

BEGINNING OF PROJECT MANAGEMENT AND DIGITAL MARKETING

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COURSE DISCRIPTION:-

My both the courses are from different platforms. I have selected the Project Management online course which was done from **UDEMY app**. an app which provides both free and paid online courses. It is an excellent tool for learning. And the second online course i.e. Digital Marketing covered from **MY CAPTAIN**. It is an online mentoring platform by young people from across the globe to mentor school and college students in their fields of interested passions. My Captain by The Climber, Bangalore, is an Education Company. I have been certified in both online courses.

Project Management is an exciting place to be. Project managers helps to shape the success of organizations, implement new technology, change the business landscape, and have influence over all areas of a business. They also earn a good income and often move up the organizational chain into full-time management positions.

BENEFITS OF PROJECT MANAGEMENT:-

- *It improves the chances of achieving the desired results.*
- *Better efficiency in delivering services.*
- *It improves customer satisfaction.*
- *It improves the effectiveness in delivering services.*
- *It improves the growth and development within our team.*
- *It increases in quality & quantity.*

DIGITAL MARKETING

Digital Marketing is a valuable asset to our business's growth and helps to establish an authoritative online presence.

The digital economy is embedded in every corner of our lives and it isn't likely the situation is going to change any sooner. One of the most important reasons why digital marketing is taking up the traditional marketing channels as a result

of the internet has enabled businesses to interact with targeted audiences in real time.

Digital marketing is infinitely more affordable when compared to traditional marketing channels. It is a canopy for marketing.

BENEFITS OF DIGITAL MARKETING:-

- *It increases brand awareness and reach your target customers and better return of interest.*
- *Can save a lot of money.*
- *It makes possible a direct communication path between our business and our consumers.*
- *It enables real-time customer service.*

Provides significant measurement and analysis of consumer behavior and engagement.

OBJECTIVES:-

Project Management course is easy to follow, has a logical approach. Projects use processes to move things forward. These processes are universal to all projects regardless of the industry we may work in. These processes are grouped into logical chunks and that's the primary focus of the course. The major learning components of the project management lifecycle:

- *Initiating the project*
- *Planning the project*
- *Executing the project*
- *Monitoring and controlling the project*
- *Closing the project*

Here Digital Marketing is to promote the products through certain online mediums in such a way that the demand for it rises which indeed creates the curiosity in the mind of the consumers to buy the products.

Digital Marketing is used in :-

- *Social Media Marketing*
- *Content Marketing*
- *Email Marketing*

- *SEM (Search Engine Marketing)*
- *Website*
- *SEO (Search Engine Optimization)*

METHODOLOGY

In both the courses we got sufficient material to understand the certified course.

The material for project management:-

- *Videos for all the sessions.*
- *Research papers as a reading material for assignments.*
- *Reading material for better understanding for all the sessions.*
- *The mentor gave lecture for each sessions on the videos itself.*

The material for digital marketing:-

- *Reading material for better knowledge and understanding.*
- *Videos how to perform a task given by the mentor.*
- *Various videos on some topics to understand them better.*
- *Live sessions on zoom was also scheduled every Wednesdays and Saturdays.*
- *Timings were 9:00pm -10:30pm*

KEY LEARNINGS

- *Both the courses were fascinating and while learning I have acknowledged that Project Management is not an easy job including the initiation, planning, executing, controlling and closing the project. The best project managers use robust project management tools to keep all aspects of their projects organized. The project manager has variety of skills to get the job done. This include not only the technical, business and management skills but also number of soft skills. They are not only dealing with systems and processes but also maintain the strong relationship quality*
- *Communicating skills are improved.*
- *How to negotiate with the people or the organizations*

Creating a project schedule and achieving the goals in that timeframe.

- *As we all know that starting anything new is a bit risk. So here also planning a new project whether it is small or big inherently we have to take a risk. So before executing the project, manage the risk to get the project succeed.*
- *How to manage budget of any project ?*
- *A good sense of humor is also required for planning something.*

Venturing any project takes time. From research to planning and the time to execute, many a times there will be a havoc situation. Any mistake or kind of frustration may lead to mishaps. So I have learned and it is really very important that we should have patience while working until we succeed.

Technology is continuously evolving, prompting marketers and entrepreneurs to dive into digital marketing to increase brand awareness, reach their target market, and ultimately drive sales and profit. Digital marketing skills can be learned with patience, hard work and determination. I opt to choose DIGITAL MARKETING as my second online course for a new learnings. I have taken this course very seriously and it is really very interesting.

I want to confess one thing that before this scenario that we all are facing, I have decided that during my two months of internship I have to pursue two courses side by side i.e., Digital marketing and German classes. I was eager to know how digital marketing actually works? Lot of questions have come to my mind. How will I go and do so much of work? Am I capable to handle pressure? What will be the purpose of doing digital marketing and so on. And this lockdown and working from home, I have realized that in these 70 days approx. I have been working on many things and when I have started working on this course, day by day It has become very interesting. I have become very calm and patiently completing my assignments. This was a one month online course and I have acknowledged lot of new things. I came to know the difference between traditional market and digital market.

I have made Google ads, Instagram ads, Facebook ads, YouTube ads. I have worked for an Infrastructure company for my experience. From that I got more knowledge. It took more research how to plan a business model. Reading articles also helped me out in executing the business model. This made me innovative me. **"INNOVATIONANDME"**



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