

Final Grade Sheet**ADVANCED CERTIFICATE IN
DIGITAL MARKETING AND
COMMUNICATION****(ONLINE PROGRAM)**

Issue Date: June 28, 2022

Name: Sanjukta Paul

Student ID: 2652637

Course Name	Percentage
Digital Marketing Landscape	
-Fundamentals of Marketing -Customer Centricity -Digital Marketing Channels and Metrics	96.232
Digital Channels Deep Dive- I	
-Designing and Building a Web Owned Presence -Social Media Marketing -Blog Creation -Search Engine Optimization	94.388
Digital Channels Deep Dive- II	
-Search Engine Marketing -Display Advertising -Email Marketing -Content Marketing	93.452
Marketing Analytics and Integrated Campaign	
-Web Analytics -Defining a Robust Marketing Strategy	98.888
Overall Percentage (A* 0.15 + B*0.40 + C*0.30 + D*0.15)	95.509



in association with

upGrad

This is to certify that

Sanjukta Paul

has successfully completed 50 weeks online program

and has been awarded the

Advanced Certificate in

Digital Marketing and Communication

with specialisations in

Branding and Communication

Social Media and Content marketing

Marketing Communications and PR

Marketing Analytics

on

December 12, 2022

64826314

SIDDHARTH DESHMUKH
Program Director

DR ANITA BASALINGAPPA
Chairperson, Online Programs

DR GITHA HEGGDE
Dean

DR SHAILENDRA RAJ MEHTA
President & Director

Final Grade Sheet

ADVANCED CERTIFICATE IN DIGITAL MARKETING AND COMMUNICATION

BRANDING AND COMMUNICATION
(ONLINE PROGRAM)

Issue Date: July 13, 2022

Name: Sanjukta Paul Student ID: 2652637

Course Name	Percentage
Branding and Communication Specialization	
<ul style="list-style-type: none">- Fundamentals of Branding- Brand Engagement Strategy- Branding for International Markets- Marketing Communications	98.27
Overall Percentage	98.27



In association with

upGrad

CERTIFICATE OF COMPLETION

This is to certify that

Sanjukta Paul

has successfully completed the **Capstone Project** as part of the
Advanced Certificate in Digital Marketing and Communication online program.

SIDDHARTH DESHMUKH
Program Director

DR SHAILENDRA RAJ MEHTA
President & Director

DR ANITA BASALINGAPPA
Chairperson, Online Programs

DR PREETI SHROFF
Dean

Certificate of Completion

Sanjukta Paul

has fully completed
Growing Business with Facebook

upGrad **facebook**



On March 29, 2022

Valid for one year from date

48846463

Mayank Kumar
CO-FOUNDER & MD
UPGRAD

Andy Hwang
DIRECTOR OF SMALL BUSINESS
FACEBOOK

Final Grade Sheet

ADVANCED CERTIFICATE IN DIGITAL MARKETING AND COMMUNICATION

MARKETING ANALYTICS (ONLINE PROGRAM)

Issue Date: December 7, 2022

Name: Sanjukta Paul

Student ID: 2652637

Course Name	Percentage
Marketing Analytics Specialization	
<ul style="list-style-type: none">- Marketing Data Identification and Collection- Marketing Data Integration and Exploratory Data Analysis- Predictive Analytics and Decision Making	100
Overall Percentage	100

Final Grade Sheet

ADVANCED CERTIFICATE IN DIGITAL MARKETING AND COMMUNICATION

MARKETING COMMUNICATION AND PR
(ONLINE PROGRAM)

Issue Date: November 1, 2022

Name: Sanjukta Paul

Student ID: 2652637

Course Name	Percentage
Marketing Communications with focus on Public Relations Specialization	
<ul style="list-style-type: none">- Marketing Communication- Developing Creative Communication- Public Relations	100
Overall Percentage	100

Final Grade Sheet

ADVANCED CERTIFICATE IN DIGITAL MARKETING AND COMMUNICATION

SOCIAL MEDIA AND CONTENT MARKETING
(ONLINE PROGRAM)

Issue Date: August 24, 2022

Name: Sanjukta Paul

Student ID: 2652637

Course Name	Percentage
Social Media and Content Marketing Specialization	
<ul style="list-style-type: none">- Deep Dive into Content Marketing- Paid Advertising on Social Media Platforms- Community Management	97.79
Overall Percentage	97.79