

Vidya Vikas Education Society's

Vikas College Of Arts Science & Commerce

Report on Addon courses at Vikas College of Arts, Science & Commerce in Collaboration with AspireForHer NGO for 'Grow with Google' Program for the Academic Year 2022-2023

Vikas College of Arts, Science & Commerce has partnered with AspireForHer NGO, which, in collaboration with Google, launched the "Grow with Google Professional Certification Program." This initiative, in association with Nasscom Foundation, offers students the opportunity to gain industry-relevant skills through professional training designed by Google, at no cost.

The program not only helps students upskill in in-demand areas but also awards a verified Google certificate upon completion, significantly enhancing their resumes. Additionally, students who complete the program may get the opportunity to be placed in leading companies.

To assist students in navigating the enrolment process and understanding the course offerings, a short orientation session was organized on March 16, 2022. During this session, students were guided on how these certifications would make them stand out in the job market.

The "Grow with Google" program provides a choice of five specializations:

1. Data Analytics
2. IT Support
3. IT Automation
4. UX Design
5. Project Management

Students can learn at their own pace, complete the modules, quizzes, and assignments, and earn a prestigious Google certification, positioning themselves for success in the industry.

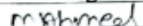
Name of the program: Assess for success: Marketing Analytics and measurement


Date: 17/8/2022

- Students can complete the certification program at their convenience, with the flexibility to choose **different dates** that fit their schedules.
- They have the freedom to log in and access video lectures anytime, from anywhere, ensuring a seamless learning experience that adapts to their needs.

List of students participated and completed the course:

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Vikas College of Arts, Science & Commerce
Students Enrollment list of: Assess for Success: Marketing Analytics
A.Y. 2022-23

Sr. No.	Name of Students	Sign
1.	Mehfooz Ahmed Ansari	


Coordinator Ad -on Courses

Curriculum:

- Introduction to Marketing Analytics
- Setting Marketing Objectives
- Data Collection Methods
- Analyzing Marketing Data
- Measuring Digital Marketing Performance
- Attribution Models
- Marketing Mix Modeling
- A/B Testing and Experimentation
- Reporting and Data Storytelling
- Capstone Project

Duration:

- 1.The program spanned 8 months and comprised five distinct modules, offering a well-structured timeframe for comprehensive learning.
2. Completion of the program depends on each individual student's pace, allowing them to finish the course as per their own schedule within the given time

MODEL CERTIFICATE OF THE STUDENTS



EVALUATION

For evaluation, students must secure a minimum of 50% to be eligible for certification. In case they do not achieve the required score, they are given the opportunity to retake the test, ensuring that all students have a fair chance to succeed