

**MASTER OF BUSINESS
ADMINISTRATION**

REQUISITION LETTER

From,
Head of the Department,
Department of management studies
JKK Munirajah College of Technology,
T.N.Palayam.

To,
The Principal,
JKK Munirajah College of Technology
T.N.Palayam.

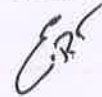
Respected Sir,

Sub: Seeking permission for conducting a Certificate Program- Reg

We have planned to conduct a certificate program for I, II year MBA students on DIGITAL MARKETING from 22:11:2021 to 27:11:2021 by the program coordinator Mr.G.Alagar, MBA So, I request you to kindly provide permission to conduct the certificate program.

Thanking you


Yours obediently



Place: T.N.Palayam

Date: 03:11:2021

Permitted
Accepted 03/11/21


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JKKMCT/CIRCULAR/NOV -2021

09/11/2021

CIRCULAR

The department of management studies is planning to conduct a certificate program on digital marketing (36 hours) for the welfare of students from 22:11:2021 Monday to 27:11:2021 Saturday students those who are willing to join the program can enroll their names to respective class in-charges on or before 15:11:2021


PRINCIPAL 9/11/21

Copy To,
All the HODs and Staff Members,
All the MBA Students,
Notice Board,
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DEPARTMENT OF MANAGEMENT STUDIES

PROGRAM SYLLABUS

Name of the Certificate Program: DIGITAL MARKETING

Program Code : 21MBADM001

Name of the Program Coordinator: Mr.G.Alagar, MBA

Academic Year: 2021-2022

Program Contents

Total Hours: 36

Chapter 1: About digital marketing

1. Introduction to digital marketing
2. Roles of digital marketing
3. Digital marketing curriculum

Chapter 2: digital marketing professionals

1. Marketing analytics
2. Marketing principles
3. Understanding business demand

Chapter 3: Marketing principles

1. Understanding Consumer Behavior
2. Influences on Consumer Behavior
3. Product Mix Decision
4. Branding Decisions

Chapter 4: Marketing Analytics

1. Statistics for Data Science
2. Introduction to Supervised and Unsupervised Learning
3. Data Science in Marketing

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Chapter 5: Brand Marketing and PR Communications

1. Brand Positioning
2. Engagement Strategy
3. PR Activities

Prepared by:

Name: Mr.G.Alagar, MBA

Designation: AP/MBA



PROGRAM CO-ORDINATOR



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DEPARTMENT OF MANAGEMENT STUDIES

PROGRAM SCHEDULE

Name of the Certificate Program: DIGITAL MARKETING


Program Code : 21MBADM001

Name of the Program Coordinator: Mr.G.Alagar, MBA

Program period: 22:11:2021 to 27:11:2021

Academic Year: 2021-2022

Date/ Time	9:30AM to 11:30AM (2 Hours)		11.45 AM to 12.45PM (1 Hour)		1:30 PM to 4.30 PM (3 Hours)
22:11:2021	Inauguration and Registration	BREAK	Introduction to digital marketing	LUNCH	Basic concepts of marketing and digital marketing
23:11:2021	Roles of digital marketing		Digital marketing curriculum		Marketing analytics
24:11:2021	Marketing principles		Understanding business demand		Understanding Consumer Behavior
25:11:2021	Influences on Consumer Behavior		Product Mix Decision		Introduction to Supervised and Unsupervised Learning
26:11:2021	Branding Decisions		Statistics for Data Science		Data Science in Marketing
27:11:2021	Brand Positioning		Practice Session		Feedback and Discussion


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DEPARTMENT OF MANAGEMENT STUDIES

RESOURCE PERSON PROFILE

Title of the Programme	DIGITAL MARKETING
Duration and Timing of the Programme	36 Hours and 9.30 AM to 4.30 PM
Name of the Resource Person	Mr.G.Alagar ,MBA
Photo Image of the Resource Person	
E-mail	alagar@gmail.com
Mobile No:	9600885733
Designation	Assistant Professor/ MBA
Official Address	JKK Munirajah College of Technology, T.N.Palayam, Gobi (TK), Erode (Dt) -638506
Educational Qualification	B.SC (Computer Science), MBA (Master of Business Administration)
Experience	11 years of Experience as Assistant Professor
Field of Interest	Marketing,


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WILLING STUDENTS NAMELIST CERTIFICATE PROGRAM ON DIGITAL MARKETING

SNO	REG NO	NAME	WILLINGSNESS		
			YES	NO	SIGNATURE
1	731220631001	DHARSHINI.K		✓	Dharshini.K
2	731220631004	SUGANTHI.P		✓	Suganthi.P
3	731220631006	VIKNESH.T		✓	Viknesh.T
4	731221631003	ARULRAJ.L	✓		Arulraj.L
5	731221631005	CITHESWARAN.M	✓		M. Citheswaran
6	731221631006	DEVIGA.D	✓		Deviga.D
7	731221631007	DINESH.D	✓		D. Dinesh
8	731221631009	GANAPATHI.G	✓		G. Ganapathi
9	731221631013	JJI JOSEPH	✓		J. Joseph
10	731221631015	KARTHIICK RAJA.S	✓		Karthiick Raja.S
11	731221631016	KEERTHIGA.R	✓		Keerthiga.R
12	731221631017	LOGESHWARAN.G	✓		Logeshwaran.G
13	731221631021	MANOJ KUMAR.G	✓		Manoj Kumar.G
14	731221631022	MOHAMMED SYED MAJITH.P	✓		Mohammed Syed Majith.P
15	731221631026	NISHANTH.B	✓		Nishanth.B
16	731221631027	NISHANTHINI.P	✓		Nishanthini.P
17	731221631028	NIVETHAA. S.R	✓		Nivethaa.S.R
18	731221631029	PAZHANIA	✓		Pazhania
19	731221631030	PRABHUDEVA.K	✓		Prabhudeva.K
20	731221631033	PRIYA.P	✓		Priya.P

Sreedh
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SNO	REG NO	NAME	WILLINGSNESS		
			YES	NO	SIGNATURE
21	731221631034	RAMYA.M	✓		Rami
22	731221631036	REVATHI.S	✓		Revathi
23	731221631038	SABITHA.J	✓		Sabitha
24	731221631039	SAM SANKAR.M	✓		Sankar
25	731221631040	SANJAYKUMAR.G	✓		G. Sanjay
26	731221631042	SARANYA.A	✓		Saranyaa
27	731221631043	SARANYA.S	✓		Saranyaa
28	731221631044	SASIKUMAR.C	✓		C. Sasi
29	731221631045	SATHISHKUMAR.D	✓		Sathish
30	731221631046	SELVAGANAPATHI.S	✓		Selva
31	731221631047	SHEEBA CATHERINE.J.L	✓		Sheeba
32	731221631048	SINDHU.M	✓		Sindhu
33	731221631049	SISIRA.S	✓		Sisira
34	731221631050	SIVARANJANI.S	✓		S. Sivani
35	731221631051	SIVENDRAN.M	✓		M. Sivan
36	731221631052	SUMAN.L	✓		Suman
37	731221631053	SURESH KUMAR.N	✓		N. Suresh
38	731221631054	SURYA.P	✓		Surya
39	731221631055	UDHAYAKUMAR.C	✓		Udhaya
40	731221631056	VANAJA.R	✓		Vanaja
41	731221631058	VIGNESWARAN.J	✓		Vignesh
42	731221631059	VIMALRAJA.A	✓		Vimala
43	731221631060	YUVARAJ.T	✓		T. Yuvaraj


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DEPARTMENT OF MANAGEMENT STUDIES

ACADEMIC YEAR 2021-2022

CERTIFICATE PROGRAM ON DIGITAL MARKETING

ENROLLED STUDENTS NAMELIST

DATE: 22/11/2021 TO 27/11/2021

SNO	REG NO	NAME
1	731221631003	ARULRAJ.L
2	731221631005	CITHESWARAN.M
3	731221631006	DEVIGA.D
4	731221631007	DINESH.D
5	731221631009	GANAPATHI.G
6	731221631013	JIJI JOSEPH
7	731221631015	KARTHICK RAJA.S
8	731221631016	KEERTHIGA.R
9	731221631017	LOGESHWARAN.G
10	731221631021	MANOJ KUMAR.G
11	731221631022	MOHAMMED SYED MAJITH.P
12	731221631026	NISHANTH.B
13	731221631027	NISHANTHINI.P
14	731221631028	NIVETHAA. S.R
15	731221631029	PAZHANI.A
16	731221631030	PRABHUDEVA.K
17	731221631033	PRIYA.P
18	731221631034	RAMYA.M
19	731221631036	REVATHI.S
20	731221631038	SABITHA.J


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SNO	REG NO	NAME
21	731221631039	SAM SANKAR.M
22	731221631040	SANJAYKUMAR.G
23	731221631042	SARANYA.A
24	731221631043	SARANYA.S
25	731221631044	SASIKUMAR.C
26	731221631045	SATHISHKUMAR.D
27	731221631046	SELVAGANAPATHI.S
28	731221631047	SHEEBA CATHERINE.J.L
29	731221631048	SINDHU.M
30	731221631049	SISIRA.S
31	731221631050	SIVARANJANI.S
32	731221631051	SIVENDRAN.M
33	731221631052	SUMAN.L
34	731221631053	SURESH KUMAR.N
35	731221631054	SURYA.P
36	731221631055	UDHAYAKUMAR.C
37	731221631056	VANAJA.R
38	731221631058	VIGNESWARAN.J
39	731221631059	VIMALRAJ.A
40	731221631060	YUVARAJ.T


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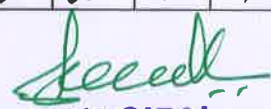
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ACADEMIC YEAR 2021-2022 CERTIFICATE PROGRAM ON DIGITAL MARKETING ATTENDANCE SHEET

SNO	NAME OF THE STUDENTS	ATTENDANCE OF PARTICIPANTS											
		22/11/2021		23/11/2021		24/11/2021		25/11/2021		26/11/2021		27/11/2021	
SESSION		FN	AN	FN	AN	FN	AN	FN	AN	FN	AN	FN	AN
I YEAR													
1	ARULRAJ.L	/	/	/	/	/	/	/	/	/	/	/	/
2	CITHESWARAN.M	/	/	/	/	/	/	/	/	/	/	/	/
3	DEVIGA.D	/	/	/	/	/	/	/	/	/	/	/	/
4	DINESH.D	/	/	/	/	/	/	/	/	/	/	/	/
5	GANAPATHI.G	/	/	/	/	/	/	/	/	/	/	/	/
6	JIJI JOSEPH	/	/	/	/	/	/	/	/	/	/	/	/
7	KARTHICK RAJA.S	/	/	/	/	/	/	/	/	/	/	/	/
8	KEERTHIGA.R	/	/	/	/	/	/	/	/	/	/	/	/
9	LOGESHWARAN.G	/	/	/	/	a	a	/	/	/	/	/	/
10	MANOJ KUMAR.G	/	/	/	/	/	/	/	/	/	/	/	/
11	MOHAMMED SYED MAJITH.P	/	/	/	/	/	/	/	/	/	/	/	/
12	NISHANTH.B	/	/	/	/	/	/	/	/	/	/	/	/
13	NISHANTHINI.P	/	/	/	/	/	/	/	/	/	/	/	a
14	NIVETHAA. S.R	/	/	/	/	/	/	/	/	/	/	/	/
15	PAZHANI.A	/	/	/	/	/	/	/	/	/	/	/	/
16	PRABHUDEVA.K	/	/	/	/	/	/	/	/	/	/	/	/
17	PRIYA.P	/	/	/	/	/	/	/	/	/	/	/	/
18	RAMYA.M	/	/	/	/	/	/	/	/	a	/	/	/
19	REVATHI.S	/	/	/	/	/	/	/	/	/	/	/	/
20	SABITHA.J	/	/	/	/	/	/	a	a	/	/	/	/


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SNO	NAME OF THE STUDENTS	ATTENDANCE OF PARTICIPANTS											
		22/11/2021		23/11/2021		24/11/2021		25/11/2021		26/11/2021		27/11/2021	
		FN	AN	FN	AN	FN	AN	FN	AN	FN	AN	FN	AN
21	SAM SANKAR.M	a	a	/	/	/	/	/	/	a	/	/	/
22	SANJAYKUMAR.G	/	/	/	/	/	/	/	/	/	/	/	/
23	SARANYA.A	/	/	/	/	/	/	/	/	/	/	/	/
24	SARANYA.S	/	/	/	/	/	/	/	/	/	/	/	/
25	SASIKUMAR.C	/	/	/	/	/	/	/	/	/	/	/	/
26	SATHISHKUMAR.D	/	/	/	/	/	/	/	/	/	/	/	/
27	SELVAGANAPATHI.S	/	/	/	/	/	/	/	/	/	/	/	/
28	SHEEBA CATHERINE.J.L	/	/	/	/	/	/	/	/	/	/	/	/
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30	SISIRA.S	/	/	/	/	/	/	/	/	/	/	/	/
31	SIVARANJANI.S	/	/	/	/	/	/	/	/	/	/	/	/
32	SIVENDRAN.M	/	/	/	/	/	/	/	/	/	/	/	/
33	SUMAN.L	/	/	a	a	/	/	/	/	/	/	/	/
34	SURESH KUMAR.N	a	a	a	/	/	/	/	/	/	/	/	/
35	SURYA.P	/	/	/	a	/	a	/	/	/	/	/	/
36	UDHAYAKUMAR.C	/	/	/	/	/	/	/	/	/	/	/	/
37	VANAJA.R	/	/	/	/	/	/	/	/	/	/	/	/
38	VIGNESWARAN.J	/	/	/	/	a	/	/	/	/	/	/	/
39	VIMALRAJA	/	/	/	/	/	/	/	/	/	/	/	/
40	YUVARAJ.T	a	a	/	/	/	/	a	a	/	/	/	/
TOTAL NUMBER OF STUDENTS PRESENT		37	37	38	38	38	38	38	38	38	40	40	39
TOTAL NUMBER OF STUDENTS ABSENT		3	3	2	2	2	2	2	2	2	NIL	NIL	1
SIGNATURE OF THE PROGRAM COORDINATOR		<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
SIGNATURE OF THE HOD		<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>

[Signature]
PROGRAM CO-ORDINATOR

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1. It will reduce the readability
2. It will create a border
3. It will make it more appealing by augmenting the object
4. All of the above

26. _____ plays a vital role in persuading the open rates.

1. Word choice
2. Industry
3. Personalization
4. None of the above

27. Which of the following is the most common delivery channel in terms of mobile marketing?

1. Graphic
2. Text
3. Voice call
4. Search engine marketing

28. In mobile marketing, the full form of LBS is _____.

1. Location-based service
2. List-based service
3. Lead-based service
4. None of the above

29. Which of the following formulas is used by Pay-per-click?

1. Ads clicked (#) / Advertising cost (\$)
2. Advertising cost (\$) + Ads clicked (#)
3. Advertising cost (\$) / Ads clicked (#)
4. Ads clicked (#) * Advertising cost (\$)

30. In what ways can you beat your customer's expectations?

1. By making your product more appealing
2. By providing unique services to your customer
3. By providing great deals in terms of discounts to your customer
4. By getting appropriate and relevant reviews from your customers on your website



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DEPARTMENT OF MANAGEMENT STUDIES
Academic Year: 2021-2022

DIGITAL MARKETING, ASSESSMENT ANSWER ALL QUESTIONS (30*1=30 MARKS)

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

2. How many types of pillars do we have in digital marketing?
 1. 1
 2. 2
 3. 3
 4. 4

3. Which of the following is involved in the digital marketing process?
 1. RSA
 2. Voice Broadcasting
 3. Podcasting
 4. All of the above

4. What is considered while creating a front page of the website or homepage?
 1. References of other websites
 2. A brief elaboration about the company
 3. Logos portraying the number of awards won by the web designer
 4. None 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?
 1. Internet Marketing
 2. Direct Marketing
 3. Electronic Marketing
 4. Interactive Marketing

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

1. Poor user experience
2. Keyword stuffing
3. Buying links
4. All of the above

7. Which of the following factors are responsible for leaving an impact on the Google PageRank?

1. The text depicting inbound links to a page of a website.
2. A total number of inbound links to a website's page.
3. The subject matter of the site providing the inbound link to a page of a website.
4. The number of outbound links on the page that contains the inbound link to a page of a website.

8. The full form of FFA page is _____.

1. Free for All Links
2. Free for Alexa
3. Free for Alternative Links
4. Free for All Search Engine

9. Which of the following is the correct depiction of optimization strategy?

1. Orange Hat Techniques
2. Grey Hat Techniques
3. Shady Hat Techniques
4. Blue Hat Techniques

10. _____ is responsible for hamper the search rankings.

1. Connecting to your own website from any random website.
2. Utilizing the same colors of texts as that of your background pages.
3. Integrating page templates into your page template.
4. None of the above

11. Which of the following is the correct name for Facebook's ranking algorithm?

1. Face Rank
2. Edge Rank
3. Like Rank
4. Page Rank

12. Micro-blogging can be defined as _____.

1. Mobile related blogs
2. Blogs posted by companies instead of an individual
3. Blogs encompassing limited individual posts, which are typically limited by character count.
4. None of the above

13. Name the features offered by LinkedIn for paid business accounts.

1. Facilitate posting pictures
2. Facilitate to connect directly and send messages to people
3. Ability to post in Groups and create a Group
4. Ability to block users

14. In what ways can site traffic help in assessing the market value?

1. Overall site traffic can be followed, and a general idea of marketing's impact can be determined.
2. There is no association between the site traffic and marketing
3. Ads can send receivers to a specific landing page, which can be tracked
4. Product sales from the company website can be attributed directly to the marketing campaign

15. Creative marketing can be defined as _____.

1. A marketing department entailing several employees.
2. The brand value of an organization.
3. A set of schemes undertaken by the organization for distributing the marketing material.
4. The marketing content and its inventive aspect.

16. Which of the following is the correct abbreviation CMS?

1. Content Maintenance Site
2. Content Maintenance System
3. Content Management System
4. Content Marketing System

17. Which of the following doesn't define the correct roles and responsibilities of content marketing strategy?

1. A strategy that tries to appeal and recall its target audience.
2. A marketing strategy approach.
3. Yet another name of social media marketing.
4. A technique more focused on creating and distributing valuable as well as relevant content to its users/audiences.

18. Which of the following practices are not suggested for producing relevant content?

1. For creating notable content recurrently, create hero "content for tent-pole events".
2. For creating valuable content constantly, create a series of scheduled hub" content."
3. For creating more content than your competitors, create lots of articles that are short, unsubstantial, or otherwise lacking in helpful specifics.
4. For creating relevant content consistently, create help" content to answer queries."

19. Which of the following are essentially required to make a business case for content marketing?

1. Industry best practices.
2. Objectives and KPIs.
3. Impacts and challenges.
4. All of the above

20. Which of the following is incorrect?

1. If you know about your target audience's intent, you can easily focus on creating valuable content.
2. You should compare the value of Content Marketing with that of other marketing strategies carried out by competitors.
3. Both (a) and (b) are true
4. Both (a) and (b) are false

21. Which of the following metric is used for tracking the status of email marketing?

1. Conversion Rate
2. Open Rate
3. Bounce Rate
4. All of the above

23. Which of the following features corresponds to the role of the lead nurturing platform?

1. A/B Testing
2. Campaigning
3. Landing Page Creation
4. All of the above

24. In the email campaign, _____ delivers the advertisements into the group of targeted customers.

1. Spoofing
2. Indirect email marketing
3. Direct email marketing
4. Spamming

25. What will happen if white space is repeatedly used around the object?



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DEPARTMENT OF MANAGEMENT STUDIES

ACADEMIC YEAR 2021-2022

CERTIFICATE PROGRAM ON DIGITAL MARKETING

STUDENTS MARKLIST

DATE: 22/11/2021 TO 27/11/2021

SNO	REG NO	NAME	MARKS
1	731221631003	ARULRAJ.L	75
2	731221631005	CITHESWARAN.M	78
3	731221631006	DEVIGA.D	92
4	731221631007	DINESH.D	85
5	731221631009	GANAPATHI.G	80
6	731221631013	JIJI JOSEPH	74
7	731221631015	KARTHICK RAJA.S	70
8	731221631016	KEERTHIGA.R	68
9	731221631017	LOGESHWARAN.G	<u>40</u>
10	731221631021	MANOJ KUMAR.G	80
11	731221631022	MOHAMMED SYED MAJITH.P	84
12	731221631026	NISHANTH.B	90
13	731221631027	NISHANTHINI.P	85
14	731221631028	NIVETHAA. S.R	78
15	731221631029	PAZHANI.A	<u>35</u>
16	731221631030	PRABHUDEVA.K	60
17	731221631033	PRIYA.P	75
18	731221631034	RAMYA.M	<u>29</u>
19	731221631036	REVATHI.S	67
20	731221631038	SABITHA.J	<u>44</u>

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SNO	REG NO	NAME	MARKS
22	731221631040	SANJAYKUMAR.G	55
23	731221631042	SARANYA.A	74
24	731221631043	SARANYA.S	60
25	731221631044	SASIKUMAR.C	65
26	731221631045	SATHISHKUMAR.D	60
27	731221631046	SELVAGANAPATHI.S	60
28	731221631047	SHEEBA CATHERINE.J.L	78
29	731221631048	SINDHU.M	80
30	731221631049	SISIRA.S	68
31	731221631050	SIVARANJANI.S	72
32	731221631051	SIVENDRAN.M	66
33	731221631052	SUMAN.L	61
34	731221631053	SURESH KUMAR.N	38
35	731221631054	SURYA.P	27
36	731221631055	UDHAYAKUMAR.C	79
37	731221631056	VANAJA.R	75
38	731221631058	VIGNESWARAN.J	46
39	731221631059	VIMALRAJA.A	58
40	731221631060	YUVARAJ.T	30

Note: The students those who have secured above 50 Marks and above are consider eligible for program completion.



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DEPARTMENT OF MANAGEMENT STUDIES

SUMMARY/ OUTCOME REPORT

ACADEMIC YEAR 2021-2022

Name of the Certificate Program: DIGITAL MARKETING

Program Code : 21MBADM01

Name of the Program Coordinator: Mr. G. Alagar, MBA

Number of Students Enrolled : 40

Duration: 36 Hours

Number of Students Completed : 32

I hereby affirm that the entire Program contents in the Certificate Program "DIGITAL MARKETING" listed in the Syllabus have been actually learned by the students as the part of the prescribed co-curricular activities through Certificate Program.

I confirmed that the Certificate Program title as DIGITAL MARKETING Work Bench was done by me in the beginning of this semester and Program delivery with attendance of the students were recorded.

I confirmed that all registered students for this Certificate Program were actively attended and learned well throughout the duration of this Program. And all students were successfully completed and eligible to receive the participation certificate.

OUTCOME: Students shall be able to gain the knowledge in

1. Analyse the confluence of marketing, operations, and human resources in real-time delivery.
2. Analyse cross-cultural and ethical issues in globalized digital markets.
3. Digital marketing strategy and digital marketing mix
4. Campaign planning for digital media and Social media marketing

Name : Mr. G. Alagar, MBA

Designation: Assistant Professor/MBA

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CERTIFICATE OF COMPLETION

This is certify that Mr. / Ms VIMALRAJ. A

of **I**MBA has successfully completed

certificate Program titled "**DIGITAL MARKETING**"

organised by Department of Management Studies.

Duration : **21.11.2021 - 27.11.2021**

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