hours)

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4.2. Remuneration:

4.2.1. It has been agreed to the Parties that the fees for the said training program shall be **Rs. 2,000/- (Rupees Two thousand only)** per student and **Party of the FIRST PART** shall receive such fees from student. The **Party of the FIRST PART** shall give **Rs. Rs. 1500/- (Rupees One thousand Five Hundred only)** as of remuneration collected per students to **Party of the OTHER PART** and remaining **Rs. 500 (Rupees Five Hundred Only)** per student will be retained by the **Party of the FIRST PART** towards the expenses for infrastructural facilities provided for the said program.

4.2.2. Such training program shall be started with the permission by the **Party of the FIRST PART** to the **Party of the OTHER PART** and the payment of remuneration shall be made at the end of the training program.

4.3. Payment Mode: The payment of remuneration by the **Party of the FIRST PART** to the **Party of the OTHER PART** can be done through cheque/ DD/ RTGS/ NEFT or any other mode which is suitable and mutually decided between the parties.

4.4. Handouts and Certificates: The cost of handouts and Certificates to be distributed and given to trainees during training is included in the remuneration as decided in clause 4.2.1. The **Party of the OTHER PART** shall distribute the Handouts and Certificates with permission of the **Party of the FIRST PART**.

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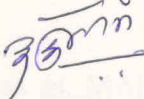


- 4.5. Training Schedule and Duration:** The schedule of the training shall be in the second semester of the academic year 2017-18. The said training will be of 25 (Twenty) hours. The said training shall be conducted on **five days or as per availability of computer lab** of every week and each day session shall be of two to three hours. However, due to some inevitable circumstances if there is any change in schedule, prior intimation shall be given by both the parties.
- 4.6. Administrative and Infrastructural support:** The **Party of the FIRST PART** shall provide training room, suitable to the number of students to conduct training program along with Projector with screen, computer lab with internet connection for students.
- 4.7. Local Conveyance:** The **Party of the OTHER PART** agrees that the local conveyance i.e. from the location of the **Party of the OTHER PART** to The above mentioned address of the **Party of the FIRST PART** shall be part of the remuneration decided in clause 4.2.1. **No extra payment** shall be made by **Party of the OTHER PART** for the conveyance.
- 4.8. Resolution of dispute and jurisdiction:** This memorandum of understanding is governed and construed in all respects in accordance with the laws of India and each party hereby submits to the non exclusive jurisdiction of Pune Courts. In the event of any dispute or difference between The **Party of the FIRST PART** and the **Party of the OTHER PART** with regards to any terms of this memorandum of understanding, such dispute/difference shall be referred to mutually decided

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arbitrator for arbitration. The proceedings shall be held in accordance with the provisions of the Arbitration and Conciliation Act, 1996. In the event of dispute or difference arising out of the above mentioned training program between trainees / any third party and either of the parties to this memorandum of understanding, the other party shall not be made party to such dispute and shall be indemnified from such dispute.

In witness whereof the parties have signed this Memorandum of Understanding of the day, month and year first hereinabove written.

Signed and delivered	Witness :
 PARTY OF THE FIRST PART	1. Signature  Name : <u>Mr. Amol Mane</u> Address : <u>MIT ACSC, Alandi</u>
 PARTY OF THE OTHER PART	2. Signature  Name : _____ Address : <u>ASHISH SHINDE</u> <u>PUNE</u>

MIT | Arts, Commerce & Science College

Alandi (D), Pune – 412 105

Department of BBA & BBA (IB)

Academic Year 2017-2018

Date: 06/01/2018

NOTICE

It is hereby informed to all students that a 'Certificate Program in Digital Marketing' will be conducted for students interested in Digital Marketing Operations, in association with TANGERINE Websoft, Pune.

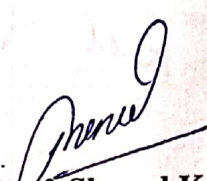
The duration of the course will be of 25 hours. This course is scheduled in the month of **January & February 2018**.


Following topics will be covered in the course:


1. Digital Marketing
2. Web Analytics/Digital Analytics
3. Search Engine Marketing
4. Social Media Marketing
5. Online Reputation Management
6. E Mail Marketing
7. Live case study
8. E-Commerce Marketing
9. Comprehensive practical training

Course fees Rs.2000/-Per Student

The interested students are requested to give their names on or before **Thursday, 11th January, 2018** to Prof. Sharad Kadam, Asst. Professor, BBA and BBA (IB) Dept. (9011913434)


Prof. Sharad Kadam
Incharge


Prof. Amol Mane
Head
BBA & BBA-IB Dept.


Prof. Dr. B. B. Wadhwa
Principal



MIT Arts, Commerce and Science College, Alandi
BBA & BBA-IB Department
'CERTIFICATE COURSE IN DIGITAL MARKETING'
Attendance Sheet

Date :-

Sr. No.	Name of the Student	Class	Date												
			15 Feb	17 Feb	21 Feb	22 Feb	24 Feb	28 Feb	31 Feb	5 March	11 March	14 March	15 March		
1	Manasvi Motiwani		P	P	P	P	P	P	P	P	P	P	P		
2	Meghna Motiwani		P	P	P	P	P	P	P	P	P	A	P		
3	Shantanu Nagdeote		P	P	P	P	P	P	P	P	P	P	P		
4	Kshiti Nagdeote		P	P	P	P	P	P	P	P	P	P	P		
5	Sameshwar		P	P	P	P	P	P	P	P	P	P	P		
6	Digvijay Pundkar		P	P	P	P	P	P	P	P	P	P	P		
7	Darpan Yerne		P	P	P	P	P	P	P	P	P	P	P		
8	Sumesh Raut		P	P	P	P	P	P	P	P	P	P	P		
9	Girish Patde Khe		P	P	P	P	P	P	P	P	P	P	P		
10	Manthan		P	A	P	P	P	P	P	P	P	P	P		
11															
12	Trainer's signature		(P)	(P)	(P)	(P)	(P)	(P)	(P)	(P)	(P)	(P)	(P)		



MIT Arts, Commerce and Science College, Alandi
BBA & BBA-IB Department

'CERTIFICATE COURSE IN DIGITAL MARKETING'
Trainer's Attendance Sheet

Name of Trainer: MS. Priyanka Gupta, Director, Euphorie Group, Pune

Sr. No.	Date	Time		Topic Covered	Signature
		From	To		
1	15 Feb	11 AM	1 PM	Introduction to digital Market	(Priyanka Gupta)
2	17 Feb	1 PM	3 PM	website Analysis	(Priyanka Gupta)
3	21 Feb	11 AM	1 PM	Search engine optimization	(Priyanka Gupta)
4	22 Feb	11 AM	1 PM	Search engine Marketing	(Priyanka Gupta)
5	24 Feb	1 PM	3 PM	Display Advertising / Mobile Marketing	(Priyanka Gupta)
6	28 Feb	11 AM	1 PM	Ecommerce Marketing	(Priyanka Gupta)
7	1 March	11 AM	1 PM	Social media Marketing	(Priyanka Gupta)
8	3 March	1 PM	3 PM	web analytics	(Priyanka Gupta)
9	6 March	11 AM	1 PM	Content Marketing	(Priyanka Gupta)
10	7 March	12 AM	1 PM	online Reputation Management	(Priyanka Gupta)
11	8 March	12 PM	2 PM	Email Marketing	(Priyanka Gupta)
12	8 March	2 PM	4 PM	Affiliate Marketing.	(Priyanka Gupta)
13					
14					



MIT | Arts, Commerce & Science College

Alandi (D), Pune – 412 105

Department of BBA & BBA (IB)

Academic Year: 2017 - 18

A Report of 'Certificate Program in Digital Marketing'

Date: 05/04/2018

A 'Certificate Program in Digital Marketing' was organized jointly by MIT Arts Commerce and Science College Alandi (D) Pune and Euphorie Group, Pune. The duration of the course was 25 hours. It was conducted from 15th February, 2018 to 08th March, 2018.

The program was intended to enlighten the students with Digital Media Industry & to supplement their formal Degree with a real word skill and make them employable. Ms. Priyanka Gupta, Director of Euphorie Group, Pune conducted the course and guided the students. Total 10 students attended the course. Students learned advanced technology used in digital marketing, basic and advanced concepts used in digital marketing, and various employment opportunities in the field of digital marketing. The overall feedback of students was good. Certificates were distributed to students at the end of the course.

Following topics were covered in the certificate course:

- ❖ Introduction to Digital Marketing
- ❖ Types of Online Revenue Models
- ❖ Why a Business Needs a Digital Strategy
- ❖ Latest Trends in Web Development
- ❖ What is Content Management System
- ❖ User Experience (UX) Trends
- ❖ Understanding Different Functionalities of a website Website Planning
- ❖ What is Search Engine Optimization
- ❖ Introduction to SERP
- ❖ On page optimization
 - Keywords optimization
 - Content optimization & Planning Understanding your audience for content planning



- Adding social media plug – in on web pages
- internal linking
- Meta Tags creation
- Creating web page in HTML
- Using Google webmasters tool & website verification
- Sitemap creation and submission in website & webmasters

❖ **OFF Page Optimization**

- Content Dissemination Strategies
- Creating & Publishing Content
- Article Submissions
- Link Bait/Link Building
- Setting up Google My Business
- Digital PR Strategies
- Classified Registration
- Video Promotion
- Integration of Social Media with SEO

❖ **Web Analytics/Digital Analytics**

❖ **Search Engine Marketing**

- Display Advertising
- Youtube Marketing
- Remarketing Techniques
- Conversion Tracking & Optimization
- Automation Strategies
- What are Ad extensions?
- Understanding Ad Ranks
- Understanding Pricing Models (CPC, CPM, CPA)

❖ **Social Media Marketing**

❖ **Online Reputation Management**

❖ **E – Commerce Marketing**

❖ **Email Marketing**

❖ **Live case Study and Certification Process**

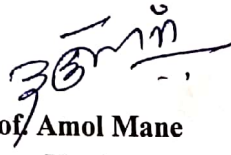


Outcome of the Course:

- 1) Students learned basic and advanced concepts in Digital Marketing.
- 2) Students got an idea about employment opportunities available to them after completing the course.
- 3) The course helped the students to supplement their formal Degree with a real world skills.



Prof. Sharad Kadam
Event Coordinator



Prof. Amol Mane
Head
BBA & BBA (IB)



Prof. Dr. B. B. Waphare
Principal



