



**KRUPANIDHI GROUP OF INSTITUTIONS**  
(AICTE Approved | ISO 9001-2015 Certified)

**Report On**  
**CERTIFICATE COURSE**  
**DIGITAL MARKETING**

**For the Academic Year**

**2020-2021**

**2019-2020**

**2017-2018**

**KRUPANIDHI GROUP OF INSTITUTIONS**

12/1, Chikka Bellandur, Carmelaram Post Varthur Hobli,  
Off Sarjapur Rd, Bengaluru, Karnataka 560035



*Principai*  
**Principai**

Krupanidhi Group of Institutions  
12/1 Chikkabellandur Village,  
Carmelaram Road Post Varthur Hobli  
Bangalore - 560 035

20.01

Google Digital Unlocked

ANISHA RAUT

is hereby awarded this certificate of achievement for the successful completion of **The Fundamentals of Digital Marketing** certification exam on 08/07/2021

*Maartje Bortz*

President - Google EMEA



The Open University

*Townsend Pomele Feehan*  
CEO - IAB Europe  
**Principal**

Krupanidhi Group of Institutions  
12/1 Chikkabellandur Village,  
Carmelaram Road Post Varthur Hobli  
Bangalore - 560 035

Certificate ID: 9ZW L6 T KQR

Verify the authenticity of this certificate at:

<https://learndigital.withgoogle.com/link/1tb5mplmosg>

20.21

Google Digital Unlocked

# Anan Rush Mehar

is hereby awarded this certificate of achievement for the successful completion of **The Fundamentals of Digital Marketing** certification exam  
ON 14/10/2021

*Meera Bhatia*



*Townsend Pamela Feehan*  
CEO - IAB Europe  
**Principal**

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Carmelaram Road Post Varthur Hobli  
Bangalore - 560 035

Certificate ID: GL4 979 ZYD

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## KRUPANIDHI GROUP OF INSTITUTION

DATE: 03.01.2021

### CIRCULAR

All the students are hereby informed to enroll for the Certificate Course:  
**Digital Marketing** on or before 03.01.2021 with the Course Coordinator  
Ms.Nivedita Jha the Program will start on 10.01.2021.



  
Principal

  
Principal  
Krupanidhi Group of Institutions  
12/1 Chikkabellandur Village,  
Carmelaram Road Post Varthur Hobli  
Bangalore - 560 035



## DIGITAL MARKETING CERTIFICATION

About this course –

Master the basics of digital marketing with our free Interactive Advertising Bureau-accredited course. There are 26 modules to explore, all created by Google trainers, packed full of practical exercises and real world examples to help you turn knowledge into action.

Hours: 40

### COURSE FEATURES

- IAB-accredited
- Recognized certification

1) Take a business online

4 Hrs

- The online opportunity
- Your first steps in online success
- Build your web presence
- Plan your online business strategy
- Assessment

2) Make it easy for people to find a business on the web

5 Hrs

- Get started with search
- Get discovered with search
- Make search work for you
- Be noticed with search ads
- Improve your search campaigns
- Assessment

3) Reach more people locally, on social media or on mobile

7 Hrs

- Get noticed locally
- Help people nearby find you online
- Get noticed with social media
- Deep dive into social media
- Discover the possibilities of mobile
- Make mobile work for you
- Get started with content marketing
- Assessment

4) Reach more customers with advertising

6 Hrs



*Praveesh*  
**Principal**  
Krupanidhi Group of Institutions  
12/1 Chikkabellandur Village,  
Carmelaram Road Post, Mysore

- Connect through email
- Advertise on other websites
- Deep dive into display advertising
- Make the most of video
- Assessment

5) Track and measure web traffic

6 Hrs

- Get started with analytics
- Find success with analytics
- Turn data into insights
- Assessment

6) Sell products or services online 6 Hrs

- Build your online shop
- Sell more online
- Assessment

7) Take a business global

6 Hrs

- Expand internationally
- Assessment



*Praveesh*  
Principal

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Carmelaram Road Post Varthur Hobli  
Bangalore - 560 035



**KRUPANIDHI GROUP OF INSTITUTIONS**  
**CERTIFICATE / VALUE-ADDED COURSE REPORT**

Date: 08.07.2021

1. Name of the Program : Digital Marketing
2. Program Start Date : 10.01.2021
3. Program End Date : 01.07.2021
4. Total Duration of the Program : 30 hrs
5. No. of Students Enrolled : 60
6. Course Co-Ordinator of the Program : Ms.Nivedita Jha
7. No. of Unit Exams Conducted : 2
8. Date of the Final Examination : 04.07-2021
9. Maximum Marks for Final Exam : 50
10. Eligibility for Certificate : 50%
- 11 Total number of Students Eligible for Certificate:42

Course Co-Ordinator



  
Principal

  
Principal

Krupanidhi Group of Institutions  
12/1 Chikkabellandur Village,  
Carmelaram Road Post Varthur Hobli  
Bangalore - 560 035

Google Digital Unlocked

# Himalaya Pandey

is hereby awarded this certificate of achievement for the successful completion of **The Fundamentals of Digital Marketing** certification exam on 27/03/2020

*Mudit Bhatia*

President - Google EMMA



The Open University

*Townsend Pamela Feehan*  
**Principal**  
IAB Europe

Krupanidhi Group of Institutions  
12/1 Chikkabellandur Village,  
Carmelaram Road Post Varthur Hobli  
Bangalore - 560 035

79F KLDV-030

Verify the authenticity of this certificate

[HTTPS://LEARNWITHGOOGLE.COM/DIGITALUNLOCKED/](https://learnwithgoogle.com/digitalunlocked/)



19-20

# Google Digital Unlocked

# KUSUMA P

is hereby awarded this certificate of achievement for the successful completion of **The Fundamentals of Digital Marketing** certification exam  
on 21/02/2020

*Moores Brittz*

President - Google EMEA



*Townsend Pamela Feehan*



Krupanidhi Group of Institutions  
12/1 Chikkabellandur Village,  
Carmelaram Road Post Varthur Hobli  
Bangalore - 560 035

Google Digital Unlocked

Lavanya P

is hereby awarded this certificate of achievement for the successful  
completion of **The Fundamentals of Digital Marketing** certification exam  
on 27/03/2020

*M. S. Bhat*

President - Google EMEA



The Open University

*T. Anand*  
Principal  
CEO, LEARN2GOPE

Krupanidhi Group of Institutions  
12/1 Chikkabellandur Village,  
Carmelaram Road Post Varthur Hobli  
Bangalore - 560 035

Certificate ID: 3AY-WRO-MBY

Verify the authenticity of this certificate at:

[HTTPS://LEARN2DIGITAL.WITHGOOGLE.COM/DIGITALUNLOCKE](https://learn2digital.withgoogle.com/digitalunlocked)



## KRUPANIDHI GROUP OF INSTITUTION

### CIRCULAR

Date: 02.12.2019

All the students are hereby informed to enroll for the Certificate / Value Added Program: **Digital Marketing** on or before 05.12.2019 with Course Coordinator Dr.Selva Kumar. The Program will start on 09.12.2019.



*Pranesh*  
Principal

*Pranesh*  
Principal

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## KRUPANIDHI GROUP OF INSTITUTION DIGITAL MARKETING SYLLABUS

### About this course –

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Total Hours: 40

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4 Hrs

- The online opportunity
- Your first steps in online success
- Build your web presence
- Plan your online business strategy
- Assessment

#### 2) Make it easy for people to find a business on the web

5 Hrs

- Get started with search
- Get discovered with search
- Make search work for you
- Be noticed with search ads
- Improve your search campaigns
- Assessment

#### 3) Reach more people locally, on social media or on mobile

7 Hrs

- Get noticed locally
- Help people nearby find you online
- Get noticed with social media
- Deep dive into social media
- Discover the possibilities of mobile
- Make mobile work for you
- Get started with content marketing
- Assessment



*Prakash*  
**Principal**

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12/1 Chikkabellandur Village,  
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Bangalore - 560 035

**4) Reach more customers with advertising**

**6 Hrs**

- Connect through email
- Advertise on other websites
- Deep dive into display advertising
- Make the most of video
- Assessment

**5) Track and measure web traffic**

**6 Hrs**

- Get started with analytics
- Find success with analytics
- Turn data into insights
- Assessment

**6) Sell products or services online**

**6 Hrs**

- Build your online shop
- Sell more online
- Assessment

**7) Take a business global**

**6 Hrs**

- Expand internationally
- Assessment



*Pravesh*  
**Principal**

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Carmelaram Road Post Varthur Hobli  
Bangalore - 560 035



## KRUPANIDHI GROUP OF INSTITUTION

### CERTIFICATE / VALUE-ADDED COURSE REPORT

2019-2020

Date: 26.02.2020

1. Name of the Program : Digital Marketing
2. Program Start Date : 09.12.2019
3. Program End Date : 22.02.2020
4. Total Duration of the Program : 30 hrs
5. No. of Students Enrolled : 20
6. Course Co-Ordinator of the Program : Dr. Selva Kumar
7. No. of Unit Exams Conducted : 2
8. Date of the Final Examination : 24.02.2020
9. Maximum Marks for Final Exam : 50
10. Eligibility for Certificate : 60%
11. Total number of Students Eligible for Certificate: 18

Course Co-Ordinator



*Praveesh*  
Principal

*Praveesh*  
Principal

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12/1 Chikkabellandur Village,  
Carmelaram Road Post Varthur Hobli  
Bangalore - 560 035



Mohammed Mohammedahmed Belal Nasim

successfully completed

## DM48: Digital Marketing

a course offered by MLC an online and offline learning initiative of MindShare Learning Centre, Menlo Park, CA.



Mindshare Learning Centre  
edu@mindshareus.com  
http://mindshareus.com



**Director**  
Principal  
Krupanidhi Group of Institutions  
12/1 Chikkabellandur Village,  
Carmelaram Road Post Varthur Hobli  
Bangalore - 560 035

VERIFIED CERTIFICATE OF ACHIEVEMENT

\*Authenticity of this certificate can be verified at <https://certify.co/verify/4/359a3671b7c3e49bd4bd8e619b6ce1d0805ca778>



KHALID ABDALKARIM MOHAMED ABDALRAHMAN

successfully completed

DM48: Digital Marketing

a course offered by MLC an online and offline learning initiative of MindShare Learning Centre, Menlo Park, CA.



Mindshare Learning Centre  
edu@mindshareus.com  
http://mindshareus.com



*Rangan*  
Director  
Principal  
Krupanidhi Group of Institutions  
12/1 Chikkabellandur Village,  
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Bangalore - 560 035

VERIFIED CERTIFICATE OF ACHIEVEMENT

\*Authenticity of this certificate can be verified at <https://certfy.co/verify/4/a41513743dcc5e3006ca10f17d1add5e167a080e>





# Malsawmkimi Khawlhiring

successfully completed

## DM48: Digital Marketing

a course offered by MLC an online and offline learning initiative of MindShare Learning Centre, Menlo Park, CA.



Mindshare Learning Centre  
edu@mindshareus.com  
http://mindshareus.com



*Rajesh*  
Director  
Principal

Krupanidhi Group of Institutions  
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Bangalore - 560 035

VERIFIED CERTIFICATE OF ACHIEVEMENT

\*Authenticity of this certificate can be verified at <https://certify.co/verify/4/08248f3795066086bbbae40a28bdc2a519aa90973>



## KRUPANIDHI GROUP OF INSTITUTION

### CIRCULAR

Date: 01.02.2018

All the students are hereby informed to enroll for the Certificate / Value Added Program: **Digital Marketing** on or before 03.02.2018 with Course Coordinator Dr.Selva Kumar. The Program will start on 05.02.2018.



**Principal**

*Selva Kumar*  
**Principal**

Krupanidhi Group of Institutions  
12/1 Chikkabellandur Village,  
Carmelaram Road Post Varthur Hobli  
Bangalore - 560 035



## KRUPANIDHI GROUP OF INSTITUTION

### DIGITAL MARKETING SYLLABUS

#### About this course –

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- Assessment

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**4) Reach more customers with advertising**

**6 Hrs**

- Connect through email
- Advertise on other websites
- Deep dive into display advertising
- Make the most of video
- Assessment

**5) Track and measure web traffic**

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- Find success with analytics
- Turn data into insights
- Assessment

**6) Sell products or services online**

**6 Hrs**

- Build your online shop
- Sell more online
- Assessment

**7) Take a business global**

**6 Hrs**

- Expand internationally
- Assessment



*Srinath*  
**Principal**  
Krupanidhi Group of Institutions  
12/1 Chikkabellandur Village,  
Carmelaram Road Post Varthur Hobli  
Bangalore - 560 035



**KRUPANIDHI GROUP OF INSTITUTION**  
**CERTIFICATE / VALUE-ADDED COURSE REPORT**  
**2017-2018**

Date: 28.05.2018

- |  |                     |
|--|---------------------|
| 1. Name of the Program                                 | : Digital Marketing |
| 2. Program Start Date                                  | : 02.05.2018        |
| 3. Program End Date                                    | : 21.05.2018        |
| 4. Total Duration of the Program                       | : 30 hrs            |
| 5. No. of Students Enrolled                            | : 63                |
| 6. Course Co-Ordinator of the Program                  | : Dr. Selva Kumar   |
| 7. No. of Unit Exams Conducted                         | : 2                 |
| 8. Date of the Final Examination                       | : 26.05.2018        |
| 9. Maximum Marks for Final Exam                        | : 50                |
| 10. Eligibility for Certificate                        | : 50%               |
| 11. Total number of Students Eligible for Certificate: | 51                  |

Course Co-Ordinator



*Praveesh*  
Principal  
*Praveesh*  
Principal

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