



IGDTUW-Anveshan Foundation

IGDTUW Campus

Kashmere Gate, Delhi-110006

<http://www.anveshanfoundation.org>

Six Weeks Online Internship Program - 2022

On

Digital Marketing and Web Design

1. Introduction:

IGDTUW Anveshan Foundation is incorporated as a Section 8 company under the Company's Act 2013, MCA, GoI. It is promoted by 'Indira Gandhi Delhi Technical University for Women (IGDTUW)' and recently received status of DST – TBI.

Prime objective of IGDTUW Anveshan Foundation is to motivate and facilitate budding entrepreneurs towards their successful entrepreneurial journey, proving their success story, contributing entrepreneurial spawning and ultimately converging benefits to the society.

2. Objectives of Internship:

- To provide knowledge regarding all the digital marketing aspects like SEO, SEM, Social Media and Content Marketing, Branding, Marketing Analytics
- Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
- To Study basics of Web Development in order to understand & development websites and how marketing is shifting towards digital space
- Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.

3. Eligibility:

- Anyone active in the entrepreneurial ecosystem, students, aspiring entrepreneurs, founder & promoters, Brand & Communication Managers, etc.

4. Course Fee:

- INR 1500/- (to be paid by online ECS mode)
- Rs. 1,000/- for the students of IGDTUW(to be paid by online ECS mode)
- Copy/ Picture of online receipt is to be attached along with Application Form

5. Internship Scheme

Internship has two components as mentioned below:-

Parameters	Duration (in weeks)	Details	Dates
Online pragmatic sessions	6	Total 15 sessions in 6 weeks	June 13 to July 15, 2022
Project Report Preparation	2	2 weeks' time for project.	By July 22, 2022

6. Major Contents of the online sessions

Session Number	Contents	Each Session of 1 hour (total 30 hours)
1.	Digital marketing overview	1
2.	Planning for digital marketing	1
3.	Are customer finding you?SEO vs SEM	1
4.	Understanding social media marketing	1
5.	Social media advertisement	1
6.	Understanding email marketing	1
7.	Future of analytics	1
8.	Case studies	2
9.	Promise of technology	1
10.	Technology's dark side	1
11.	Implications for analytics	1
12.	How digital tools are changing promotion	1
13.	How digital tools are changing price	1
14.	Introduction To Web Design	2
15.	Introduction To HTML	2
16.	Introduction To CSS	2
17.	Web Design Rules and framework	2
18.	Components and layout Patterns	2
19.	Designing the page with components	2
20.	Choosing the domain and hosting the website	2
21.	Website development using Development tools	2

7. Project Work

Project Work will be based upon Start-up Evaluation, Study of functional area or Case Study.

*Some of the suggested topics of the Project Work are mentioned below

*More topics may be discussed during the online interaction (in sessions)

1.	Design and development of a complete website with web development language
2.	Design and development of a complete website with web development Tool
3.	Implementing Digital Marketing Techniques to the Website created.
4.	Market Surveys based on Digital Marketing

8. Important Dates

Last date to apply	:	June 12 2022
Internship Starting Date	:	June 13 2022
Internship Completion Date	:	July 29 2022
Examination (for GEC candidates)	:	Last week of July
Duration of online sessions	:	June 13 to July 15 2022
Project Report Completion Date	:	July 22 2022
Submission of Final Report	:	By July 29 2022

Registration Link:

<https://bit.ly/3xapfGP>

Any queries could be emailed at anveshan@igdtuw.ac.in

9. Bank's details for fee payment

S.N.	Particulars	Details
1	Name & Address of the Beneficiary	IGDTUW Anveshan Foundation
2	Account Number of the Beneficiary	09001000021199
3	Name & Address of the Bank Branch	Punjab & Sind Bank GGSSIP University, Kashmere Gate Delhi - 110006
4	Fee (Amount to be transferred)	Rs. 1500/-
5	IFSC Code	PSIB0001098