

**SRI A.S.N.M (AUTONOMOUS) GOVERNMENT COLLEGE,
PALAKOL, W.G. DT. 534260**

DEPARTMENT OF COMMERCE

**CERTIFICATE COURSE IN COMMERCE
2020-2021**



DIGITAL MARKETING

COURSE COORDINATOR

**DR .K.MADHU SHALINI,
HOD, DEPARTMENT OF COMMERCE**



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MINUTES OF THE MEETING

The Department of Commerce staff held meeting on 24-10-2021 and passed resolution to organize certificate course in DIGITAL MARKETING under the guidance of DR K MADHU SHALINI and P.DURGESWARI enrich programme respectively for 30 working days. The certificate course in DIGITAL MARKETING was organized from 11-

11-2021 to 22-12-2021 (4pm to 5pm) for the academic year 2020-2021 to the IIIBCOM (GENERAL)&(COMPUTER APPLICATIONS) student for curriculum enrichment.

Signature of the staff members:

DR K MADHU SHALINI, HOD, DEPARTMENT OF COMMERCE



P DURGESWAR1, LECTURE IN COMMERCE

K SWRANALATHA #LECTURE IN COMMERCE



MA ADHARAO, LECTURE IN COMMERCE



CH. RAVIKUMAR, LECTURE IN COMPUTER APPLICATION



Signature of the Principal.

REPORT ON CERTIFICATE COURSE

Proposed course: **DIGITAL MARKETING**

Digital marketing is an umbrella term for all online marketing efforts that put forth to try and attract new customers for a business. When digital marketing, integrate numerous online media channels to help engage audience and get them to interact with respective business. It's a collection of tactics use to market products or services to target audience. The [role of digital marketing](#) is to help leads into customers for business. Digital marketing allows to reach great opportunity to people at different stages in the [sales](#) strategy. Create more opportunities for leads to find an effective SEO campaign doesn't work alone. It works in tandem with other digital marketing methods to help boost your website's ranking and reach valuable leads which will help business grow online presence. Email marketing [Email marketing](#) is a great opportunity to nurture leads towards buying products and services. To start using email marketing, capture email addresses. The best way to do this is through website, an email marketing bar at the top or bottom of web pages, so audience always knows where to find it, email lists rarely have valuable leads for business.

Objectives

To determine the importance of Digital marketing

To reduce Human errors in marketing

To understand the effects of new technologies and to learn the techniques digitalization.

Expected outcomes of specific program

Awareness: Consumers become aware that there is a need or something missing. They start to browse around to find an answer to their problem.

Consideration: customers at all their options to figure out the best ones for their needs. It's important to make a strong impact on choice over the competition.

Decision: people decides which product or service is best for their needs. They will make their purchase from the business that offers them what they need. When researching the basics of digital marketing, allows to guide audience towards choosing your business over your

competitors, create an effective digital marketing campaign, start by choosing the methods that are best for business. As part of this course, students were given hands on training Department of Commerce, Sri ASNM (A)GDC Palakol. Each batch of ten students observed different digital techniques used in markets in present day. Learn about the use and importance of Digital marketing to support growing capacity of markets. Business entrepreneurs can make more informed to input decisions to minimize risk and maximize profitability. (11-11-2021 to 22-12- 2021)

Other Details:

- ▮ Course Duration: **30hrs**
- ▮ Class Timings: **4-5pm**
- ▮ Period of course: **(11-11-2021 to 22-12-2021)**
- ▮ Hands on Training were given the Department of Commerce Sri ASNM (A) Govt. College ,Palakol, West Godavari.

List of students enrolled for Certificate Course

(11-11-2021 to 22-12-2021) 30 days from

4pm to 5pm.

S . N o	Regd. N o.	Name of the Stude nt	Attendance Particulars														
			19/ 10	20/ 10	21/ 10	24/ 10	01/ 11	02/ 11	03/ 11	04/ 11	10/ 11	11/ 11	12/ 11	15/ 11	17/ 11	18/ 11	
1.	1932008	Ch. Anusha	P	P	P	P	P	P	P	P	P	P	p	p	p	p	
2.	1932036	S.N.D.S.Haritha	P	P	P	P	P	P	P	P	P	P	p	p	p	p	
3.	1932003	B.Jeevitha	P	P	P	P	P	A	P	P	P	P	p	p	p	p	
4.	1932009	Ch.Mounika	A	P	A	P	P	P	A	P	P	P	p	A	p	P	
5.	1932012	D.Mariya Devi	P	P	P	P	P	P	P	P	A	P	p	p	p	P	
6.	1932040	D.Mariya Devi	P	P	A	P	P	p	P	P	P	P	p	A	p	P	
7.	1932038	U.Sirisha	P	P	P	P	P	P	P	P	P	P	p	p	p	P	
8.	1932031	T.Renuka	P	P	P	A	P	P	P	P	P	P	p	p	p	A	
9.	1932041	R.Praveen Sai	A	P	P	P	P	P	P	A	P	P	p	p	A	P	
10	1932042	V.Durga Prasad	P	P	P	P	P	P	P	P	A	P	p	p	p	P	
11	1932016	V.Satyendra	P	P	P	P	P	A	P	P	P	P	p	p	A	P	
12	1932028	P.Dinesh	P	P	A	P	P	P	P	P	P	P	p	p	p	P	
13	1932026	N.B.Shankar	p	p	p	p	p	p	p	p	p	p	p	p	p	p	
14	1932010	Ch.Kishore	p	p	p	p	p	p	a	p	p	p	p	p	p	P	
15	1932032	S.Sandeep	P	P	P	P	P	P	P	P	A	P	p	p	p	P	
16	1932025	N.Narendra	P	P	A	P	P	p	P	P	P	P	p	A	p	P	
17	1932029	B.Nirmal Kumar	P	P	P	P	P	P	P	P	P	P	p	p	p	P	
18	1931026	K.EEswari	A	P	A	P	P	P	A	P	P	P	p	A	p	P	
19	1931036	P.Triveni	P	P	P	P	P	P	P	P	A	P	p	p	p	P	
20	1931046	Y.Gowri Kalyani	P	P	A	P	P	p	P	P	P	P	p	A	p	P	
21	1931001	A.Bhaskar Lakshmi	P	P	P	P	P	P	P	P	P	P	p	p	p	P	
22	1931009	D.Vanaja	P	P	P	A	P	P	P	P	P	P	p	p	p	A	

Course Syllabus



UNIT-I Introduction and Significance of Marketing in Business – Marketing environment



UNIT II: Product and Product lines –Digital market classification, Product mix decisions-Product life cycle-Strategies.



UNIT III: The Importance of Digital marketing channels –websites-emails management decisions.

REFERENCE BOOKS: 1. Philip Kotler and Armstrong, Principles of Marketing, PHI

- ¶ Philip Kotler, Marketing Management, PHI
- ¶ V.S Ramaswamy and S. Namakuari, Marketing Management.
- ¶ J.P.Gupta and JoytiRana, Principles of Marketing Management, R. Chand & Co. New Delhi. Activities/ Assignments
- ¶ Lab/Oral Presentation 10marks
- ¶ Quiz Programme 10marks

**MODEL QUESTION PAPER
DIGITAL MARKETING**

Time: 1hrs

Max Marks: 50

Answer all questions

25x2=50M

1. Is the process of identifying and satisfying the needs of the customer.

- a. Marketing
- b. sales
- c. distribution
- d. Advertising

2. plays a positive role in solving marketing problems.

- a. Marketing research
- b. customer behaviour
- c. product concept
- d. Management

3. Methods are the analysis and presentation of all information estimates.

- a. marketing information system.
- b. consumer relationship management
- c. marketing opportunities isolation
- d. buying process

4. Classification of goods into different groups in different markets means.....

- a. marketing
- b. marketing information system
- c. marketing opportunities isolation
- d. market segmentation

5. _____ is the father of Modern Marketing.

- a. Abraham Maslow
- b. Lester Wonderman
- c. Peter Drucker
- d. Philip Kotler

6. Marketing is a process which aims at _____

- a. Production
- b. Profit-making.
- c. The satisfaction of customer needs
- d. Selling products

7. The term marketing refers to _____

- a. Advertising, Sales Promotion, Publicity and Public Relational activities
- b. A new product needs ideas, Developments, concepts and improvements.
- c. Sales Planning, Strategy and Implementation
- d. A philosophy that stresses customer value and satisfaction.

8. In the history of marketing, when did the production period end?

- a. In the late 1800s.

- b. In the early 1900s.
- c. In the 1920s.
- d. After the end of the Second World War.

9. Who suggested product, pricing, place, promotion all these in a company represents “Market Mix”?

- a. Neil Borden
- b. Neilsen
- c. Philip Kotler
- d. Stephen Morse

10. This P is not a part of the 7Ps of marketing mix?

- a. Promotion
- b. Price
- c. People
- d. purpose

11. USP is defined as

- a. Unique selling price
- b. unique sales preposition
- c. Unique selling proposition
- d. Unique strategy promotion

12. Which of the following is the correct depiction of Digital Marketing?

- a. E-mail Marketing
- b. Social Media Marketing
- c. Web Marketing
- d .All of the above

13. How many types of pillars do we have in digital marketing?

- a. 1
- b.2
- c.3
- d.4

14. Which of the following is not specifically required by the search engines?

- a. Poor user experience
- b. Keyword stuffing
- c. Buying links
- d. All of the above

15.What does the term PLC stands for?

- a. Product life cycle
- b. Production life cycle
- c. Product long cycle
- d. Production long cycle
- e. None of these

16. Which of the following is stage of Product Life Cycle?
- a. Introduction Stage
 - b. Growth stage
 - c. Decline stage
 - d. Mature stage
 - e. All of the above
17. According to whom “ a product lifecycle is very much similar to human life cycle.”
- a. Arch Paton
 - b. Stanton
 - c. Neil Borden
 - d. Philip Kotler
 - e. Nielson
18. _____ doesn't fall under the category of digital marketing.
- a. Billboard
 - b. Radio
 - c. TV
 - d. All of the above
19. Which of the following is the correct depiction of optimization strategy?
- a. Orange Hat Techniques
 - b. Blue Hat Techniques
 - c. Grey Hat Techniques
 - d. Shady Hat Techniques
20. To send a received mail to another person, you need to _____ the message.
- a. Reply To
 - b. forward
 - c. reply all
 - d. copy
21. _____ option helps you to save an unfinished email without sending it.
- a. save as draft
 - b. inbox
 - c. sent items
 - d. trash
22. which of the following is mandatory for sending an email?
- a. Body
 - b. Sender mail ID
 - c. Attachment
 - d. Subject
23. **What is blogging?**
- a. Creating photographic content
 - b. Publishing a video/audio content on web
 - c. Publish written content on a website
 - d. All of these

24. **6. Creating and publishing video content on a blog is called?**

- a. vlog
- b. News
- c. Media blog
- d. All of these

25. **Who is a blogger?**

- a. Person who consumes blog
- b. Person creating and publishing blog content
- c. reviewer of blog
- d. None of these

ANSWER KEY:

1:a, 2:a, 3:a, 4:d, 5:d, 6:c, 7:d, 8:c, 9:a, 10:d, 11:c, 12:d, 13:b, 14:d,
15:a, 16:e, 17:a, 18:d, 19:c, 20:b, 21:a, 22: b, 23:d, 24:a, 25:b

MARKS OBTAINED IN WATER ANALYSIS EXAMINATION

date: 24-12-2021

S.No	Regd.No.	Name of the Student	Marks obtained 50
1.	1932008	Ch. Anusha	46
2.	1932036	S.N.D.S.Haritha	48
3	1932003	B.Jeevitha	46
4	1932009	Ch.Mounika	50
5	1932012	D.Mariya Devi	46
6	1932040	D.Mariya Devi	44
7	1932038	U.Sirisha	48
8.	1932031	T.Renuka	44
9.	1932041	R.Praveen Sai	42
10	1932042	V.Durga Prasad	50
11	1932016	V.Satyendra	48
12	1932028	P.Dinesh	46
13	1932026	N.B.Shankar	42
14	1932010	Ch.Kishore	44
15	1932032	S.Sandeep	46
16	1932025	N.Narendra	44
17	1932029	B.Nirmal Kumar	48
18	1931026	K.EEswari	44
19	1931036	P.Triveni	44
20	1931046	Y.Gowri Kalyani	48
21	1931001	A.Bhaskar Lakshmi	44
22	1931009	D.Vanaja	43

Conclusion: This certificate course mainly carried out to develop Improve focus, Memory and Quick learning.

Other Details: 30 Hrs

Class Timings: 4.00 to 5.00pm

Period Course : 11-11-2021 to 22-12-2022

CERTIFICATE COURSE IN DIGITAL MARKETING VALEDICTORY FUNCTION





Model certificate

DEPARTMENT OF COMMERCE UG & PG COURSE
SRI A. S. N. M (AUTONOMOUS) GOVERNMENT COLLEGE
 PALAKOL, W. G. DT. 534260

CERTIFICATE COURSE-2021

CERTIFICATE
 This is to certify that _____ has participated
 Certificate Program on **DIGITAL MARKETING** Organized by the Department of
 Commerce,
 Sri A.S.N.M (A).GDC, Palakol W.GDt Andhra Pradesh from 11-11-2021 to 22-
 12-2021
 Course coordinator Principal

