

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 : Foundation of digital marketing and ecommerce

Date:

- 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:

Vidya Vikas Education Society's
Vikas College of Arts, Science & Commerce
Students Enrollment list of: Foundations of Digital marketing and e-commerce
A.Y. 2022-23

Sr. No.	Name of Students	Sign
1.	Mehfooz Ahmed Ansari	M Ahmed
2.	Durgesh Raut	Durgesh

[Signature]
Coordinator Ad -on Courses

Curriculum:

- **Digital Marketing Fundamentals:** Understand key concepts, channels (SEO, SEM, social media, content marketing), and the digital marketing landscape.
- **eCommerce Models and Platforms:** Explore different eCommerce models (B2C, B2B, C2C) and review popular platforms (Shopify, WooCommerce, Magento).
- **Customer Journey and Buyer Personas :** Learn to map the customer journey, create buyer personas, and understand customer behavior.
- **Content Strategy and SEO :** Develop skills in creating valuable content and optimizing it for search engines to increase visibility and drive traffic.
- **Analytics and Conversion Optimization :** Gain insights into using analytics tools (Google Analytics) to track performance and implement strategies for improving conversion rates.

Duration:

1.The program spanned 8 months and comprised five distinct modules, offering a well-structured time frame 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