

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: Attract and Engage customers with Digital Marketing

Date: 26/7/2022

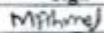
List of students participated and completed the course:

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Vikas College of Arts, Science & Commerce

Students Enrollment list of: Attract and Engage Customers with Digital Marketing

A.Y. 2022-23

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


Coordinator Ad.-on Courses

Curriculum:

- **Understanding Digital Marketing Fundamentals** : Learn the basics of digital marketing, including SEO, SEM, content marketing, and social media strategies.
- **Creating Compelling Content** : Explore content creation techniques, storytelling, and the importance of value-driven content to attract and engage audiences.
- **Social Media Marketing Strategies** : Study how to leverage various social media platforms for brand awareness, community building, and customer engagement.
- **Email Marketing Best Practices** : Understand how to create effective email campaigns, segment audiences, and analyze engagement metrics for continuous improvement.
- **Data Analytics and Performance Measurement** : Learn to use tools like Google Analytics to track performance, measure ROI, and refine strategies based on data-driven insights.

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