

Report Draft on Online Course

Respect Mentor Sir,

I am very thankful for your guidance for my online courses. You have been supportive as well as has given me the freedom to choose the subject of research as well as online courses.

Amid the time of lockdown and a sense of insecurity, it was a time of self-introspection for me toward my career and planning. I am extremely thankful for your easy-going attitude and giving me the chance to learn at my own comfort.

Below is detail of my online course report-

Number of Courses- 3

Course Name-(1) Digital Marketing(Google Digital Garage)

(2) Copywriting (Alison)

(3) Sustainable development in water and sanitation (Asian Development Bank)

Beside above mentioned courses I was able to pursue other courses in alignment with these courses like Business Content Writing.

Course Name- (1) Fundamental of Digital Marketing

Course Description- This online course on Digital Marketing by Google Digital Garage teach the learner basics of Digital Marketing .The course consist of 26 modules covering almost every aspect of Digital Marketing.

Objective of the Course- To give the learner basic understanding of subjects like search engine optimization,how to get a business online, search keywords etc.

Course Content-

Module- 26

Duration - 40 hour

detail of Module-

- (1)Take a business online
- (2)Make it easy for people to find you
- (3)Reaching more people locally
- (4)Reaching more customer
- (5)Tracking and measuring of web traffic
- (6)Sell product online
- (7)Take business global

Learning Methodology used in the course- During the course , the tools used to teach were detail video lecture on every topic of learning followed by a quiz and lastly a rigorous test to check the learning outcome with requirement of minimum of 70% passing marks.

Key Learning from the Course-

Key learning for me after completion of the course were -

- How to list a business online
- Optimization of website result by use of appropriate key words in the web content
- How digital presence can make us global with less efforts

Name of the course- Copywritng for Conversion

Course Description- This course on Copywriting is to make the learner equip with basics of writing

.The course is designed in such way as to give the learner a chance to polish his written communication needed for high level of persuasive skills.

Objective of the Course- The objective of the course is to give the learner a basic understanding of

how to be a make a copy(words) that sell.

Course Content- The whole course is divided into 8 module followed by a course assesment test.

Module - 8

Duration- 2-3 he

(1)Introuction to copywriting

(2)Writing irresistible headlines

(3)Writing content that sell

(4)Crafting persuasive reviews

(5)copywritng for service provider

(6)copywriting for lead generating pages

(7)copywriting for e- commerce stores

(8) course assesment

Learning Methodology used in the course- The whole course is taught through video lecture

throughing light on every aspect of copywriting.At the end of the course there is a rigorous test which

require 80% marks to pass the test.

Key learning - This course is very close to my future goals. I enjoyed and tried to explore a persuasive

writer within me. The key learning for me during this course were -

- (1) How I can influence reader with words.
- (2) A framework on how to make a structured communication with audience.
- (3) Importance of headlines
- (4) Researching before communication and how to frame product description through various channels like Amazon.
- (5) Copywriting is painting image in the mind of the reader
- (6) Every copywriter is a writer but it is not always true that every writer is a copywriter.

Name of the Course- Achieving Sustainable Development Goals on Water and Sanitation

Course Description- The course give the learner a basic understanding of Water and Sanitation is basic ladder of development.

Objective of the Course-To give learner a basic understand of importance of water and sanitation in development of poor countries. It Build understanding of the Sustainable Development Goals' focus on clean

water and sanitation, related infrastructure project lessons learned in Asia and the Pacific, and policy next

steps.

Course Content- The course has been divided into 5 module of 5 video lectures .

Duration- Self paced

(1)Introduction to Asian Development Bank

(2)Water and Sanitaion Sustainable Development Goal

(3) Multimedia Case on Sanitation

(4)Evaluation of Urban Sanitaion Project

(5)Paradigm shift for accelerating sustainable development goal

(6)Course Evaluation

Learning Methodology- The learning methods adopted for this course are Video lectures,reading material

and case studies from Cities of South East Asia.The course is followed by a evaluation form.

Key Learning- Going through this course was really a lesson and perception widening toward aspect of development.As we cant achieve development without Safe water and Sanitation.

The key learning for in the course were as follow-

(1)How to turn waste to wealth

(2) Role of finace in achieving basic sustainable development

(3) Role of State ,Private sector and civil society to make the journey of development smooth.

Conclusion on Online Courses

This is the first time the world has faced pandemic situation like Covid pandemic after the era of Spanish Flu

of 1918. It was a unique kind of experience for me. There was a time it took me to rethink about many things. As I was compelled to go for a serious career introspection. But the result of all these things is that it has

given me better understanding toward risk management. First time, I have started exploring on taking freelancing and remote work as career option of the future.

Below are my concluding remarks on my learning of the three courses-

Digital Marketing- I take it as the most important course for specialization in MBA. As I have planned to focus on

Rural Marketing. Although the course is not so detailed but it has given me a basic understanding of Digital

Marketing.

Copywriting - A course by Alison. As I am a little creative and love written communication, this course I find

very enjoyable and a catalyst toward my journey of self-empowerment.

Sustainable Development for water and Sanitation- A course by Asian Development Bank. It was very much related with development studies. It has widened my prospect of development. I learned