



**H.K.E. SOCIETY'S
A. V. PATIL ARTS, SCIENCE & COMMERCE COLLEGE
ALAND**



NAAC B+ Grade

Estd: 1980

VALUE ADDED COURSE
On
DIGITAL MARKETING
Under the
DEPARTMENT OF COMMERCE
Academic year 2019-20



Course Coordinator

PROF. S.M. KOTNOOR

**Assistant Professor & Head
Department of COMMERCE**

Course Co-Coordinator

Kum. PRATIBHA RANGDAL

Lecturer in COMMERCE



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To,
The Principal

Date: 01/07/2019

Sub: Request to grant permission to start Value added course on Digital Marketing from the academic year 2019-20: Reg.

Respected Sir,

We would like to start the Value-added course on "Digital Marketing" from the academic year 2019-20: with intake of 60 students. Please permit us to start the Value-added course and do the needful.

Thanking You.

HOD

Head

Dept. of Commerce

H.K.E.S's A.V. Patil Degree Collège

Aland



ESDT: 1980

STD: 08477 Ph: 202421

Hyderabad Karnataka Education Society's
A.V. Patil Degree College of Arts, Science & Commerce
Vidya Nagar, ALAND -585302 - Dist: Kalburagi , Karnataka- India

Web: www.hkesociety.org/avpdc -E-mail: avpatilaland@gmail.com

UGC COLLEGE CODE NO. KAGU 002 -Fax: 08477 -202421 NAAC Accredited "B"+ Grade

Ref: No. HKES/ AVPDC/PT/2019-20

Date: 2-7-2019

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Value Added Course Meeting

Meeting Minutes for Institutional Board of Studies for Value added Course on Digital Marketing held on 02.07.2019

The institutional Board of Studies of the Department of Commerce for the Value-added course on Digital Marketing held on 02.07.2019 in IQAC Room H.K.E. Society's, A.V.Patil Arts, Science and Commerce College, Aland Tq, Kalaburagi Dist. At 10:30 am.

HKES's/AVPASCC/VAC/Com./2019-20/

Date: 02/07/2019

Following Committee Members:

Name of the Member & Designation	Department/Institution	Role	Signature
Prof. Nagendra Masuti Associate Professor & Principal	Kannada, HKES's, A V Patil Arts, Science & Commerce College Aland.	Chairperson	
Prof.S.M. Kotnoor Assistant Professor & Head	Commerce, HKES's, A V Patil Arts, Science & Commerce College Aland.	Course Co-ordinator	
Dr. Ramesh M. Assistant Professor & Head	Chemistry, HKES's, A V Patil Arts, Science & Commerce College Aland.	IQAC Coordinator	
Dr. Dhondiba Nikkam Assistant Professor	Commerce, Govt. First Grade College, Aland.	Subject Expert	
Mis.Pratibha Rangdal Lecturer	Commerce, HKES's, A V Patil Arts, Science & Commerce College Aland.	Course Co, Co-ordinator	
Mis. Pooja Patil Lecturer	Commerce, HKES's, A V Patil Arts, Science & Commerce College Aland.	Member	

In the beginning of the meeting the Chairman of the BOS Prof. Nagendra Masuti Welcomed all members and briefed them about the academic activities of the Department of Commerce. The members expressed their highly appreciation and satisfaction about the activities of the department.







Value Added Course Agenda :

1. To approve the action of Head, Department Commerce is adopting and implementing the VAC communicated by the IQAC & Principal of our college, from the academic year 2019-20.
2. To draft and approve the syllabus for VAC of B.A/B.Sc/ B.Com Academic year 2019-20 adoption and implementation.
3. To design and approve the abstract question paper with maximum marks: 50 of VAC written theory and Practical examination for adoption and Implementation.
4. To approve the given below internal assessment of VAC for adoption and Implementation.
 - a) Theory examination(MCQ): 30 Marks
 - b) Practical Examination 20 Marks
5. To discuss and approve the qualifying marks of VAC 18 for adoption and Implementation.
6. To draft and adopt the syllabus, abstract question paper, Model/Pattern of VAC for adoption and Implementation.
7. To procure prescribed textbooks, Reference books, Departmental library, Central library in our college.
8. To design and adopt the syllabus and Model question paper for Value Added Course in **Digital Marketing.**
9. To prepare the 30 days plan for VAC.
10. Any other matters.

Value Added Course Resolutions :

1. It is unanimously resolved to adopt the action of Head, Department Commerce in adopting and implementing the VAC communicated by the IQAC & Principal our college, from the academic year 2019-20.

2. It is unanimously resolved to approve the syllabus for VAC of B.A/B.Sc./B.Com Academic year 2019-20 adoption and implementation.
3. It is unanimously resolved to approve the abstract question paper with maximum marks: 50 of VAC written/theory examination adoption and Implementation.
4. It is unanimously resolved to given below assessment of VAC for adoption and Implementation.
 - A) Theory examination(MCQ): **30 Marks**
 - B) Practical Examination : **20 Marks**
5. It is unanimously resolved to approve that the qualifying marks of VAC **18** for adoption and Implementation.
6. It is unanimously resolved to adopt the syllabus abstract question paper, Model/Pattern of VAC for adoption and Implementation.
7. It is unanimously resolved to adopt the syllabus and Model question paper for Value Added Course in **Digital Marketing**.
8. It is unanimously resolved to 30 days plan for VAC.

Name of the Member of BOS	Signature
1. Prof. Nagendra Masuti	
2. Prof.S.M. Kotnoor	
3. Dr. Ramesh M.	
4. Dr. Dhondiba Nikkam	
5. Mis.Pratibha Rangdal	
6. Mis. Pooja Patil	



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Value Added Course Guidelines:

It is to inform that the following guidelines are to be followed for the conduct of Value Added Course (VAC) on **Digital Marketing** by the Department of Commerce, during the odd Semester students of 2019-20.

A) REGISTRATION/ELIGIBILITY FOR VAC:

1. Students have at least 10+2 minimum Pass in criteria.
2. A Student will be permitted to register for only one VAC in a semester.
3. A Student can register for VAC in any semester except during the first semester of his/her study.
4. Each student has to study at least one Value Added Course in an academic year. However there is no limit on the maximum number of VAC a student can complete during his/her period of study in the College.
5. Undergraduate students from the Faculty of Commerce.
6. A student can register to VAC and Collect Separate registration form, From the Department of Commerce.
7. Age: **No age limit.**
8. Selection Procedure to VAC on the bases of Merit.
10. The VAC can be offered only if there are at least/Minimum 10 (Five) students or Maximum 150 (Thirty-Fifty) students opting for it.
11. There is No registration fees

B) CONDUCT OF VAC CLASSES:

1. The Classes should be conducted two hour in a week during the academic year and as per the college time table for the academic year 2019-20.
2. The Classes for VAC shall be held in hybrid mode (i.e., Theory and Practical).

C) DURATION OF COURSE: 4 Months /30 Hours

1. This 30 Hours with a combination of 20 Hours in regular theory classes. However the combination of regular theory classes and VAC classes shall be decided by the Head Department Commerce/with the approval of our college Principal.
2. The conduct exam of 50 Marks including theory and Practical.
3. After successfully compilation of VAC Certificate can issue to all the students.

D) CERTIFICATION OF THE COURSE: The candidate who has 80% attendance in the class shall be eligible for certification. Certificate to the candidate shall be issued after getting the report from the institution about the attendance of the candidate and the program conducted.



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Value Added Course Preamble :

PREAMBLE:

Our college is committed to create an environment where students feel empowered to improve upon their learning behaviour and skills for which mere academic inputs is not enough. Thus, going beyond it, we are providing with Value added course on Digital Marketing that contributes in their skill enhancement and capacity building.

Today's era of internet has opened a gate of vast variety of opportunities for businesses. Using social networks, one can not only share a private picture of one's birthday but also earn customers for one's business and reach them conveniently. The speed and ease with which the digital media transmits information and help boost the business is amazing.

Digital Marketing is the term used for the targeted, measurable and interactive marketing of products or services using digital technologies to reach the viewers, turn them into customers and retain them.

GOAL: To create awareness on the concepts of Digital Marketing and its Impact on Modern Business

OBJECTIVES:

- To gain knowledge on Digital Marketing.
- To understand the concept of Email marketing & Content marketing.
- To understand Search Engine Optimization tools and techniques.
- To gain skills on creation of Google Ad Words & Google Ad Sense
- To gain knowledge on Social Media Marketing.
- To gain knowledge on YouTube Advertising.

SCHEME OF INSTRUCTION:	
Eligibility	B.com
No of Seats (Intake)	60
Instruction Mode	Theoretical lecture + Practical
Theoretical lectures	20
Practical course work	10
Total No of Classes During the course	30
Hours per Week	02

SCHEME OF EXAMINATION:	
Mode of Exam	English
Maximum Marks	50
External Examination	30
Internal (Practical) Assessment	20

Content of the course :	
Theoretical lectures	Digital Marketing Introduction, Search Engine Optimization (SEO), Google Ad Words & Google Ad Sense, Social Media Marketing (SMM) , Youtube Advertising
Practical course work	Define a Target Group; Creating Web Sites; creating content, Writing the SEO content; SEO Optimization; Google Ad Words; Social Media Marketing Plan; Making a Face book, YouTube and Instagram page, Budgeting, Final presentation.



Value Added Course on Digital Marketing

SYLLABUS

Unit I : Digital Marketing Introduction

06

Hours

Digital Marketing: What is Digital Marketing? ,Why Digital Marketing , Platforms, Email Marketing-Importance, platforms, Creating mailers, Creating a Contact Management and Segmentation Strategy, Understanding Email Deliverability & Tracking emails, creating Effective & Unique Email Content.

Content Marketing: Understanding Content Marketing, Generating Content Ideas, Planning a Long-Term Content Strategy , Building a Content Creation Framework , Becoming an Effective Writer , Extending the Value of Your Content through Repurposing , How to Effectively Promote Content , Measuring and Analyzing Your Content.

Unit II : Search Engine Optimization (SEO)

04

Hours

Search Engine Optimization (SEO): What is SEO?, Importance and Its Growth in recent years, Ecosystem of a search Engine , kinds of traffic, Keyword Research & Analysis, Recent Google Updates & How Google Algorithms works On Page Optimization (OPO) , Off-Page Optimization

Misc SEO Tools: Google Webmaster Tools , Site Map Creators , Browser-based analysis tools, Page Rank tools, Pinging & indexing tools, Dead links identification tools , Open site explorer etc

Unit III: Google Ad Words & Google Ad Sense

08

Hours

Google Ad Words: Fundamentals, Google Ad Words Account Structure, Key terminologies in Google Ad Words, How to Create an Ad Words account, Different Types of Ad Words and its Campaign & Ads creation process, Ad approval process, Keyword Match types , Keyword targeting & selection, Different types of extensions , Creating location extensions, Creating call extensions, Create Review extensions.

Google Ad Sense: Understanding ad networks and Ad Sense's limitations, Learning which situations are best for using Ad Sense, Setting up an Ad Sense account, Creating new ad units, Displaying ads on a website, Configuring channels and ad styles , Allowing and blocking ads , Reviewing the Ad Sense dashboard , Running Ad Sense reports and custom reports, Exporting data, Reviewing payee and account settings

Unit IV: Social Media Marketing (SMM)
Hours

06

Social Media Marketing (SMM) Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, YouTube Marketing , Pinterest Marketing , Snapchat Marketing, Instagram Marketing, Social Media Automation Tools , Social Media Ad Specs The ROI in Social Media Marketing , Tools and Dashboards, Reputation management

Unit V: Youtube Advertising
Hours

06

Youtube Advertising (Video Ads) : Youtube advertising ,Why should one advertise on youtube, Creating youtube campaigns , Choose the audience for video ads, Instagram ads , Invideo ads , In-search ads, In-display ads, Measuring your YouTube ad performance, Drive leads and sales from YouTube

REFERENCE BOOKS:

1. Understanding DIGITAL Marketing, Marketing strategies for engaging the digital generation Damian Ryan & Calvin Jones
2. The Art of Digital Marketing: The Definitive Guide to Creating Strategic By Ian Dodson
3. Internet Marketing: a practical approach By Alan Charlesworth
4. Social Media Marketing: A Strategic Approach By Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E. Neher



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Date: 05/07/2019

NOTICE

All the students are hereby informed that, the Department of Commerce is starting the Value-added course on **Digital Marketing** from the 09/07/2019; interested students can enrol their names on or before 09/07/2019 in the Department of Commerce.

HOD

Head
Dept. of Commerce
H.K.E.S's A.V. Patil Degree Collège
Aland

Principal
Principal
H.K.E. Society's
A.V. Patil Degree College.
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**Value added Course on Digital Marketing
Time-Table (2019-20)**

The classes for the value added course are conducted according to the college time table on the following days.

Sl No.	Days	Time	Room No.
01	Tuesday	03.10 to 04.10	1, 2, 3
02	Friday	03.10 to 04.10	1, 2, 3

Total hours per week 2 hours


Course coordinator


IQAC Coordinator


Principal

IQAC Coordinator
H.K.E. Society's A.V. Patil College
Aland, Dist. K. J. Somnath, J-585302

Principal
H.K.E. Society's
A.V. Patil Degree College,
ALAND.



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Value added Course on Digital Marketing
Enrolment List

Sl.No	Name Of The Student	Class	Signature
1.	Akhila Santosh	B.com 1 st Year	
2.	Ankita Brahmasur	B.com 1 st Year	Ankita
3.	Anil Vasudev	B.com 1 st Year	Anil
4.	Priyanka Tanaji	B.com 1 st Year	
5.	Reshma Hanamant	B.com 1 st Year	
6.	Basavaraj Mallikarjun	B.com 1 st Year	
7.	Basavaraj Chandrakant	B.com 1 st Year	
8.	Shivakumar Gurushantayya	B.com 1 st Year	
9.	Shrishail Basavaraj	B.com 1 st Year	
10.	Jyoti S Revappa	B.com 1 st Year	
11.	Vikas Tukaram	B.com 1 st Year	
12.	Akash Uttam	B.Com 2 nd Year	
13.	Aruna santosh	B.Com 2 nd Year	Aruna
14.	Annaraya Kalyani	B.Com 2 nd Year	
15.	Govind Bharat Hirale	B.Com 2 nd Year	
16.	Gautam Hanamant	B.Com 2 nd Year	
17.	Hoovanna Ningappa	B.Com 2 nd Year	
18.	Mahesh Gurulingappa	B.Com 2 nd Year	Mahesh
19.	Mohammed Mateen	B.Com 2 nd Year	
20.	Padmashala Malhri	B.Com 2 nd Year	
21.	Rahul Kumar Dinesh	B.Com 2 nd Year	Rahul
22.	Siddaram Kalyani	B.Com 2 nd Year	
23.	Samarth dileep	B.Com 2 nd Year	
24.	Shankar Sharanappa H	B.Com 2 nd Year	
25.	Sharada Shankar	B.Com 2 nd Year	
26.	Siddaram Mahadev	B.Com 2 nd Year	
27.	Shantkumar Mahantesh	B.Com 2 nd Year	
28.	Sarthak Sharanbasappa	B.Com 2 nd Year	
29.	Shivaraj Ravindra	B.Com 2 nd Year	
30.	Siddamma Chandrakant	B.Com 2 nd Year	
31.	Yogesh Rajendra	B.Com 2 nd Year	
32.	Lokesh Veerendra	B.Com 2 nd Year	
33.	Bhimashankar Kalyani	B.Com 2 nd Year	
34.	Akshay Talawar	B.Com 3 rd Year	
35.	Ajay Shamaray	B.Com 3 rd Year	

36.	Ashwath Shailendra	B.Com 3 rd Year	Ash
37.	Ambareesh Hanamanth	B.Com 3 rd Year	Ambareesh
38.	Ashok kumar Dhanu Rathod	B.Com 3 rd Year	As
39.	Bheemray Mallinath	B.Com 3 rd Year	Bheemray
40.	Devaraj Siddharudh	B.Com 3 rd Year	Devaraj
41.	Dattaraj Krishnappa	B.Com 3 rd Year	Dattaraj
42.	Dhanraj Shankar	B.Com 3 rd Year	Dhanraj
43.	Firdos Begum	B.Com 3 rd Year	Firdos
44.	Kadambari Hires Patil	B.Com 3 rd Year	KHP
45.	Monika Hanamant	B.Com 3 rd Year	Monika
46.	Mallikarjun Diggi	B.Com 3 rd Year	MD
47.	Mallikarjun Basavraj	B.Com 3 rd Year	Mallikarjun
48.	Maya Shivanand	B.Com 3 rd Year	Maya
49.	Megha Dasharat	B.Com 3 rd Year	Megha
50.	Ravivarma Tulasiram	B.Com 3 rd Year	Ravivarma
51.	Sharanakumar Malliant	B.Com 3 rd Year	Sharanakumar
52.	Shankar Siddaram	B.Com 3 rd Year	Shankar
53.	Sagar Anandray	B.Com 3 rd Year	Sagar
54.	Sagar Mahadev	B.Com 3 rd Year	Sagar
55.	Shivaraj Laxman	B.Com 3 rd Year	Shivaraj
56.	Shanatabai Lakshman	B.Com 3 rd Year	Shanatabai
57.	Shruti Lakshman	B.Com 3 rd Year	Shruti
58.	Vaishnavi Ramareddy	B.Com 3 rd Year	Vaishnavi
59.	Vinodkumar Pundalik	B.Com 3 rd Year	Vinod
60.	Sunil Siddarudh	B.Com 3 rd Year	Sunil



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Value added Course on Digital Marketing Attendance

S.No	Name of The Student	Days																													
		9/7/2019	11/7/2019	16/7/2019	19/7/2019	23/7/2019	26/7/2019	30/7/2019	02/08/2019	06/08/2019	09/08/2019	15/08/2019	16/08/2019	20/08/2019	23/08/2019	27/08/2019	30/08/2019	03/09/2019	06/09/2019	13/09/2019	17/09/2019	20/09/2019	24/09/2019	27/09/2019	01/10/2019	04/10/2019	11/10/2019	15/10/2019	18/10/2019	29/10/2019	30/10/2019
1.	Akhila Santosh	1	2	3	3	4	5	6	7	8	8	9	10	10	11	12	13	14	15	16	17	18	19	19	20	21	22	23	24	24	25
2.	Ankita Brahmatur	1	2	3	3	4	5	6	7	8	9	10	10	11	12	13	14	15	16	17	18	19	19	20	21	21	22	23	24	25	
3.	Anil Vasudev	1	1	2	3	4	5	6	7	8	9	9	10	11	12	13	14	15	16	17	18	19	20	21	21	22	23	24	25		
4.	Priyanka Tanaji	1	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	21	22	23	24	25			
5.	Reshma Hanamant	1	2	3	4	5	5	6	7	8	9	10	11	12	13	14	15	16	16	17	18	19	20	21	22	22	23	24	25		
6.	Basavaraj Mallikarjun	1	2	3	4	5	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	23	24	25			
7.	Basavaraj Chandrakant	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	24	25				
8.	Shivakumar Gurushantayya	1	2	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	21	22	23	24				
9.	Shrishaail Basavaraj	1	2	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	21	22	23	24				
10.	Jyoti S Revappa	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	18	19	19	20	21	21	22	23	24			
11.	Vikas Tukaram	1	2	3	4	5	5	6	7	8	9	10	11	11	12	13	14	15	16	16	17	17	18	19	20	21	22	23	24		
12.	Akash Uttam	1	1	2	3	4	5	6	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24				
13.	Aruna santosh	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	22	23	24	25				
14.	Annaraya Kalyani	2	2	3	3	4	5	6	6	7	8	8	9	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24		
15.	Govind Bharat Hirale	1	2	3	4	5	6	6	7	8	9	10	11	11	12	13	14	15	16	17	18	19	20	21	21	22	23	24			
16.	Gautam Hanamant	1	1	2	3	4	5	6	6	7	8	9	10	11	11	12	13	14	15	16	17	18	19	20	21	21	22	23	24		
17.	Hoovanna Ningappa	1	2	3	4	5	6	7	8	9	9	10	11	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25			


18.	Mahesh Gurulingappa	1	2	3	4	5	6	7	8	9	10	10	11	12	12	13	13	14	15	16	17	18	19	20	20	21	22	23	24	25	
19.	Mohammed Mateen	1	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	17	18	19	20	20	21	21	22	23	23	24	25
20.	Padmashala Malhri	1	2	3	3	4	5	6	7	8	8	9	10	11	12	12	13	13	14	15	16	17	18	19	20	21	22	23	24	25	
21.	Rahul Kumar Dinesh	1	2	3	4	4	5	6	7	8	9	10	11	11	12	13	14	15	16	17	18	19	20	20	21	21	22	23	24	25	
22.	Siddaram Kalyani	1	2	3	4	5	6	6	7	8	8	9	10	11	12	12	13	14	15	16	17	18	19	20	21	21	22	23	24	25	
23.	Samarth dileep	1	1	2	3	4	5	6	7	8	9	10	11	12	12	13	14	15	16	17	18	19	20	20	21	21	22	23	24	25	
24.	Shankar Sharanappa H	1	2	3	4	5	6	6	7	8	9	10	11	12	13	14	15	16	16	17	18	19	20	20	21	21	22	23	24	25	
25.	Sharada Shankar	1	2	3	4	5	6	7	8	9	10	10	11	11	12	13	14	15	15	16	17	18	19	20	21	21	22	23	24	25	
26.	Siddaram Mahadev	1	2	2	3	4	5	5	6	6	7	8	8	9	10	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
27.	Shantkumar Mahantesh	1	2	3	4	5	6	7	8	9	10	10	11	12	13	14	15	15	16	17	18	18	19	20	20	21	22	23	24	25	
28.	Sarthak Sharanbasappa	1	2	3	4	5	6	6	7	8	9	10	10	11	12	13	14	15	16	17	18	19	20	20	21	22	23	24	25		
29.	Shivaraj Ravindra	1	2	3	4	5	6	7	8	9	10	10	11	12	13	14	15	16	17	18	19	20	21	21	22	23	23	24	25		
30.	Siddamma Chandrakant	1	2	3	4	5	6	7	8	9	10	10	11	12	13	14	15	16	17	18	19	20	20	21	22	23	24	25			
31.	Yogesh Rajendra	1	2	3	4	5	6	7	8	9	10	10	11	12	13	14	15	16	17	18	19	20	20	21	22	23	24	25			
32.	Lokesh Veerendra	1	2	3	4	5	6	7	8	9	10	10	11	12	13	14	15	16	17	18	19	20	21	21	22	23	24	25			
33.	Bhimashankar Kalyani	1	2	3	4	5	6	6	7	8	9	10	10	11	12	13	14	15	16	17	18	18	19	20	21	21	22	23	24	25	
34.	Akshay Talawar	1	2	3	4	5	6	7	8	9	10	11	11	12	13	14	15	16	17	18	18	19	20	20	21	22	23	24	25		
35.	Ajay Shamaray	1	1	2	3	4	5	6	6	7	8	9	10	11	12	13	14	15	16	17	18	18	19	20	21	22	23	24	25		
36.	Ashwath Shailendra	1	2	3	4	5	6	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	20	21	22	23	24	25			
37.	Ambareesh Hanamanth	1	2	3	4	5	6	6	7	8	9	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25			
38.	Ashok kumar Dhanu Rathod	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	24	24	25	26	
39.	Bheemraj Mallinath	1	2	3	3	4	5	6	7	8	9	10	10	11	12	12	13	14	15	16	17	17	18	18	19	20	21	22	23	24	
40.	Devaraj Siddharudh	2	2	3	4	5	6	7	8	9	9	10	11	12	13	14	15	16	17	18	19	20	21	22	22	23	24	25			
41.	Dattaraj Krishnappa	1	2	3	4	5	6	7	8	9	10	10	11	12	13	14	15	16	17	18	19	20	21	22	22	23	24	25			
42.	Dhanraj Shankar	1	2	3	4	5	6	7	8	8	9	10	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25			
43.	Firdos Begum	1	2	3	4	5	6	7	8	9	10	10	11	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25			
44.	Kadambari Hires Patil	1	2	3	4	5	6	7	8	9	10	10	11	12	12	13	14	15	16	17	18	19	20	21	22	23	24	25			
45.	Monika Hanamant	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	20	21	22	23	24	25				
46.	Mallikarjun Diggi	1	2	3	4	5	6	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26			
47.	Mallikarjun Basavraj	1	2	3	4	5	6	7	8	9	10	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26			
48.	Maya Shivanand	1	2	3	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26			
49.	Megha Dasharat	1	2	3	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26			

50.	Ravivarma Tulasiram	1	2	3	4	5	6	7	8	9	10	11	11	12	13	13	14	14	15	16	17	18	19	19	20	21	22	23	24	25
51.	Sharanakumar Malliant	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	16	17	18	19	20	21	21	22	23	24	25		
52.	Shankar Siddaram	1	2	3	4	5	6	6	7	8	8	9	10	11	12	13	14	15	16	16	17	18	19	20	21	22	23	24		
53.	Sagar Anandray	0	1	2	3	4	5	6	6	7	8	9	10	11	12	12	13	14	15	16	17	18	19	20	20	21	22	23	24	
54.	Sagar Mahadev	0	1	2	3	4	5	6	6	7	8	9	9	10	11	12	13	14	15	16	16	17	18	19	20	21	22	23	24	
55.	Shivaraj Laxman	1	2	3	4	5	6	6	7	8	9	9	10	11	12	13	14	15	16	17	18	19	20	20	21	22	23	24		
56.	Shanatabai Lakshman	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26		
57.	Shruti Lakshman	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	22	23	24	25	26		
58.	Vaishnavi Ramareddy	1	2	3	4	5	6	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	22	23	24	25	26	
59.	Vinodkumar Pundalik	1	2	3	4	5	6	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	20	21	21	22	23	24	25	
60.	Sunil Siddarudh	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	20	21	22	22	23	24	25	26	
	Faculty Signature																													


Course coordinator


IQAC Coordinator

IQAC Coordinator
H.K.E.Society's A.V. Patil College
Aland Dist: Kolhapur, J-585302


Principal
Principal
H.K.E. Society's
A.V. Patil Degree College,
ALAND.



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ALAND**



NAAC B+ Grade

Estd: 1980

Date:

NOTICE

All the students enrolled in Value added course on Digital Marketing are hereby informed that, the course examination is scheduled on 04/11/2019.

HOD
Head
Dept. of Commerce
H.K.E.S's A.V. Patil Degree Collège
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Principal
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ALAND



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Estd: 1980

Value added Course on Digital Marketing
Marks List

S.No	NAME OF THE STUDENT	Marks Scored	S.No	NAME OF THE STUDENT	Marks Scored
1.	Akhila Santosh	33	31	Yogesh Rajendra	28
2.	Ankita Brahmatur	33	32	Lokesh Veerendra	27
3.	Anil Vasudev	35	33	Bhimashankar Kalyani	30
4.	Priyanka Tanaji	30	34	Akshay Talawar	28
5.	Reshma Hanamant	32	35	Ajay Shamaray	26
6.	Basavaraj Mallikarjun	28	36	Ashwath Shailendra	28
7.	Basavaraj Chandrakant	28	37	Ambareesh Hanamanth	28
8.	Shivakumar Gurushantayya	29	38	Ashok kumar Dhanu Rathod	30
9.	Shrishail Basavaraj	30	39	Bheemray Mallinath	32
10.	Jyoti S Revappa	31	40	Devaraj Siddharudh	34
11.	Vikas Tukaram	30	41	Dattaraj Krishnappa	32
12.	Akash Uttam	27	42	Dhanraj Shankar	35
13.	Aruna santosh	28	43	Firdos Begum	28
14.	Annaraya Kalyani	30	44	Kadambari Hiresb Patil	28
15.	Govind Bharat Hirale	30	45	Monika Hanamant	30
16.	Gautam Hanamant	31	46	Mallikarjun Diggi	30
17.	Hoovanna Ningappa	32	47	Mallikarjun Basavraj	32
18.	Mahesh Gurulingappa	30	48	Maya Shivanand	35
19.	Mohammed Mateen	29	49	Megha Dasharat	32
20.	Padmashala Malhri	30	50	Ravivarma Tulasiram	28
21.	Rahul Kumar Dinesh	32	51	Sharanakuamar Malliant	28
22.	Siddaram Kalyani	34	52	Shankar Siddaram	28
23.	Samarth dileep	33	53	Sagar Anandray	27
24.	Shankar Sharanappa H	31	54	Sagar Mahadev	28
25.	Sharada Shankar	30	55	Shivaraj Laxman	30
26.	Siddaram Mahadev	34	56	Shanatabai Lakshman	32
27.	Shantkumar Mahantesh	22	57	Shruti Lakshman	31
28.	Sarthak Sharanbasappa	35	58	Vaishnavi Ramareddy	30
29.	Shivaraj Ravindra	24	59	Vinodkumar Pundalik	31
30.	Siddamma Chandrakant	32	60	Sunil Siddarudh	30



Report and Outcome Analysis

Name of the Course: Digital Marketing

Name of the Department: Commerce

Number of Student Enrolled: 60

BOS Meeting Date: 02.07.2019

Start Date of the Course: 09.07.2019

End Date of the Course: 25/10/19

The Department of Commerce have conducted Value added course on **Digital Marketing** for the students of B.com from 09.07.2019 to 25/10/19.

The course was about creating awareness on the concepts of Digital Marketing and its Impact on Modern Business.

The total **60** students were enrolled in this course and they got fundamental and practical knowledge of Digital marketing and related concepts.

The Outcomes of the Course is as under:

The scope of digital marketing is increasing by leaps and bounds. In the previous decade, the Marketing world has changed a lot, and the mediums of marketing are also becoming more digital, audience targeting is more efficient than before. Therefore, businesses are now focusing more on digital marketing to boost productivity and minimize traditional marketing costs because most of people are on the internet. Thus, Many students & business owners are learning digital marketing and taking the benefits of digital marketing course and implementing it in their business or getting a booming job in the growing digital marketing field. Moreover, businesses are creating their online presence on digital media platforms to increase brand awareness & to market their products/services effectively to take advantage of digital marketing. The Following are the benefits that students have gained after the completion of the course:

- Students gained knowledge on Digital Marketing, Email marketing and Content marketing.
- Are able understand Search Engine Optimization tools and techniques.
- Gained skills on creation of Google Ad Words & Google Ad Sense
- Gained knowledge on Social Media Marketing
- Gained knowledge on You tube Advertising
- Demand for Digital Marketers.
- Fast Growing Domain.
- Wide range of career options
- High Salary Jobs



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REGISTRATION FORM

To,
The Principal/Head /VAC,Coordinator,
HKES's, AVP ASCC, Aland.

Respected Sir,

I hereby apply for the Value Added Course on "**Digital Marketing**" basis in response to your notice no.....Dated.....The requisite particulars are given below in the prescribed format.

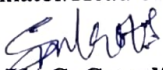
Personal Information:


1. Name of the Student (in block letters):
.....
2. Permanent address with pincode:
.....
3. Register No. (Given by the University):Semester (Odd/Even) (tick) Year:.....
4. Date of birth (as per SSLC Marks card/Equivalent Certificate)

	D	M	M	Y	Y	Y	Y
--	---	---	---	---	---	---	---
5. Category: GEN/SC/ST/OBC/ Differently able to (tick) Gender: Male/Female (tick)
6. Sub caste: Religion:Nationality:
7. Choice of the VAC in the Department of : Offering the VAC in year

Signature of the Applicant

The form has to be filled up by student and handed over to the Head of the Value Added Course Coordinator/Department within Seven days after the opening of VAC. Option once exercised cannot be changed after forwarding the list to the respective VAC Coordinator/Head of the department.


HOD/VAC, Coordinator


IQAC, Coordinator
IQAC Coordinator
H.K.E.Society's A.V. Patil College
Aland Dist Kalaburagi-585304


Principal
Principal
H.K.E. Society's
A.V. Patil Degree College,
ALAND.



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**Value Added Course on Digital Marketing:
Course Examination 2019-20**

Time: 1.1/2 Hours

Max. Marks: 30

Section - A

Mark the correct option from the following questions.

(1X30=30)

- 1) 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

- 2) _____ doesn't fall under the category of digital marketing.
 - a) TV
 - b) Billboard
 - c) Radio
 - d) All of the above

- 3) Which of the following is incorrect about digital marketing?
 - a) Digital marketing can only be done offline
 - b) Digital marketing cannot be done offline.
 - c) Digital marketing requires electronic devices for promoting goods and services.
 - d) In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing

- 4) Which of the following is involved in the digital marketing process?
 - a) RSA
 - b) Voice Broadcasting
 - c) Podcasting
 - d) All of the above

- 5) What is the name of the process in which marketing is achieved by incorporating tools, techniques, electronic devices, technologies, or systems?
 - a) Internet Marketing
 - b) Direct Marketing
 - c) Electronic Marketing
 - d) Interactive Marketing

- 6) 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
- 7) The full form of FFA page is _____
- a) Free for All Links
 - b) Free for Alexa
 - c) Free for Alternative Links
 - d) Free for All Search Engine
- 8) Which of the following is the correct name for Facebook's ranking algorithm?
- a) Face Rank
 - b) Edge Rank
 - c) Like Rank
 - d) Page Rank
- 9) Name the features offered by LinkedIn for paid business accounts.
- a) Facilitate posting pictures
 - b) Facilitate to connect directly and send messages to people
 - c) Ability to post in Groups and create a Group
 - d) Ability to block users
- 10) Which of the following is the correct abbreviation CMS?
- a) Content Maintenance Site
 - b) Content Maintenance System
 - c) Content Management System
 - d) Content Marketing System
- 11) What is the need to analyze digital analytics?
- a) For making better decisions related to the business
 - b) For generating higher revenue from the website
 - c) To define genuine customers for your business
 - d) For appealing more users to drive more traffic
- 12) What is the full form of SEO?
- a. Search Engine Optimum
 - b. Search Engine Optimization
 - c. Search Electronic Optimization
 - d. None of the above

13). What does the term "Sandbox" mean in SEO?

- a) The first 10 search results for a particular keyword
- b) The box with paid ads that appear when you perform a search
- c) A special category of sites that are listed in kid-safe searches
- d) This is where sites are kept till they get mature enough to be included in the top rankings for a particular keyword

14) Which of the following free tools/websites could help you identify which city in the world has the largest search for the keyword - "Six sigma"?

- a) Alexa
- b) Google Trends
- c) Google Traffic Estimator
- d) Yahoo search term suggestion tool

15). What is anchor text in SEO?

- a. It is the main body of text on a particular web page.
- b. It is the text within the left or top panel of a web page.
- c. It is the visible text that is hyper linked to another page.
- d. It is the most prominent text on the page that the search engines use to assign a title to the page.

16) Pages that are linked from search engine is known as

- a. root pages
- b. indexed pages
- c. crawled pages
- d. unindexed pages

17) What is Social Media Marketing?

- a. a way to communicate with customers on social media platforms to increase the performance of the business
- b. Software
- c. Hardware
- d. All of the above

18) What social media marketing do?

- a. It can help to communicate with customers in a less time-consuming manner.
- b. It can help to create visual interaction between products and customers.
- c. It can help to advertise a product and services to many customers at once.
- d. All of the above

19). What is "social media optimizatio

- a) Creating content which easily creates publicity via social networks
- b) b. Writing clear content
- c) c. Creating short content which is easily indexed
- d) d. Hiring people to create content for social networks

20) All of the following are key objectives of SMM, except

- a. Customer service.
- b. Brand development
- c. Brand preference.
- d. Brand awareness

21) Identify the platform for Social media marketing?

- a. Instagram
- b. Twitter
- c. Facebook
- d. All of the above

22) Social media marketing is a form of what type of marketing?

- a. Traditional Marketing
- b. Offline Marketing
- c. Digital Marketing
- d. None of the above

23) Who uses social media marketing?

- a. Companies
- b. Shops
- c. Institutes
- d. All of the above

24) Social networks have an enormous information sharing capacity. As such, they are a great distribution channel for ____.

- a) customer feedback
- b) viral content
- c) exclusive coupons
- d) marketing message

25) Which of the following is NOT a Social Media Platform?

- a) Facebook
- b) Twitter
- c) Instagram
- d) Google

26) The use of social networking sites for sharing photos is known as ____.

- a) Social Networking
- b) Photo-based Social Networking
- c) Social Publishing
- d) Social Marketing

27) SMM helps improve -

- a) Brand Awareness
- b) Product Visibility
- c) Both A and B
- d) None of the above

28) Facebook was founded by -

- a) Jack Dorsey
- b) Noah Glass
- c) Biz Stone
- d) Mark Zuckerberg

29) Which of the following is an image-pinning website?

- a) Twitter
- b) Instagram
- c) Pinterest
- d) Snapchat

30) Which of the following strategies does not come in SMM?

- A. Set the goal
- B. Know nothing about your targeted audience
- C. Research the competition
- D. Set brand guidelines

Section – B

Attempt any 4 of the following questions.

4X5=20

1. Create website for food start up and connect it with Google console, also track the number of costumers in real time date visiting your website
2. Create a website for handmade products and used 20 keywords on the website. Words chosen must be through search volume and cost per quick analysis.
3. Create a website for unisex gym connect your website with Google analytics
4. Create a website for men's clothing with three pages and add 5 products affiliate marketing
5. Suppose a new bank is open in your area. You should use as much as social media platform as possible to promote the new Bank.

Answer Keys

01	D	16	B
02	D	17	A
03	B	18	D
04	D	19	A
05	C	20	B
06	D	21	D
07	A	22	C
08	B	23	D
09	B	24	D
10	C	25	D
11	A	26	B
12	B	27	C
13	D	28	D
14	B	29	C
15	C	30	B

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ALAND Dist. Kalaburagi, Karnataka - 585 302

CERTIFICATE

CERTIFICATE

This is to Certify that **Siddaram Mahadev**
of **B.com III** Semester for the year **2019 - 20**

has successfully completed the value added course in
Digital Marketing... we wish him/her for future endeavours

TSAC Co-Ordinator

Head of Dept.

Principal

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CERTIFICATE

CERTIFICATE

This is to Certify that **Vinay Patil**

of **B.Com 11F.** Semester for the year **2021-22**

has successfully completed the value added course in

Stock Market Operations we wish him/her for future endeavours

I Q A C Co-Ordinator

Head of Dept.

Principal

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CERTIFICATE

CERTIFICATE

This is to Certify that **Maya Shivnand**
of **B. com Y** Semester for the year **2019-20**

has successfully completed the value added course in

Digital Marketing... we wish him/her for future endeavours

Iqac Co-Ordinator

Head of Dept.

Principal

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ALAND Dist. Kalaburagi, Karnataka - 585 302

CERTIFICATE

CERTIFICATE

This is to Certify that Akhila Santosh
of B.Com I Semester for the year 2019-20

has successfully completed the value added course in
Digital Marketing... we wish him/her for future endeavours

IQAC Co-Ordinator

Head of Dept.

Principal