



MANGALMAY INSTITUTE OF MANAGEMENT AND TECHNOLOGY

ACCREDITED GRADE A INSTITUTE BY NAAC

(Affiliated to Dr. A. P. J. Abdul Kalam Technical University, Lucknow and Approved by AICTE)

CAMPUS : 8 & 9, Knowledge Park-II, Greater Noida (U.P.) Ph. 0120-2328400, 2328401

Visit us at : www.mimt.org email : info@mangalmay.org



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18th May 2024

NOTICE

This is to inform all MBA Students that MIMT is organizing AI-Powered Digital Marketing Mastery course. This course aims to equip you with the latest tools and techniques, we have curated this comprehensive course integrating cutting-edge AI technology with marketing strategies.

Details are as follows:

- **Date:** 22/May/2024 to 28/June/2024
- **Time:** 2:00 pm to 05:00 pm
- **Venue:** Seminar Hall, MIMT
- **Course Coordinator:** Mr. Piyush Kumar

All the students are requested to attend this course as it is designed to complement your MBA curriculum by providing you with practical skills that are highly sought after in today's job market. Whether you aspire to pursue a career in marketing, consulting, or entrepreneurship, mastering AI-powered digital marketing will give you a competitive edge.


Dr. Ruchika Gupta
Director, MIMT

CC to:
IQAC Director
HOD – MBA
All Faculty Members/ Coordinators
All Students
Notice Board
Office File



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MANGALMAY
INSTITUTE OF MANAGEMENT & TECHNOLOGY



ORGANISES
Value Added Course
on
**AI-POWERED
DIGITAL MARKETING**
— MASTERY COURSE —

📅 22th May to 28th June 2024 ⌚ 2 PM to 5 PM 📍 Seminar Hall, MIMT

Course Coordinator: Mr. Piyush Kumar

1800 103 3797 | www.mimt.org

Plot No. 8 & 9, Knowledge Park-II, Greater Noida, Delhi-NCR, India



SYLLABUS

AI – powered Digital Marketing Mastery Course

Module 1: Introduction to ChatGPT and Prompt Engineering

Introduction to ChatGPT and its applications

Understanding prompt engineering: What are prompts and how they influence AI responses

Crafting effective prompts: Principles and examples

Fine-tuning prompt parameters: Length, context, and specificity

Module 2: Intermediate Techniques and Integrations

Hands-on practice: Writing prompts for specific tasks and goals

Advanced prompt engineering strategies: Bias reduction, context manipulation, and style transfer

Module 3: Advanced Prompt Engineering and AI Integration

Leveraging ChatGPT API: Integrating with various platforms and applications

Real-world applications: Chatbots, content generation, customer support

Module 4: Exploring AI Tools and Resources

Introduction to AI tools for business: Overview and selection criteria

Natural language processing (NLP) tools: Sentiment analysis, text summarization, and language translation

Module 5: AI Tools for Business

Image recognition and processing tools: Object detection, image tagging, and content generation

Predictive analytics and data visualization tools: Regression analysis, trend forecasting, and data storytelling

Module 6: Understanding WordPress Basics

Practical demonstrations and case studies using free AI applications

Introduction to WordPress: Understanding its architecture and capabilities

Module 7: Building a WordPress Website

Setting up a WordPress site: Hosting, domain selection, and installation

Customizing themes and layouts: Design principles and best practices

Module 8: Functionality and Progression for a Successful Website

Adding functionality with plugins: SEO optimization, security, and performance enhancement

Content creation and management: Creating pages, posts, and media uploads



SCHEDULE

BATCH 1

S.No	Session	Topics	Mode		Hours
1.	Session1	Introduction to ChatGPT and Prompt Engineering Introduction to ChatGPT and its applications Understanding prompt engineering: What are prompts and how they influence AI responses Crafting effective prompts: Principles and examples Fine-tuning prompt parameters: Length, context, and specificity	Offline	22/05/2024 (02:00 PM-05:00PM)	3
2.	Session2	Intermediate Techniques and Integrations Hands-on practice: Writing prompts for specific tasks and goals Advanced prompt engineering strategies: Bias reduction, context manipulation, and style transfer	Offline	27/05/2024 (02:00 PM-05:00PM)	3
3.	Session3	Advanced Prompt Engineering and AI Integration Leveraging ChatGPT API: Integrating with various platforms and applications Real-world applications: Chatbots, content generation, customer support	Offline	31/05/2024 (02:00 PM-05:00PM)	3
4.	Session 4	Exploring AI Tools and Resources Introduction to AI tools for business: Overview and selection criteria Natural language processing (NLP) tools: Sentiment analysis, text summarization, and language translation	Online	01/06/2024 (04:00 PM-07:00PM)	3
5.	Session 5	AI Tools for Business Image recognition and processing tools: Object detection, image tagging, and content generation Predictive analytics and data visualization tools: Regression analysis, trend forecasting, and data storytelling	Offline	05/06/2024 (02:00 PM-05:00PM)	3
6.	Session 6	Understanding WordPress Basics Practical demonstrations and case studies using free AI applications Introduction to WordPress: Understanding its architecture and capabilities	Offline	08/06/2024 (02:00 PM-05:00PM)	3
7.	Session 7	Building a WordPress Website Setting up a WordPress site: Hosting, domain selection, and installation Customizing themes and layouts: Design principles and best practices	Offline	17/06/2024 (02:00 PM-05:00PM)	3
8.	Session 8	Functionality and Progression for a Successful Website Adding functionality with plugins: SEO optimization, security, and performance enhancement	Offline	21/06/2024 (02:00 PM-05:00PM)	3
9.	Session 9	Content creation and management: Creating pages, posts, and media uploads	Offline	26/06/2024 (02:00 PM-05:00PM)	3
10.	Session 10	Revision Certification Exam	Online	29/06/2024 (04:00 PM-07:00PM)	3
Total No.ofHours				30	



BATCH 2

S.No	Session	Topics	Mode		Hours
1.	Session 1	Introduction to ChatGPT and Prompt Engineering Introduction to ChatGPT and its applications Understanding prompt engineering: What are prompts and how they influence AI responses Crafting effective prompts: Principles and examples Fine-tuning prompt parameters: Length, context, and specificity	Offline	24/05/2024 (02:00 PM-05:00PM)	3
2.	Session 2	Intermediate Techniques and Integrations Hands-on practice: Writing prompts for specific tasks and goals Advanced prompt engineering strategies: Bias reduction, context manipulation, and style transfer	Offline	29/05/2024 (02:00 PM-05:00PM)	3
3.	Session 3	Advanced Prompt Engineering and AI Integration Leveraging ChatGPT API: Integrating with various platforms and applications Real-world applications: Chatbots, content generation, customer support	Offline	01/06/2024 (02:00 PM-05:00PM)	3
4.	Session 4	Exploring AI Tools and Resources Introduction to AI tools for business: Overview and selection criteria Natural language processing (NLP) tools: Sentiment analysis, text summarization, and language translation	Online	03/06/2024 (04:00 PM-07:00PM)	3
5.	Session 5	AI Tools for Business Image recognition and processing tools: Object detection, image tagging, and content generation Predictive analytics and data visualization tools: Regression analysis, trend forecasting, and data storytelling	Offline	07/06/2024 (02:00 PM-05:00PM)	3
6.	Session 6	Understanding WordPress Basics Practical demonstrations and case studies using free AI applications Introduction to WordPress: Understanding its architecture and capabilities	Offline	19/06/2024 (02:00 PM-05:00PM)	3
7.	Session 7	Building a WordPress Website Setting up a WordPress site: Hosting, domain selection, and installation Customizing themes and layouts: Design principles and best practices	Offline	22/06/2024 (02:00 PM-05:00PM)	3
8.	Session 8	Functionality and Progression for a Successful Website Adding functionality with plugins: SEO optimization, security, and performance enhancement	Offline	24/06/2024 (02:00 PM-05:00PM)	3
9.	Session 9	Content creation and management: Creating pages, posts, and media uploads	Offline	28/06/2024 (02:00 PM-05:00PM)	3
10.	Session 10	Revision Certification Exam	Online	29/06/2024 (04:00 PM-07:00PM)	3
Total No.ofHours				30	



REPORT	
Name of Activity	AI – Powered Digital Marketing Mastery Course
Date	22 nd May 2024 – 29 th June 2024 (02:00 pm – 05:00 pm)
Venue	Seminar Hall, Offline/Online
Organized by	MIMT, Greater Noida
Name of Experts	Mr. Himanshu Gyan
Participated by	99 BATCH 1 AND 54 BATCH 2 MBA 1 ST YEAR Students
Activity Convener	Mr. Piyush Kumar, Assistant Professor, MIMT
Objective	To Equip MBA 1st Year students with the number of skills in AI-driven business applications with a focus on ChatGPT and WordPress; modules to include prompt engineering, API, integration, and AI tools to let students use them effectively for business solutions, besides improving decision-making and operational efficiency undertaken in various contexts.



<p>Content</p>	<p>Day 1: Introduction to ChatGPT and Prompt Engineering Introduction to ChatGPT and its applications Understanding prompt engineering: What are prompts and how they influence AI responses Crafting effective prompts: Principles and examples Fine-tuning prompt parameters: Length, context, and specificity.</p> <p>Day 2: Intermediate Techniques and Integrations Hands-on practice: Writing prompts for specific tasks and goals Advanced prompt engineering strategies: Bias reduction, context manipulation, and style transfer</p> <p>Day 3: Integration Leveraging ChatGPT API: Integrating with various platforms and applications Real-world applications: Chatbots, content generation, customer support</p> <p>Day 4: Exploring AI Tools and Resources Introduction to AI tools for business: Overview and selection criteria Natural language processing (NLP) tools: Sentiment analysis, text summarization, and language translation.</p> <p>Day 5: AI Tools for Business Image recognition and processing tools: Object detection, image tagging, and content generation Predictive analytics and data visualization tools: Regression analysis, trend forecasting, and data storytelling.</p> <p>Day 6: Understanding Word Press Basics Practical demonstrations and case studies using free AI applications Introduction to WordPress: Understanding its architecture and capabilities.</p> <p>Day 7: Building a WordPress Website Setting up a WordPress site: Hosting, domain selection, and installation Customizing themes and layouts: Design principles and best practices.</p> <p>Day 8: Functionality and Progression for a Successful Website Adding functionality with plugins: SEO optimization, security, and performance enhancement.</p> <p>Day 9: Content creation and management: Creating pages, posts, and media uploads.</p> <p>Day 10: Revision Certification Exam.</p>
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OutcomeofActivity

Upon completion of the rather exhaustive curriculum mapped out here for the MBA 1st Year, participants emerged with a robust skill set at the junction of AI applications and business management, specifically for modern enterprises. The students developed a comprehensive understanding of ChatGPT and its applications. They also learned to write and fine-tune all concepts pointed out in prompts and thus got maximum impact on AI responses. They learned about advanced techniques of bias reduction and style transfer—very useful for bringing out optimum interactions with AI in business. Moreover, the incorporation of ChatGPT API into real-world applications—chatbots, content generation, and customer support—afforded hands-on experience to the students in deployment within the context of an organizational framework for AI solutions. Parallel to this were the various AI instruments and resources critical in business, such as NLP techniques that were relevant for sentiment analysis and text summarization, image recognition, and predictive analytics. These were some of the tools used in effectively analyzing data to derive insights and forecast trends critical in strategic decision-making. It then got into the basics of WordPress and how one could use it in website development, customization, and the functionality extension through plugins. By the end of this course, students were well equipped in harnessing both AI and WordPress in business to drive success by making informed decisions and offering innovative digital solutions.



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ATTENDANCESHEET

Mangalmay Institute of Management & Technology, Greater Noida										
Institute Code: 152										
Attendance Sheet of MBA - II SEM (2023-24)										
BATCH I										
S.No.	Name of Student	1 22/05/2024	2 27/05/2024	3 31/5/2024	4 01/6/2024	5 05/06/2024	6 08/06/24	7 17/06/24	8 21/06/24	9 26/06/2024
1	Rajeev Tiwari	P	P	P	P	P	P	P	P	P
2	Saurav Kumar Choudhary	P	P	P	A	P	P	P	P	P
3	Sonali Pandey	P	P	P	A	P	P	A	P	P
4	Nikhil Singh	P	P	P	A	A	P	P	P	P
5	sabeeha	P	P	A	A	P	P	P	P	P
6	Rahul Kumar	A	P	P	A	P	P	P	P	P
7	Ashwani yadav	P	P	P	A	P	P	P	P	A
8	Vishu Rathee	P	P	P	A	P	P	A	P	P
9	sachin kumar verma	A	P	P	A	P	P	P	P	P
10	Dharamveer kumar	P	P	A	P	A	P	P	P	P
11	isha bararia	P	P	P	A	P	P	A	P	P
12	Sneha Sharma	P	P	P	A	P	A	P	P	P
13	ADITYA SINGH	A	P	P	A	P	P	P	P	P
14	Shadman Siddiquee	P	P	P	A	P	P	A	P	P
15	Ishita Gupta	P	P	P	A	P	P	P	A	P
16	Alfiya Siddiqui	A	P	P	A	P	P	P	P	P
17	Saurabh Tiwari	P	P	P	A	A	P	P	P	P
18	Shristi Chaurasia	P	P	P	A	A	A	P	P	P
19	Aryan pratap Singh	P	P	P	A	A	A	P	P	P
20	Chhitiz Rai	P	P	P	A	P	P	P	A	A
21	Vaishnavi Rai	P	P	P	A	A	P	P	A	P
22	Tej Pal Singh	P	P	P	A	A	P	P	P	A
23	Rajshree Chatterjee	A	P	P	A	A	P	P	P	P
24	Rahul Gupta 70	P	P	A	P	A	P	A	P	P
25	Disha Tayal	P	P	A	P	P	A	P	P	A
26	Ankit Talan	A	P	A	P	P	A	P	P	P
27	Muskan Kashyap	A	P	A	P	P	P	P	A	P
28	Manali Verma	A	P	P	P	A	P	P	P	A
29	Shivam Verma	P	A	P	P	P	P	A	P	A
30	Bhaskar Sharma	P	A	P	A	A	P	P	P	P
31	Hema	A	P	P	A	A	P	P	P	P
32	anjanay yadav	P	P	P	A	A	A	P	P	P
33	Saurabh Kumar Singh	A	P	P	A	A	P	P	P	P
34	Aditya Rajput	P	P	P	A	A	P	A	P	P
35	Abhishek sharma	P	P	P	A	A	P	P	P	A
36	Tanisha Singh	P	P	P	A	A	P	A	P	A
37	Deepak Singh	P	P	P	A	A	P	A	A	P
38	Abhay Yadav	P	P	P	A	A	P	P	A	A
39	chauhan mannu	P	P	A	A	A	P	P	A	P
40	Rupali Mudgil	P	P	P	A	A	P	P	A	A
41	Anshika Shukla	P	P	A	P	A	P	A	P	A
42	Prathma Pandey	A	P	A	P	P	A	P	A	P
43	Anubhav Teotia	P	P	A	P	A	A	P	P	A
44	VANSH SAINI	P	P	A	P	A	P	A	P	A
45	Kajal Pandit	P	A	P	A	P	P	A	A	P
46	Aakanksha Mishra	P	P	P	A	A	P	A	P	A
47	Neha Roy	P	P	P	A	A	P	A	P	A
48	Manisha Singh	A	P	P	A	A	P	P	A	P
49	Avanish Pandey	A	P	P	A	A	P	P	A	P
50	Rajneesh Singh	P	P	P	A	A	P	P	A	A
51	Akanksha Gupta	P	P	P	A	A	A	P	A	P
52	shweta vishwakarma	A	A	P	A	P	A	P	P	P
53	Neha choudhary	A	A	A	A	P	P	P	P	P
54	Komal Kumari	A	P	P	A	A	P	P	A	P
55	Shreya Ranjan	A	P	P	A	A	P	P	A	P
56	Malika Shahi	P	P	P	A	A	P	A	A	P
57	Nitesh Pandey	A	P	P	A	A	P	P	A	P
58	Vikesh Yadav	A	P	P	A	A	A	P	P	P
59	RITU RAJ	A	P	P	A	P	A	A	A	P
60	vivek kumar	A	A	P	A	P	A	A	P	P
61	SHUBHAM KUMAR	A	P	A	A	A	P	A	P	P
62	NAVEEN SHUKLA	A	P	P	A	A	A	A	P	P
63	Sumit Vishwakarma	A	P	A	A	P	P	A	A	P
64	oshan Sahu (Roshan into entrepreneur)	P	A	A	P	A	A	P	A	P
65	Anil guru	A	P	A	P	A	P	A	P	A
66	Pragya Pandey	P	A	P	A	P	A	P	A	A
67	Katyayan	P	P	P	A	A	A	P	A	A
68	Yompi Nyodu	P	P	A	A	A	P	P	A	A
69	Shristi Gupta	A	P	P	A	A	A	P	P	A
70	Lucky Vasuja	P	P	P	A	A	P	A	A	A
71	Aditi Tyagi	A	P	P	A	P	A	P	A	A
72	Siddhartha Singh	P	P	A	A	A	A	A	P	P
73	Digvijay Singh	P	P	P	A	P	A	A	A	A
74	Gunjan Chaudhary	P	P	A	A	A	A	A	P	P
75	Anurag Singh	P	P	A	A	A	A	A	A	P
76	Aniket Singh	P	P	A	A	A	A	A	A	P
77	Gaurav Singh	P	P	P	A	A	A	A	A	A
78	Adarsh Gupta	P	P	A	A	A	A	P	A	A
79	Vyom Singh	A	P	A	P	A	A	P	A	A
80	divya tiwari	A	P	A	P	P	A	A	A	A
81	Kunal Sharma	A	P	A	A	P	P	A	A	A
82	Gaddam Karthik Kumar	A	A	P	A	A	A	A	P	P
83	Ayush Gupta	A	P	A	A	A	A	A	P	P
84	Aaraddhya Gupta	P	A	A	A	A	A	A	P	P
85	Sohini Chauhan	A	A	P	A	A	A	A	P	P
86	sonu pandey	P	P	P	A	A	A	A	A	A
87	Radha Singh	P	A	P	A	A	P	A	A	A
88	Arvind Sahani	A	A	A	A	A	P	P	A	P
89	Varsha Jain	P	A	A	A	A	A	A	P	P
90	Dhruv Sharma	A	A	A	A	A	A	P	P	P
91	Puneet Pandit	P	A	P	A	A	A	A	A	P
92	shivam Sharma	A	A	P	A	A	A	A	P	P
93	Abhishek Gour	A	A	P	A	A	A	A	A	P
94	Anchal Srivastava	A	A	P	A	A	P	A	A	A
95	Alfiya Siddiqui	A	P	A	A	P	A	A	A	A
96	Rahul Goyal	A	A	A	A	A	P	P	A	A
97	Priyanka kumari	A	A	A	A	P	P	A	A	A
98	Deeksha Agrahari	A	A	A	A	P	A	A	A	P
99	Garima Shukla	A	P	A	A	A	P	A	A	A

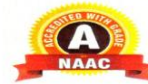


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RESOURCEPERSON PROFILE



Mr. Himanshu Verma

Founder & CEO at HimanshuGyan LLP

Mr. Himanshu Verma is the Founder & CEO of HimanshuGyan LLP, where he embodies a blend of visionary leadership and entrepreneurial spirit. With a background in technology and business management, he has cultivated a dynamic career marked by innovation and strategic insight. Under his stewardship, HimanshuGyan LLP has flourished as a provider of cutting-edge solutions in the fields of technology consulting and digital transformation. Himanshu is known for his hands-on approach to leadership, driving forward-thinking initiatives that harness emerging technologies to solve complex business challenges. His commitment to excellence and client satisfaction has established the firm as a trusted partner for organizations seeking to navigate and thrive in the digital age. Beyond business, Himanshu is dedicated to fostering a culture of continuous learning and development within his team, emphasizing creativity, collaboration, and integrity as core values driving the company's success.



CommunicationE-mailfromHimanshuGyan LLP



Value Added Certificate- Digital Marketing

Director Mangalmay <director@mangalmay.org>
To: Richa Sharma <richa.sharma@mimt.org>, diwakar.chaudhary@mimt.org
Cc: Aayush Mangal <aayushmangal@mangalmay.org>

Tue, May 21, 2024 at 1:36 PM

Dear Dr. Richa,

We spoke. Sharing with you the details received from Himanshu Gyan LLP for the VAC on Digital Marketing for MBA first year students. Kindly get the needful done. For this, please include Dr. Diwakar Chaudhary.

Dear Prof. (Dr.) Ruchika Gupta,
I hope this email finds you well.

Following our discussion earlier today, we are pleased to send you the updated module schedule for the **AI-Powered Digital Marketing Mastery course**, designed to cover 30 hours of sessions for both batches. The course will commence on **May 22, 2024, and conclude on June 28, 2024**.

Below are the detailed information bathes wise with dates & timing for your reference.

Batch 1 (Offline):

Date	Day	Timing
May 22	Wednesday	02:00 PM - 05:00 PM
May 27	Monday	02:00 PM - 05:00 PM
May 31	Friday	02:00 PM - 05:00 PM
June 05	Friday	02:00 PM - 05:00 PM
June 08	Saturday	02:00 PM - 05:00 PM (Special Session)
June 17	Monday	02:00 PM - 05:00 PM
June 21	Friday	02:00 PM - 05:00 PM
June 26	Wednesday	02:00 PM - 05:00 PM

Batch 2 (Offline):

Date	Day	Timing
May 24	Friday	02:00 PM - 05:00 PM
May 29	Wednesday	02:00 PM - 05:00 PM
June 03	Monday	02:00 PM - 05:00 PM
June 07	Friday	02:00 PM - 05:00 PM
June 19	Wednesday	02:00 PM - 05:00 PM
June 22	Saturday	02:00 PM - 05:00 PM (Special Session)
June 24	Monday	02:00 PM - 05:00 PM
June 28	Friday	02:00 PM - 05:00 PM

Combined for Both Batches (Online):

Date	Day	Timing
June 01	Saturday	04:00 PM - 07:00 PM
June 29	Saturday	04:00 PM - 07:00 PM

Updated Schedule and Structure:

- Total Offline Hours: 48 hours
- Total Online Hours: 6 hours

Prof. (Dr.) Ruchika Gupta

Director, Mangalmay Institute of Management and Technology



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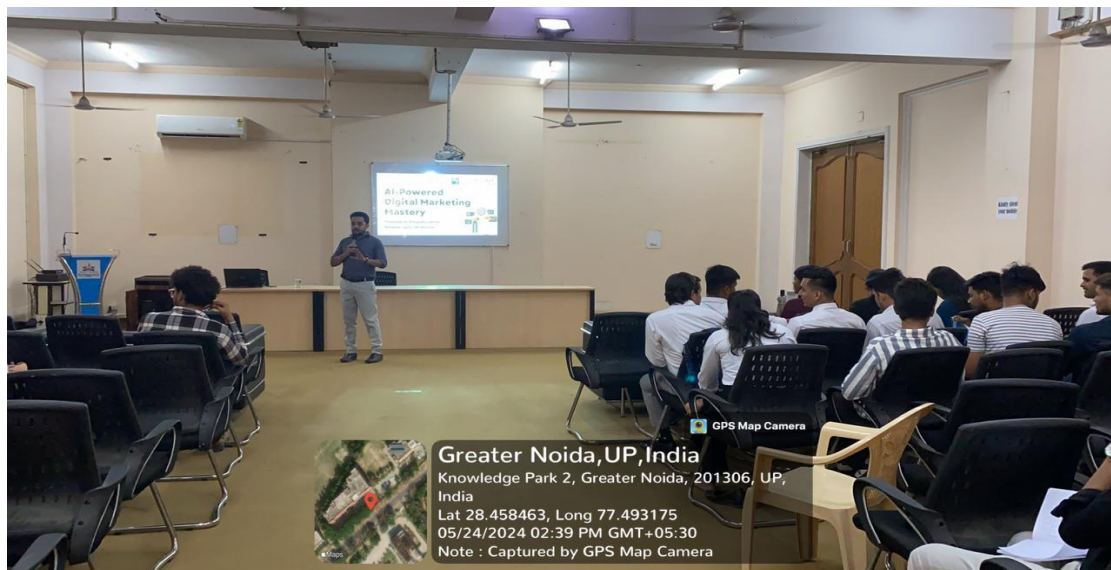
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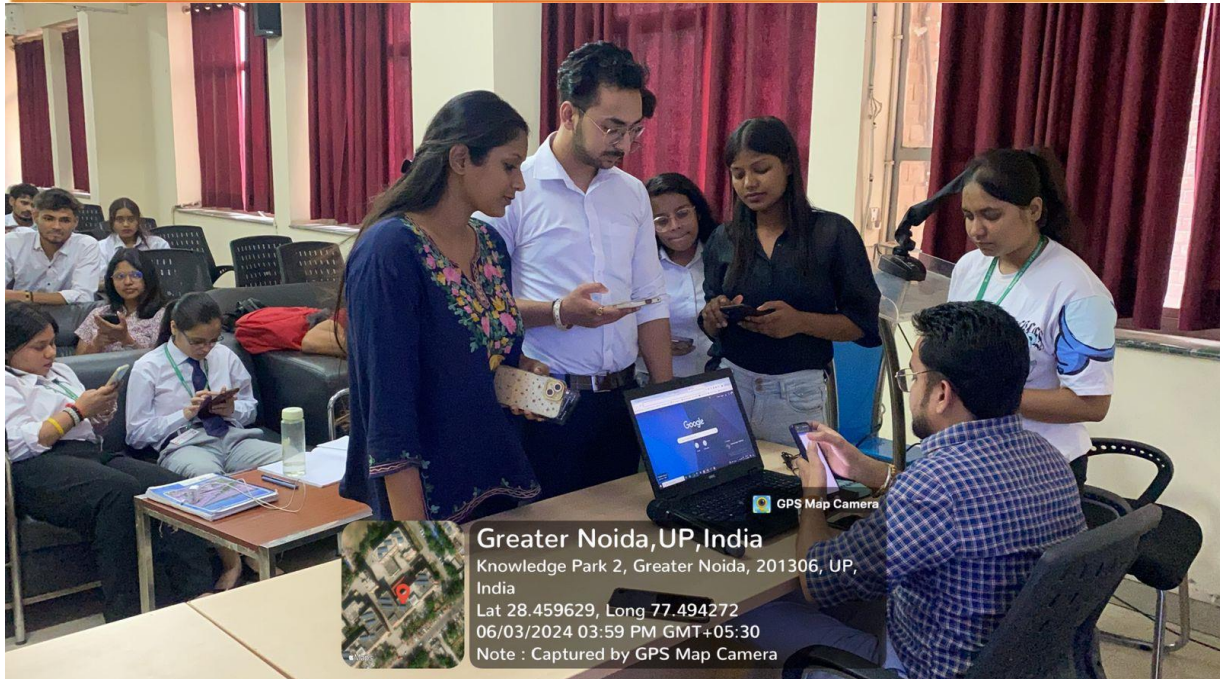
PICTURES



A glimpse of “AI – powered Digital Marketing Mastery Course by Mr. Himanshu”

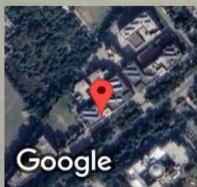


Digital Sessions and Mentoring Session by Mr. Himanshu”



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India
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06/03/2024 03:59 PM GMT+05:30
Note : Captured by GPS Map Camera

Group Tasks by Mr. Himanshu”



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Park II, Greater Noida, Uttar Pradesh 201310, India
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Long 77.493739°
08/06/24 03:38 PM GMT +05:30

Doubts Clearing Session by Mr. Himanshu”



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SAMPLE CERTIFICATE



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CERTIFICATE OF COMPLETION

This is to certify that

Chirag Goyal

of MBA program at "**Mangalmay Institute of Management & Technology**" have successfully completed the 30-hour add-on course on "**Digital Marketing with AI**" conducted by "**HimanshuGyan LLP**".

This course covered comprehensive topics including AI applications in digital marketing, strategic insights, and included hands-on practice sessions.

Date: June 28, 2024

www.himanshugyan.com

HIMANSHU VERMA
FOUNDER & CEO



FEEDBACK OF THE PROGRAM

Table with 10 columns: S. No., Seat Address, Name, Class, 1. How objectives of the course clear to you?, 2. The contents covered met with your expectations?, 3. The contents were discussed properly?, 4. The level of the course was up to your expectations?, 5. The sources given were relevant to your knowledge and practical?, 6. The lectures were clear and easy to understand?, 7. The teaching aids were effective or not?, 8. The instructional material was helpful?, 9. How objectives of the course met your needs?, 10. The course material helped you in your studies?, 11. Please give your suggestions for the improvement of the course. 7. Please give suggestions for the improvement of the course.

