



**J.K.K. MUNIRAJAH COLLEGE OF TECHNOLOGY**  
Approved by AICTE, New Delhi And Affiliated to Anna University, Chennai.

Accredited by NAAC with "A" grade

T.N. Palayam (Po), Gobi (Tk), Erode (Dt) – 638 506



**REQUISITION LETTER**

From,  
Head of the Department,  
Information Technology,  
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 II, III and IV year Information Technology students on **"ADVANCED DIGITAL MARKETING STRATEGIES FOR ENGINEERING INNOVATIONS: A COMPREHENSIVE APPROACH"** from **12.09.2022 to 17.09.2022** by Program Coordinator Mrs.SANGEETHA.P/ASSISSTANT PROFESSOR. So, I request you to kindly provide permission to conduct the certificate program.

Thanking You,

*Permitted*  
*JKK*  
*3/9/22*

Place: T.N.Palayam

Date: 05.09.2022

Yours Truly,

*JKK*  
**PRINCIPAL**  
**JKK MUNIRAJAH COLLEGE**  
**OF TECHNOLOGY**  
**T.N. PALAYAM (Po)-638 506.**  
**GOBI (Tk), ERODE (Dt).**



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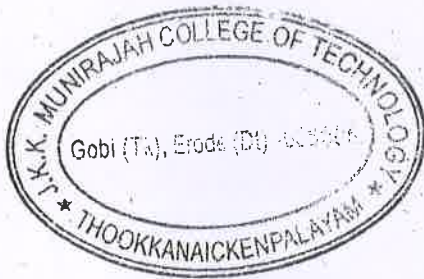


JKKMCT/CIRCULAR/SEP-22

07/09/2022

**CIRCULAR**

The Department of Information Technology is planning to organize a Certificate Program on **"ADVANCED DIGITAL MARKETING STRATEGIES FOR ENGINEERING INNOVATIONS: A COMPREHENSIVE APPROACH"** (36 Hours) for the benefit of the students from **12.09.2022** (Monday) to **17.09.2022** (Saturday). Students those who are willing to attend the Program can enroll their names to their class in-charges respectively on or before **10.09.2022**.



*[Signature]*  
27/9/22  
PRINCIPAL

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Copy To,  
All the HODs and Staff Members,  
All the Students,  
Notice Board, File

*[Signature]*

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### DEPARTMENT OF INFORMATION TECHNOLOGY

#### PROGRAM SYLLABUS

Name of the Certificate Program: **ADVANCED DIGITAL MARKETING STRATEGIES FOR ENGINEERING INNOVATIONS: A COMPREHENSIVE APPROACH**

Program Code : **22ITADMSFEI01**

Name of the Program Coordinator: Mrs.P.SANGEETHA

Academic Year: 2022-2023

Program Contents

Total Hours: 36

#### Chapter 1: Introduction to Digital Marketing for Engineers

- Overview of digital marketing principles
- Importance of digital marketing for engineering innovations
- Understanding the engineering audience and their needs
- Case studies of successful engineering-related digital marketing campaigns

#### Chapter 2: Crafting a Marketing Strategy for Engineering Innovations


- Market research methodologies for engineering products/services
- Defining target audience personas in engineering sectors
- Setting marketing objectives for engineering innovations
- Identifying key performance indicators (KPIs) for engineering campaigns

#### Chapter 3: Content Creation and Optimization for Technical Audiences

- Creating compelling content for engineering innovations
- SEO strategies for technical content and engineering websites
- Content optimization for engineering-related keywords and search intent
- Leveraging visual and technical content for marketing purposes

#### Chapter 4: Social Media and Community Engagement for Engineers

- Overview of social media platforms for engineering industries
- Building and engaging engineering communities on social media
- Strategies for leveraging LinkedIn, Twitter, and other platforms for engineering innovations

  
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- Live demonstrations and case studies of successful engineering social media campaigns

### Chapter 5: Data Analytics and Performance Measurement in Engineering Marketing

- Understanding analytics tools and metrics specific to engineering campaigns
- Analyzing and interpreting data for engineering marketing success
- A/B testing and optimization techniques for engineering innovations
- Reporting and presenting digital marketing campaign results to stakeholders

### Chapter 6: Developing and Presenting a Digital Marketing Campaign for an Engineering Innovation

- Group project: Designing a digital marketing campaign for an engineering product/service
- Creating campaign materials: ads, landing pages, social media content, etc.
- Presenting the campaign strategy, implementation plan, and expected outcomes
- Feedback session and discussions on refining campaign strategies

Prepared by:

Name: Mrs.P.SANGEETHA

Designation: ASSISTANT PROFESSOR

PROGRAM COORDINATOR

HOD

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## DEPARTMENT OF INFORMATION TECHNOLOGY

### PROGRAM SCHEDULE

Name of the Certificate Program: ADVANCED DIGITAL MARKETING STRATEGIES FOR ENGINEERING INNOVATIONS: A COMPREHENSIVE APPROACH

Program Code : 22ITADMSFEI01

Name of the Program Coordinator: Mrs.P.SANGEETHA

Program Period : 12.09.2022 to 17.09.2022

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)	
12-09-2022	Overview of digital marketing principles	BREAK	Importance of digital marketing for engineering innovations	LUNCH	Understanding the engineering audience and their needs Case studies of successful engineering-related digital marketing campaigns	
13-09-2022	Market research methodologies for engineering products/services		Defining target audience personas in engineering sectors		Setting marketing objectives for engineering innovations, Identifying key performance indicators (KPIs) for engineering campaigns	
14-09-2022	Creating compelling content for engineering innovations		SEO strategies for technical content and engineering websites		Content optimization for engineering-related keywords and search intent Leveraging visual and technical content for marketing purposes	
15-09-2022	Overview of social media platforms for engineering industries		Building and engaging engineering communities on social media		Strategies for leveraging LinkedIn, Twitter, and other platforms for engineering innovations, Live demonstrations and case studies of successful engineering social media campaigns	
16-09-2022	Understanding analytics tools and metrics specific to engineering campaigns		Analyzing and interpreting data for engineering marketing success		A/B testing and optimization techniques for engineering innovations, Reporting and presenting digital marketing campaign results to stakeholders	
17-09-2022	Group project: Designing a digital marketing campaign for an engineering product/service.		Creating campaign materials: ads, landing pages, social media content, etc.			Presenting the campaign strategy, implementation plan, and expected outcomes Feedback session and discussions on refining campaign strategies

*Sangeetha*  
PROGRAM COORDINATOR

*Shankar*  
HOD

*Shankar*  
PRINCIPAL  
PRINCIPAL

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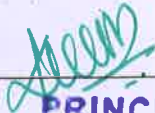
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**DEPARTMENT OF INFORMATION TECHNOLOGY**

**RESOURCE PERSON PROFILE**

<b>Title of the Programme</b>	ADVANCED DIGITAL MARKETING STRATEGIES FOR ENGINEERING INNOVATIONS: A COMPREHENSIVE APPROACH
<b>Duration and Timing of the Programme</b>	36 Hours and 9.30 AM to 4.30 PM
<b>Name of the Resource Person</b>	Mrs.P.SANGEETHA
<b>Photo Image of the Resource Person</b>	
<b>E-mail</b>	sangeethap@jkkmct.edu.in
<b>Mobile No:</b>	9677182957
<b>Designation</b>	ASSISSTANT PROFESSOR
<b>Official Address</b>	Moonanjavadi, Umareddiyur(PO), Anthiyur(TK(, Erode(DT)-638311
<b>Educational Qualification</b>	B.E-CSE,M.E-CSE
<b>Experience</b>	FOUR YEARS
<b>Field of Interest</b>	CYBER SECURITY, COMPUTER NETWORKS

  
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## DEPARTMENT OF INFORMATION TECHNOLOGY

ACADEMIC YEAR 2022-2023

### WILLING STUDENTS NAMELIST

### CERTIFICATE PROGRAM ON ADVANCED DIGITAL MARKETING STRATEGIES FOR ENGINEERING INNOVATIONS: A COMPREHENSIVE APPROACH

S.NO	REGISTER NUMBER	NAME	WILLINGNESS		
			YES	NO	SIGN
IV YEAR					
1	731219205002	GOWTHAM.H	✓		Gowtham.H
2	731219205004	MAHANTESH.S	✓		Mahantesh.S.
3	731219205005	NANDHINI.R	✓		R. Nandhini
4	731219205007	NAVEEN.S	✓		Naveen.S.
5	731219205008	NINGARAJU.S	✓		Ningaraju.S
6	731219205009	NITHYA.K	✓		Nithya.K
7	731219205010	PRABHU.M	✓		Prabhu.M
8	731219205011	PRIYADHARSINI.T	✓		Priyadharsini.T.
9	731219205018	VAIDEVI.M	✓		Vaideri.M.
10	731219205019	VAIGAIRAJ.M	✓		Vaigairaj.M.
III YEAR					
11	731220205001	AJAYSRI. A	✓		Ajaysri.A.
12	731220205004	DEEPAK.A	✓		A. Deepak

*(Handwritten Signature)*

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13	731220205007	DHINESHKUMAR .M	✓		M.D.K.
14	731220205008	DINESH.S	✓		S. Dinesh
15	731220205009	GOKUL.S	✓		S. Gokul
16	731220205011	KALAISELVI.K	✓		K. Kalai
17	731220205012	KAVIN.P	✓		P. Kav
18	731220205013	LENA TAMILVANAN.G		✓	L. Lena
19	731220205014	MAYILRAJ.V	✓		V. Mayilraj
20	731220205015	MUTHUKUMAR.G	✓		M. Muthu
21	731220205016	PANDIYARAJ.C	✓		C. Pandi
22	731220205017	PARVATHY.A	✓		A. Parvathy
23	731220205018	PRIYANKA.S	✓		S. Priyanka
24	731220205019	RAMKUMAR.R	✓		R. Ramkumar
25	731220205020	RAVI SANKARAN.N	✓		N. Ravi
26	731220205021	SHIJIN KUMAR.K.G	✓		G. K. Shijin
27	731220205023	SRIRAM.V		✓	V. Sriram
28	731220205024	THANGESHWARI.G	✓		G. Thangeshwari
29	731220205301	POORANESHWARAN.N	✓		N. Pooraneshwaran
30	731220205302	RAVINDHIRAN.R	✓		R. Ravindhiran
31	731220205303	SHILPA.C	✓		C. Shilpa
<b>II YEAR</b>					
32	731221205003	BHUVANESWARAN M	✓		M. Bhuvaneshwaran

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33	731221205004	BOOPATHI C	✓		Boopathi C
34	731221205005	DEVIKA A	✓		Devika A
35	731221205006	DHANALAKSHMI C	✓		Dhanalakshmi C
36	731221205007	DHARSHINI P	✓		(P. Dharshini)
37	731221205008	DHAYALAN R	✓		Dhayalan R
38	731221205009	DINESH M	✓		Dinesh M
39	731221205010	DIVYA S	✓		S. Divya
40	731221205011	KARTHICKRAJA G		✓	G. Karthick Raja
41	731221205012	KAVIBHARATHI G	✓		Kavibharathi G
42	731221205013	KOWSALYA G	✓		Gi. Kowsalya
43	731221205015	KRISHNAN S	✓		S. Krishnan
44	731221205016	MADHANKUMAR N	✓		Madhankumar N
45	731221205017	MAHADEVAMMA S	✓		Mahadevamma S
46	731221205019	MANIGANDAN M		✓	Manigandan M
47	731221205020	MANILA K	✓		K. Manila
48	731221205021	MANOJKUMAR S	✓		Manoj Kumar S
49	731221205022	MAVURIYA D	✓		Mavuriya D
50	731221205023	MEGALATHANGAMANI M	✓		M. Megalathangamani
51	731221205026	MOTHIR L	✓		L. Mothir
52	731221205027	MOUNASAKTHI G		✓	Mounasakthi G
53	731221205028	NANDHINI S	✓		Nandhini S

*[Handwritten Signature]*

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54	731221205029	NAVEEN S	✓		<i>Nav S.</i>
55	731221205030	PANDEESWARAN C K	✓		<i>pan. swaran</i>
56	731221205031	PARTHIBAN M	✓		<i>Parthiban.m.</i>
57	731221205032	RAKSHITHA B	✓		<i>Rakshitha B.</i>
58	731221205033	RATHNA R	✓		<i>Rathna R.</i>
59	731221205034	RAVIKUMAR M	✓		<i>Ravikumar M.</i>
60	731221205035	RITHIK S	✓		<i>Rithik S.</i>
61	731221205036	ROHITH V	✓		<i>Rohith V.</i>
62	731221205037	SHARANKUMAR M V	✓		<i>Sharankumar M V.</i>
63	731221205038	SIDDAPPA S		✓	<i>Siddappa S.</i>
64	731221205039	SUNDHARESWARI V	✓		<i>Sundharieswari V.</i>
65	731221205040	SUYAMBURAJ C	✓		<i>Suyamburaj C.</i>
66	731221205041	SWETHA S	✓		<i>Swetha S.</i>
67	731221205042	TAMILSELVAN M	✓		<i>M. Tamilselvan.</i>
68	731221205044	YUSWANTHRAA R	✓		<i>Yuswanthraa R.</i>
69	731221205301	AHALYA J C	✓		<i>Ahalya J C.</i>

*Sangh*  
PROGRAM COORDINATOR

*Shankar*  
HOD

*Shankar*  
PRINCIPAL  
PRINCIPAL

*Shankar*  
PRINCIPAL  
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## DEPARTMENT OF INFORMATION TECHNOLOGY

ACADEMIC YEAR 2022-2023

### CERTIFICATE PROGRAM ON ADVANCED DIGITAL MARKETING STRATEGIES FOR ENGINEERING INNOVATIONS: A COMPREHENSIVE APPROACH

#### ENROLLED STUDENTS NAMELIST

DATE: 12.09.2022 to 17.09.2022

S.NO	REGISTER NUMBER	NAME
<b>IV YEAR</b>		
1	731219205002	GOWTHAM.H
2	731219205004	MAHANTESH.S
3	731219205005	NANDHINI.R
4	731219205007	NAVEEN.S
5	731219205008	NINGARAJU.S
6	731219205009	NITHYA.K
7	731219205010	PRABHU.M
8	731219205011	PRIYADHARSINI.T
9	731219205018	VAIDEVI.M
10	731219205019	VAIGAIRAJ.M
<b>III YEAR</b>		
11	731220205001	AJAYSRI. A
12	731220205004	DEEPAK.A
13	731220205007	DHINESHKUMAR .M
14	731220205008	DINESH.S
15	731220205009	GOKUL.S
16	731220205011	KALAISELVI.K
17	731220205012	KAVIN.P
18	731220205014	MAYILRAJ.V
19	731220205015	MUTHUKUMAR.G
20	731220205016	PANDIYARAJ.C
21	731220205017	PARVATHY.A
22	731220205018	PRIYANKA.S

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23	731220205019	RAMKUMAR.R
24	731220205020	RAVI SANKARAN.N
25	731220205021	SHIJIN KUMAR.K.G
26	731220205024	THANGESHWARI.G
27	731220205301	POORANESHWARAN.N
28	731220205302	RAVINDHIRAN.R
29	731220205303	SHILPA.C
<b>II YEAR</b>		
30	731221205003	BHUVANESWARAN M
31	731221205004	BOOPATHI C
32	731221205005	DEVIKA A
33	731221205006	DHANALAKSHMI C
34	731221205007	DHARSHINI P
35	731221205008	DHAYALAN R
36	731221205009	DINESH M
37	731221205010	DIVYA S
38	731221205012	KAVIBHARATHI G
39	731221205013	KOWSALYA G
40	731221205015	KRISHNAN S
41	731221205016	MADHANKUMAR N
42	731221205017	MAHADEVAMMA S
43	731221205020	MANILA K
44	731221205021	MANOJKUMAR S
45	731221205022	MAVURIYA D
46	731221205023	MEGALATHANGAMANI M
47	731221205026	MOTHIR L
48	731221205028	NANDHINI S
49	731221205029	NAVEEN S
50	731221205030	PANDEESWARAN C K
51	731221205031	PARTHIBAN M
52	731221205032	RAKSHITHA B
53	731221205033	RATHNA R
54	731221205034	RAVIKUMAR M

  
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55	731221205035	RITHIK S
56	731221205036	ROHITH V
57	731221205037	SHARANKUMAR M V
58	731221205039	SUNDHARESWARI V
59	731221205040	SUYAMBURAJ C
60	731221205041	SWETHA S
61	731221205042	TAMILSELVAN M
62	731221205044	YUSWANTHRAA R
63	731221205301	AHALYA J C

**PROGRAM COORDINATOR**

**HOD**

**PRINCIPAL  
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## DEPARTMENT OF INFORMATION TECHNOLOGY

ACADEMIC YEAR 2022-2023

CERTIFICATE PROGRAM ON ADVANCED DIGITAL MARKETING STRATEGIES

FOR ENGINEERING INNOVATIONS: A COMPREHENSIVE APPROACH

### ATTENDANCE SHEET

S.N O	REGISTER NO	NAME	ATTENDANCE OF THE PARTICIPANTS											
			12/9/22		13/9/22		14/9/22		15/9/22		16/9/22		17/9/22	
			FN	AN	FN	AN	FN	AN	FN	AN	FN	AN	FN	AN
<b>IV YEAR</b>														
1	731219205002	GOWTHAM.H	/	/	/	/	/	/	/	/	/	/	/	/
2	731219205004	MAHANTESH.S	/	/	/	/	/	/	/	/	/	/	/	/
3	731219205005	NANDHINI.R	/	/	/	/	/	/	/	/	/	/	/	/
4	731219205007	NAVEEN.S	/	/	/	/	/	/	/	/	/	/	/	/
5	731219205008	NINGARAJU.S	/	/	/	/	/	/	/	/	/	/	/	/
6	731219205009	NITHYA.K	/	/	/	/	/	/	/	/	/	/	/	/
7	731219205010	PRABHU.M	/	/	/	/	/	/	/	/	/	/	/	/
8	731219205011	PRIYADHARSINI.T	/	/	/	/	/	/	/	/	/	/	/	/
9	731219205018	VAIDEVI.M	/	/	/	/	/	/	/	/	/	/	/	/
10	731219205019	VAIGAIRAJ.M	/	/	/	/	/	/	/	/	/	/	/	/
<b>III YEAR</b>														
11	731220205001	AJAYSRI. A	/	/	/	/	/	/	/	/	/	/	/	/

*[Signature]*

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GOBI (Tk), ERODE (Dt).



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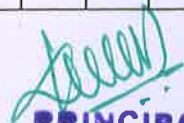
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12	731220205004	DEEPAK.A	/	/	/	/	/	/	/	/	/	/	/	/
13	731220205007	DHINESHKUMAR .M	/	/	/	/	/	/	/	/	/	/	/	/
14	731220205008	DINESH.S	/	/	/	/	/	/	/	/	/	/	/	/
15	731220205009	GOKUL.S	/	/	/	/	/	/	/	/	/	/	/	/
16	731220205011	KALAISELVI.K	/	/	/	/	/	/	/	/	/	/	/	/
17	731220205012	KAVIN.P	/	/	/	/	/	/	/	/	/	/	/	/
18	731220205014	MAYILRAJ.V	/	/	/	/	/	/	/	/	/	/	/	/
19	731220205015	MUTHUKUMAR.G	/	/	/	/	/	/	/	/	/	/	/	/
20	731220205016	PANDIYARAJ.C	/	/	/	/	/	/	/	/	/	/	/	/
21	731220205017	PARVATHY.A	/	/	/	/	/	/	/	/	/	/	/	/
22	731220205018	PRIYANKA.S	/	/	/	/	/	/	/	/	/	/	/	/
23	731220205019	RAMKUMAR.R	/	/	/	/	/	/	/	/	/	/	/	/
24	731220205020	RAVI SANKARAN.N	/	/	/	/	/	/	/	/	/	/	/	/
25	731220205021	SHIJIN KUMAR.K.G	/	/	/	/	/	/	/	/	/	/	/	/
26	731220205024	THANGESHWARI.G	/	/	/	/	/	/	/	/	/	/	/	/
27	731220205301	POORANESHWARAN.N	/	/	/	/	/	/	/	/	/	/	/	/
28	731220205302	RAVINDHIRAN.R	/	/	/	/	/	/	/	/	/	/	/	/
29	731220205303	SHILPA.C	/	/	/	/	/	/	/	/	/	/	/	/
II YEAR														
30	731221205003	BHUVANESWARAN M	/	/	/	/	/	/	/	/	/	/	/	/

  
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31	731221205004	BOOPATHI C	/	/	/	/	/	/	/	/	/	/	/
32	731221205005	DEVIKA A	/	/	/	/	/	/	/	/	/	/	/
33	731221205006	DHANALAKSHMI C	/	/	/	/	/	/	/	/	/	/	/
34	731221205007	DHARSHINI P	/	/	/	/	/	/	/	/	/	/	/
35	731221205008	DHAYALAN R	a	a	/	/	/	/	/	/	/	/	/
36	731221205009	DINESH M	/	/	/	/	/	/	/	/	/	/	/
37	731221205010	DIVYA S	/	/	/	/	/	/	/	/	/	/	/
38	731221205012	KAVIBHARATHI G	/	/	/	/	/	/	/	/	/	/	/
39	731221205013	KOWSALYA G	/	/	/	/	/	/	/	/	/	/	/
40	731221205015	KRISHNAN S	/	/	/	/	/	/	/	/	/	/	/
41	731221205016	MADHANKUMAR N	/	/	/	/	/	/	/	/	/	/	/
42	731221205017	MAHADEVAMMA S	/	/	/	/	/	/	/	/	/	/	/
43	731221205020	MANILA K	/	/	/	/	/	/	/	/	/	/	/
44	731221205021	MANOJKUMAR S	/	/	/	/	/	/	/	/	/	/	/
45	731221205022	MAVURIYA D	/	/	/	/	/	/	/	/	/	/	/
46	731221205023	MEGALATHANGAMANI M	/	/	/	/	/	/	/	/	/	/	/
47	731221205026	MOTHIR L	/	/	/	/	/	/	/	/	/	/	/
48	731221205028	NANDHINI S	/	/	/	/	a	a	/	/	/	/	/
49	731221205029	NAVEEN S	/	/	/	/	/	/	/	/	/	/	/
50	731221205030	PANDEESWARAN C K	/	/	/	/	/	/	/	/	/	/	/
51	731221205031	PARTHIBAN M	/	/	/	/	/	/	/	/	/	/	/

  
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52	731221205032	RAKSHITHA B	/	/	/	/	/	/	/	/	/	/	/	/
53	731221205033	RATHNA R	/	/	/	/	/	/	/	/	/	/	/	/
54	731221205034	RAVIKUMAR M	/	/	/	/	/	/	/	/	/	/	/	/
55	731221205035	RITHIK S	/	/	/	/	/	/	/	/	/	/	/	/
56	731221205036	ROHITH V	/	/	/	/	/	/	/	/	/	/	/	/
57	731221205037	SHARANKUMAR M V	/	/	/	/	/	/	/	/	/	/	/	/
58	731221205039	SUNDHARESWARI V	/	/	/	/	/	/	/	/	/	/	/	/
59	731221205040	SUYAMBURAJ C	/	/	/	/	/	/	/	/	/	/	/	/
60	731221205041	SWETHA S	/	/	/	/	/	/	/	/	/	/	/	/
61	731221205042	TAMILSELVAN M	/	/	/	/	/	/	/	/	/	/	/	/
62	731221205044	YUSWANTHRAA R	/	/	/	/	/	/	/	/	/	/	/	/
63	731221205301	AHALYA J C	/	/	/	/	/	/	/	/	/	/	/	/
TOTAL NO OF STUDENTS PRESENT			62	62	62	62	62	62	62	62	63	63	63	63
TOTAL NO OF STUDENTS ABSENT			01	01	01	01	01	01	01	01	NIL	NIL	NIL	NIL
SIGNATURE OF THE PROGRAM COORDINATOR														
SIGNATURE OF THE HOD														

PROGRAM COORDINATOR

HOD

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**DEPARTMENT OF INFORMATION TECHNOLOGY**

**ACADEMIC YEAR 2022-2023**

**ADVANCED DIGITAL MARKETING STRATEGIES FOR ENGINEERING**

**INNOVATIONS: A COMPREHENSIVE APPROACH**

**ASSESSMENT**

**ANSWER ALL QUESTIONS (30\*1=30 MARKS)**

**1. Which of these is true about marketing?**

- a) Marketing is used to promote the product and services
- b) Marketing is concerned about the sales only
- c) Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
- d) Marketing considers only the needs of the organization and not the society

**2. Which one is not a part of the 4 Ps?**

- a) Product
- b) People
- c) Price
- d) Place

**3. Who is the Father of Modern Marketing?**

- a) Philip Kotler
- b) Peter F Drucker
- c) Abraham Maslow
- d) Raymond Kroc

**4. \_\_\_\_ defined marketing as the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit?**

- a) Steve Jobs
- b) Philip Kotler
- c) Peter Drucker
- d) Abraham Maslow

**5. The term "Marketing" refers to?**

- a) Promotion of the product
- b) Focusing on sales and profit
- c) Strategizing and implementing the organization process
- d) Set of activities to deliver customer value and satisfaction

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6. \_\_\_\_ is the key term in AMA's definition of marketing?

- a) Sales
- b) Promotion
- c) Value
- d) Profit

7. Why must the marketers monitor the competitor's activities?

- a) The competitor may destroy the organization
- b) The competitor may threaten the monopoly position of the company
- c) New offerings of a competitor may need alterations in one or more components of the company's marketing mix
- d) The competitor may be violating the law to gain an advantage

8. Different price points for a different level of quality for a company's related products is a part of which pricing strategy?

- a) Product line pricing
- b) Incremental pricing
- c) Optional product pricing
- d) By-product pricing

9. In today's time marketing must be understood and developed as?

- a) Getting the first mover's advantage
- b) Creating value for the customers
- c) Pushing for higher sales and profits
- d) Creating innovative products

10. Which one of these is an appropriate definition of "want"?

- a) The desires of consumers
- b) Needs related to society
- c) Basic human needs
- d) Needs directed to the product

11. In the evolution of marketing the production period ended in ?

- a) Late 1800s
- b) After the second world war
- c) In the 1920s
- d) Early 20th century

  
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**12. According to Philip Kotler marketing is \_\_\_\_?**

- a) A science
- b) An art
- c) Both science and art
- d) None of the above

**13. Which concept holds that consumers will favor the products that are easily available at an affordable price?**

- a) Production concept
- b) Product concept
- c) Marketing concept
- d) Production cost concept

**14. What does the term "marketing" refer to?**

- a) New product development
- b) Advertising and other promotional activities
- c) Achieving sales and profit targets
- d) Creating customer value and satisfaction

**15. Which part of the consumer's income interests the marketers?**

- a) Gross Income
- b) Disposable Income
- c) Inflationary Income
- d) Discretionary Income

**16. Catalogues, sponsored events, and digital media presence are closely associated with the marketing mix activity of?**

- a) Product development
- b) Pricing
- c) Promotion
- d) Sales

**17. Early adopters and opinion leaders tend to?**

- a) Buy new products in their circles first and voice their opinion
- b) Buy tried and tested products
- c) Being from upper class, users from other classes are followed
- d) Don't take risks easily

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**18. To achieve market expansion a company must?**

- a) Use distribution channels more effectively
- b) Use advertising campaigns more effectively
- c) Price their products more strategically
- d) All of the above

**19. In an organization strategic marketing planning must begin with?**

- a) Hiring a senior planning consultant
- b) Establishing organizational goals and objectives
- c) Writing the mission statement
- d) Writing the vision statement

**20. In the service industry how many Ps comprise the marketing mix?**

- a) 4 Ps
- b) 7 Ps
- c) 10 Ps
- d) 8 Ps

**21. Which period worked on the marketing philosophy of "A good product will sell itself"?**

- a) Marketing
- b) Production
- c) Sales
- d) Relationship

**22. Which of the following describes "diversification"?**

- a) New products in new markets
- b) New products in existing markets
- c) Existing products in an existing market
- d) Existing products in new markets

**23. Which traits are desired of marketers today?**

- a) Only creativity
- b) Only critical thinking
- c) Both creativity and critical thinking
- d) Neither creativity nor critical thinking

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**24. What is motive development?**

- a) The imbalance between the customer's actual and desired state in which gap or problem-solving is recognized
- b) The gap between the customer's current state and past state
- c) The balance between the customer's actual and desired state
- d) The gap between the customer's and his colleague's current state

**25. Producers, wholesalers, and retailers act as a unified system to form a?**

- a) Vertical marketing system
- b) Horizontal marketing system
- c) Traditional marketing system
- d) Hierarchical marketing system

**26. Select the strategic marketing planning tool?**

- a) A BCG matrix
- b) Market analysis
- c) Consumer analysis and scanning model
- d) Market vulnerability/business opportunity analysis

**27. Achieving strategic marketing objectives using marketing plans and strategies is called?**

- a) Target achievement
- b) Marketing implementation
- c) Market penetration
- d) Goal setting

**28. Using a successful brand name to launch a new product in a different category is called?**

- a) Line extension
- b) Brand expansion
- c) Brand extension
- d) Branding

**29. The marketer focuses on product awareness, trial, and expansion in this stage of the product life cycle?**

- a) Growth Stage
- b) Decline Stage
- c) Maturity stage
- d) Introduction stage

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DEPARTMENT OF INFORMATION TECHNOLOGY

ACADEMIC YEAR 2022-2023

CERTIFICATE PROGRAM ON ADVANCED DIGITAL MARKETING STRATEGIES FOR  
ENGINEERING INNOVATIONS: A COMPREHENSIVE APPROACH

STUDENTS MARKLIST

DATE: 12.09.2022 to 17.09.2022

S.NO	REGISTER NUMBER	NAME	MARKS
IV YEAR			
1	731219205002	GOWTHAM.H	96
2	731219205004	MAHANTESH.S	95
3	731219205005	NANDHINI.R	81
4	731219205007	NAVEEN.S	83
5	731219205008	NINGARAJU.S	97
6	731219205009	NITHYA.K	78
7	731219205010	PRABHU.M	75
8	731219205011	PRIYADHARSINI.T	96
9	731219205018	VAIDEVI.M	88
10	731219205019	VAIGAIRAJ.M	85
III YEAR			
11	731220205001	AJAYSRI. A	77
12	731220205004	DEEPAK.A	85
13	731220205007	DHINESHKUMAR .M	64
14	731220205008	DINESH.S	60
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18	731220205014	MAYILRAJ.V	40
19	731220205015	MUTHUKUMAR.G	75
20	731220205016	PANDIYARAJ.C	98
21	731220205017	PARVATHY.A	67
22	731220205018	PRIYANKA.S	73
23	731220205019	RAMKUMAR.R	

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24	731220205020	RAVI SANKARAN.N	85
25	731220205021	SHIJIN KUMAR.K.G	78
26	731220205024	THANGESHWARI.G	94
27	731220205301	POORANESHWARAN.N	89
28	731220205302	RAVINDHIRAN.R	70
29	731220205303	SHILPA.C	84
<b>II YEAR</b>			
30	731221205003	BHUVANESWARAN M	<u>47</u>
31	731221205004	BOOPATHI C	86
32	731221205005	DEVIKA A	69
33	731221205006	DHANALAKSHMI C	63
34	731221205007	DHARSHINI P	76
35	731221205008	DHAYALAN R	<u>43</u>
36	731221205009	DINESH M	82
37	731221205010	DIVYA S	57
38	731221205012	KAVIBHARATHI G	91
39	731221205013	KOWSALYA G	70
40	731221205015	KRISHNAN S	93
41	731221205016	MADHANKUMAR N	82
42	731221205017	MAHADEVAMMA S	77
43	731221205020	MANILA K	54
44	731221205021	MANOJKUMAR S	60
45	731221205022	MAVURIYA D	<u>40</u>
46	731221205023	MEGALATHANGAMANI M	66
47	731221205026	MOTHIR L	78
48	731221205028	NANDHINI S	82
49	731221205029	NAVEEN S	92
50	731221205030	PANDEESWARAN C K	81
51	731221205031	PARTHIBAN M	<u>48</u>
52	731221205032	RAKSHITHA B	80
53	731221205033	RATHNA R	85
54	731221205034	RAVIKUMAR M	76

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55	731221205035	RITHIK S	95
56	731221205036	ROHITH V	71
57	731221205037	SHARANKUMAR M V	89
58	731221205039	SUNDHARESWARI V	84
59	731221205040	SUYAMBURAJ C	86
60	731221205041	SWETHA S	93
61	731221205042	TAMILSELVAN M	80
62	731221205044	YUSWANTHRAA R	97
63	731221205301	AHALYA J C	75

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

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**PROGRAM COORDINATOR**

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**DEPARTMENT OF INFORMATION TECHNOLOGY**

**ACADEMIC YEAR 2022-2023**

**SUMMARY/ OUTCOME REPORT**

**Name of the Certificate Program:** Advanced Digital Marketing Strategies for Engineering Innovations: A Comprehensive Approach

**Program Code** : 22IIADMSFEI01

**Name of the Program Coordinator:** Mrs.P.SANGEETHA

**Number of Students Enrolled** : 63 **Duration:** 36 Hours

**Number of Students Completed** : 58

I hereby affirm that the entire Program contents in the Certificate Program "Advanced Digital Marketing Strategies for Engineering Innovations: A Comprehensive Approach" 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 Advanced Digital Marketing Strategies for Engineering Innovations: A Comprehensive Approach Work Bench was done by me in the beginning of this semester and Program delivery with attendance of the students was 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

- (i) Develop targeted digital marketing strategies for engineering innovations.
- (ii) Create compelling technical content optimized for engineering audiences.
- (iii) Utilize analytics tools to measure and optimize campaign performance.
- (iv) Present comprehensive digital marketing plans for engineering products/services.

**Name** : P. SANGEETHA

**Designation:** ASSISTANT PROFESSOR - IT

**PROGRAM COORDINATOR**

**HOD**

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GOBI (Tk), ERODE (Dt).

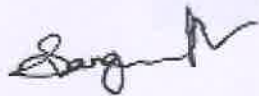


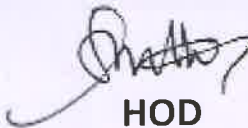
# Certificate



## Of Appreciation

This is to certify that **SEO** Mr./Ms. **GOWTHAM.H**  
of **IT-IV YEAR** successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD


  
PRINCIPAL  
JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 506  
GOBI (TK), ERODE (Dt).   
PRINCIPAL

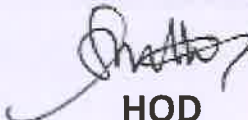




# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. **MAHANTESH.S**  
of **IT-IV YEAR** successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
**Digital Marketing I**  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
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JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 506  
GOBI (Tk), ERODE (D)   
PRINCIPAL

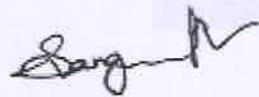


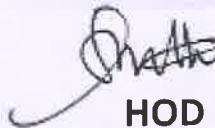
# Certificate

## Of Appreciation

This is to certify that Mr./Ms. NANDHINI.R  
of IT-IV YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach** "organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
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JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 506  
GOBI (TK), ERODE (Dt).  
  
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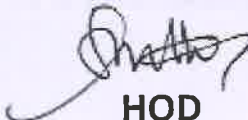




# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. **NAVEEN.S**  
of **IT-IV YEAR** successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach"** organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
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JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638504  
GOBI (Tk), ERODE (TN)  
  
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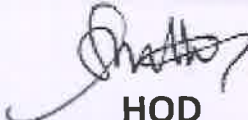
# Certificate



## Of Appreciation

This is to certify that Mr./Ms. NINGARAJU.S  
of IT-IV YEAR successfully completed the certificate program  
titled "Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach" organized by Department of  
Information Technology.

Duration: 12.09.2022 to 17.09.2022

  
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PRINCIPAL  
JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po) 638 506  
GOBI (TK), ERODE (Dt).  
  
PRINCIPAL

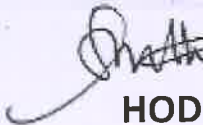


# Certificate Of Appreciation

This is to certify that Mr./Ms. NITHYA.K  
of IT-IV YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach"** organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

  
PRINCIPAL  
JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 506  
GOBI (Tk), ERODE (D)   
PRINCIPAL




# Certificate


## Of Appreciation

This is to certify that Mr./Ms. PRABHU.M  
of IT-IV YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach** "organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
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HOD


  
PRINCIPAL  
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OF TECHNOLOGY  
T.N. PALAYAM (PO) 638 506  
GOBI (TK), ERODE (DT).  
  
PRINCIPAL

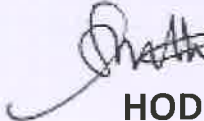




# Certificate Of Appreciation

This is to certify that Mr./Ms. PRIYADHARSINI.T  
of IT-IV YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach"** organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
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JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 506.  
GOBI (Tk), ERODE (Dt)   
PRINCIPAL




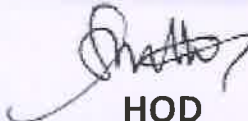
# Certificate

## Of Appreciation

This is to certify that Mr./Ms. VAIDEVI.M  
of IT-IV YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach"** organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

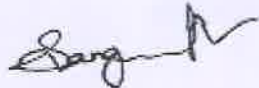
  
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GOBI (Tk), ERODE  
PRINCIPAL

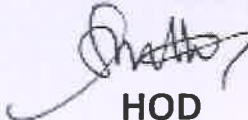




# Certificate Of Appreciation

This is to certify that Mr./Ms. VAIGAIRAJ.M  
of IT-IV YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach"** organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
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OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 508.  
GOBI (TK), ERODE (TN)  
  
PRINCIPAL




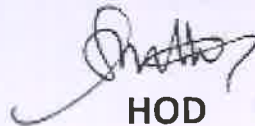




# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. **DEEPAK.A**  
of **IT-III YEAR** successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach"** organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD


  
PRINCIPAL  
JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638506.  
SOBI (Tk), ERODE (TN)  
  
PRINCIPAL

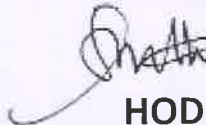




# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. **DHINESHKUMAR .M**  
of **IT-III YEAR**.....successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach** "organized by Department of  
Information Technology.

**Duration: 12.09.2022 to 17.09.2022**

  
COORDINATOR

  
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JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638509  
GOBI (Tk), ERODE (Dt).  PRINCIPAL




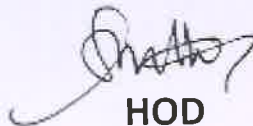
# Certificate

## Of Appreciation

This is to certify that Mr./Ms. DINESH.S  
of IT-III YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD


  
PRINCIPAL  
JKK MUNIRAJAH COLLEGE  
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T.N. PALAYAM (Po)-638 506.  
GOBI (Tk), ERODE (Dt)  
  
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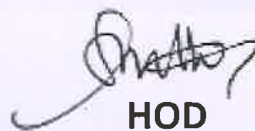


# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. **GOKUL.S**  
of **IT-III YEAR** successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach"** organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
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JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 508  
GOBI (Tk), ERODE (Dt.)  
  
PRINCIPAL





# Certificate


## Of Appreciation

This is to certify that Mr./Ms. **KALAISELVI.K**  
of **IT-III YEAR** successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
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HOD

  
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JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 506  
GOBI (Tk), ERODE (PRINCIPAL)




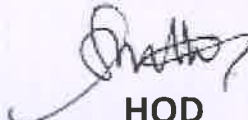
# Certificate



## Of Appreciation

This is to certify that Mr./Ms. **KAVIN.P**  
of **IT-III YEAR** successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
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JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 508  
GOBI (Tk), ERODE (Dt).  
  
PRINCIPAL




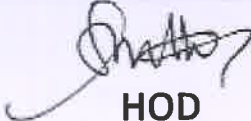
# Certificate



## Of Appreciation

This is to certify that Mr./Ms. MAYILRAJ.V  
of IT-III YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

  
PRINCIPAL  
JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638506  
GOBI (Tk), ERODE (Dt).  
  
PRINCIPAL




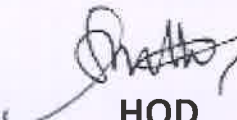
# Certificate



## Of Appreciation

This is to certify that Mr./Ms. MUTHUKUMAR.G.....  
of IT-III YEAR..... successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
**Information Technology.**

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

  
PRINCIPAL  
JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638506  
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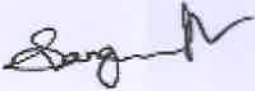


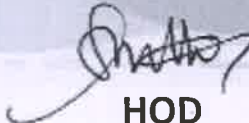
# Certificate



## Of Appreciation

This is to certify that **SEO** Mr./Ms. **PANDIYARAT.C**  
of **IT-III YEAR** successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
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JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 506  
GOBI (TK), ERODE (Dt).  
  
PRINCIPAL

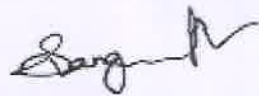


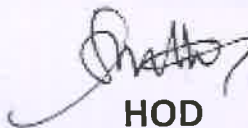
# Certificate



## Of Appreciation

This is to certify that Mr./Ms. PARVATHY.A  
of IT-III YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach** "organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

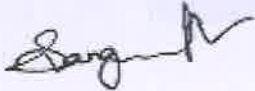
  
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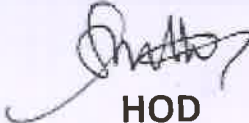




# Certificate Of Appreciation

This is to certify that Mr./Ms. POORANESHWARAN.N  
of IT-III YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering  
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Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

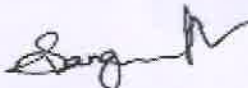
  
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PRINCIPAL

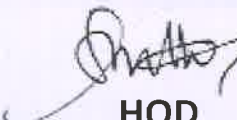




# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. **PRTYANKA S**  
of **IT-III YEAR** successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach** "organized by Department of  
Information Technology.

**Duration: 12.09.2022 to 17.09.2022**

  
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HOD

  
PRINCIPAL  
JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 506.  
GOBI (Tk), ERODE (Dt)  
  
PRINCIPAL




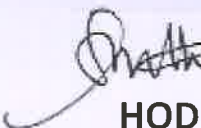
# Certificate



## Of Appreciation

This is to certify that Mr./Ms. RAMKUMAR.R  
of IT-III YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
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HOD

  
PRINCIPAL  
JKK MUNIRAJAH COLLEGE  
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T.N. PALAYAM (Po)-638 506.  
GOBI (Tk), ERODE (Dt)   
PRINCIPAL




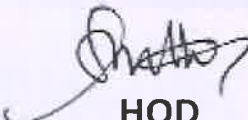
# Certificate


## Of Appreciation

This is to certify that Mr./Ms. RAVI SANKARAN.N  
of IT-III YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

  
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OF TECHNOLOGY  
T.N. PALAYAM (Po)-638506  
GOBI (Tk), ERODE PRINCIPAL

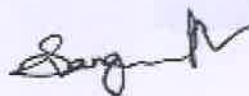



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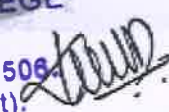
## Of Appreciation

This is to certify that **SEO** Mr./Ms.....**POORANESHWARAN.N**  
of.....**IT-III YEAR**.....successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
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OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 506  
GOBI (Tk), ERODE (Dt).  
  
PRINCIPAL




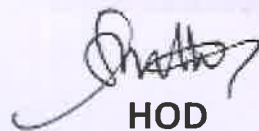
# Certificate


## Of Appreciation


This is to certify that Mr./Ms. SHIJIN KUMAR.K.G  
of IT-III YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

  
PRINCIPAL  
JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 506  
GOBI (Tk), ERODE (D)


  
PRINCIPAL

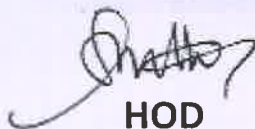



# Certificate Of Appreciation

This is to certify that Mr./Ms. SHILPA.C  
of IT-III YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

  
PRINCIPAL  
JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 909  
GOBI (Tk), ERODE (PRINCIPAL)




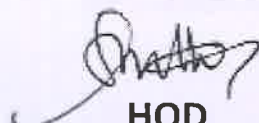
# Certificate



## Of Appreciation

This is to certify that Mr./Ms. THANGESHWARI.G  
of IT-III YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach** "organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

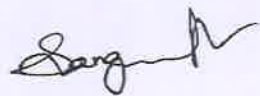
  
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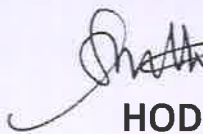



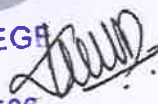
# Certificate Of Appreciation

This is to certify that Mr./Ms. **AHALYA J C**  
of **IT-II YEAR** successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
Information Technology.

**Duration: 12.09.2022 to 17.09.2022**

  
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JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 506  
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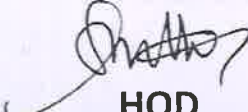


# Certificate Of Appreciation


This is to certify that **SEO** Mr./Ms. **BHUVANESWARAN M**  
of **IT-II YEAR** successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach"** organized by Department of  
**Digital Marketing I**  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
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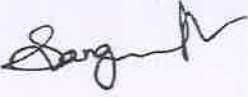
  
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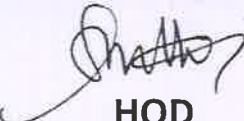


# Certificate Of Appreciation


This is to certify that **SEO** Mr./Ms. **BOOPATHI C**  
of **IT-II YEAR** successfully completed the certificate program  
titled **"Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach"** organized by Department of  
**Digital Marketing I**  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

  
PRINCIPAL


  
PRINCIPAL  
JKK MUMRAJAH COLLEGE  
OF TECHNOLOGY  
T. N. PALAYAM (Po)-638 506,  
GOBI (Tk), ERODE (Dt).





# Certificate Of Appreciation


This is to certify that **SEO** Mr./Ms. **DEVIKA A**  
of **IT-II YEAR** successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach"** organized by Department of  
**Digital Marketing I**  
Information Technology.

**Duration: 12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

  
**SMM**  
PRINCIPAL  
JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
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GOBI (Tk), ERODE (Dt).

  
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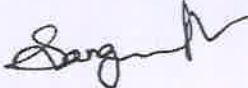


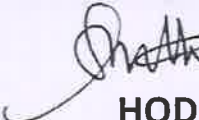
# Certificate


## Of Appreciation

This is to certify that Mr./Ms. DHANALAKSHMI.C  
of IT-II YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach"** organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD


  
PRINCIPAL  
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OF TECHNOLOGY  
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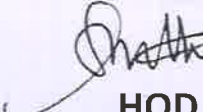




# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. **DHARSHINI P**  
of **IT-II YEAR**.....successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach** "organized by Department of  
**Digital Marketing I**  
Information Technology.

**Duration: 12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

  
PRINCIPAL  
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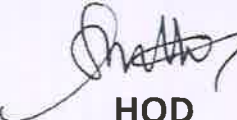
# Certificate



## Of Appreciation

This is to certify that **SEO** Mr./Ms. **DHAYALAN R**  
of **IT-II YEAR** successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach** "organized by Department of  
**Digital Marketing I**  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD


  
PRINCIPAL  
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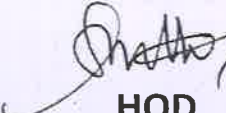


# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. DINESH M  
of IT-II YEAR successfully completed the **certificate program**  
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**Digital Marketing I**  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

  
PRINCIPAL  
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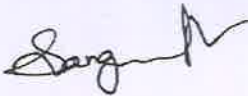


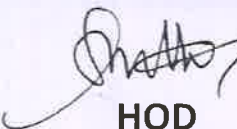
# Certificate

## Of Appreciation

This is to certify that **SEO** Mr./Ms..... **DIVYA S**  
of..... **IT-II YEAR**.....successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
**Digital Marketing I**  
Information Technology.

**Duration: 12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD


**SMM**  
  
PRINCIPAL  
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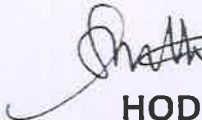




# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. **KAVIBHARATHI G**.....  
of **IT-II YEAR**.....successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
**Digital Marketing I**  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

  
PRINCIPAL  
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GOBI (Tk), ERODE (Dt).  
  
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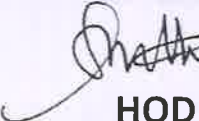
# Certificate



## Of Appreciation

This is to certify that **SEO** Mr./Ms. **KOWSALYA G**  
of **IT-II YEAR** successfully completed the **certificate program**  
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**innovations: A Comprehensive Approach**" organized by Department of  
**Digital Marketing I**  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

  
PRINCIPAL  
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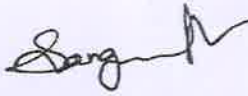


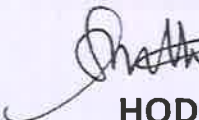
# Certificate



## Of Appreciation

This is to certify that **SEO** Mr./Ms. **KRISHNAN S**  
of **IT-II YEAR**.....successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach** "organized by Department of  
**Digital Marketing I**  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

  
PRINCIPAL  
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GOBI (Tk), ERODE (Dt).   
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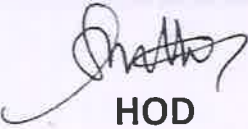
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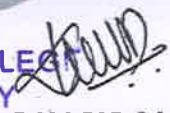
## Of Appreciation

This is to certify that **SEO** Mr./Ms. **MADHANKUMAR N**  
of **IT-II YEAR** successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
**Digital Marketing I**  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

  
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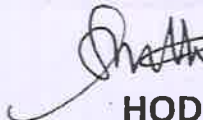
# Certificate



## Of Appreciation

This is to certify that **SEO** Mr./Ms. **MAHADEVAMMA S**  
of **IT-II YEAR**.....successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
**Digital Marketing I**  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

  
PRINCIPAL  
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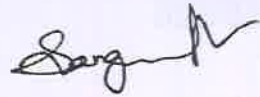


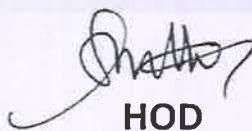
# Certificate

## Of Appreciation

This is to certify that **SEO** Mr./Ms. **MANILA K**  
of **IT-II YEAR** successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
**Digital Marketing I**  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD


  
**SMM**  
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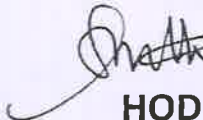




# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. **MANOJKUMAR S**  
of **IT-II YEAR**.....successfully completed the **certificate program**  
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**Digital Marketing I**  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
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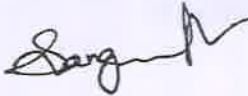
  
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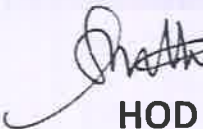




# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. **MAVURIYA D**  
of **IT-II YEAR**.....successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach"** organized by Department of  
**Digital Marketing I**  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD


  
PRINCIPAL  
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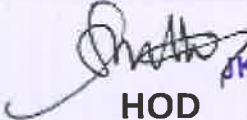




# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. MEGALATHANGAMANI M.....  
of IT-II YEAR.....successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach** "organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
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HOD

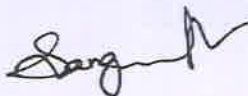
  
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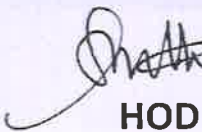




# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. MOTHIR L  
of IT-II YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach"** organized by Department of  
**DPC Digital Marketing I**  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD


  
**PRINCIPAL**  
JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 505  
GOREY (TK), ERODE (Dt).   
**PRINCIPAL**



# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. NANDHINI S  
of IT-II YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
**Digital Marketing I**  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
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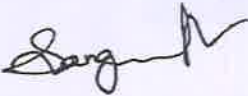
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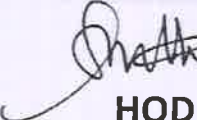



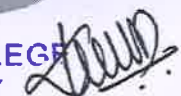
# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. **NAVEEN S**  
of **IT-II YEAR** successfully completed the **certificate program**  
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innovations: A Comprehensive Approach"** organized by Department of  
**Digital Marketing I**  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
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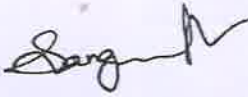
  
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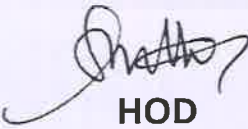




# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. **PANDEESWARAN C K**.....  
of **IT-II YEAR**.....successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach** "organized by Department of  
**Information Technology.**

Duration: **12.09.2022 to 17.09.2022**

  
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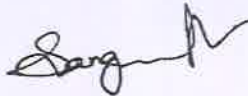
  
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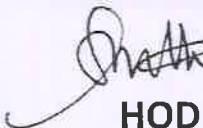




# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. **PARTHIBAN M**  
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**innovations: A Comprehensive Approach** "organized by Department of  
**Digital Marketing I**  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD


  
PRINCIPAL  
JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 506.  
GOBI (Tk), ERODE (Dt).  
  
PRINCIPAL

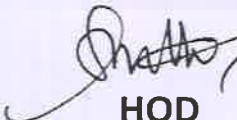




# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. **RAKSHITHA B**  
of **IT-II YEAR** successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach** "organized by Department of  
**Digital Marketing I**  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

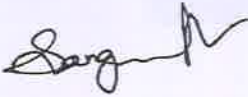
  
PRINCIPAL  
JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
  
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T.N. PALAYAM (Po)-638 506.  
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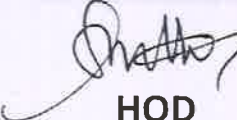




# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. RATHNA R  
of IT-II YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach"** organized by Department of  
**Digital Marketing I**  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
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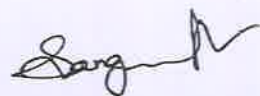
  
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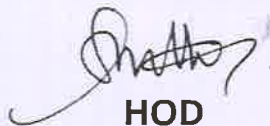



# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. **RAVTKUMAR M**.....  
of **IT-II YEAR**.....successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
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COORDINATOR

  
HOD

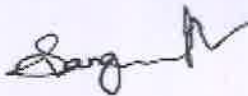
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PRINCIPAL

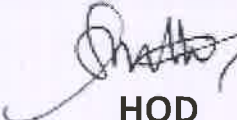




# Certificate Of Appreciation

This is to certify that Mr./Ms. RITHIK S  
of IT-II YEAR successfully completed the certificate program  
titled **"Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach"** organized by Department of  
Information Technology.

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COORDINATOR

  
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JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
  
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T.N. PALAYAM (Po)-638 506.  
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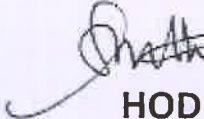



# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. **ROHITH V**.....  
of **IT-II YEAR**.....successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach**" organized by Department of  
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JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638506.  
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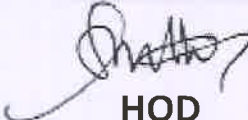




# Certificate Of Appreciation

This is to certify that Mr./Ms. **SHARANKUMAR M V**  
of **IT-II YEAR** successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach"** organized by Department of  
Information Technology.

**Duration: 12.09.2022 to 17.09.2022**

  
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OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 506  
GOBI (TK), ERODE (Dt).  
  
PRINCIPAL

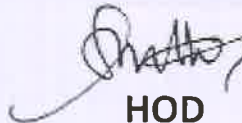


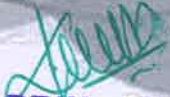

# Certificate Of Appreciation

This is to certify that **SEO** Mr./Ms. **SUNDHARESWARI V**  
of **IT-II YEAR** successfully completed the certificate program  
titled **"Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach"** organized by Department of  
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JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-636 506.  
GOBI (Tk), ERODE (Dt)  
  
PRINCIPAL

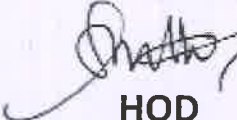




# Certificate Of Appreciation

This is to certify that Mr./Ms. SUYAMBURAJ C  
of IT-II YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering  
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Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD


  
PRINCIPAL  
JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 506.  
GOBI (Tk), ERODE (Dt).  
  
PRINCIPAL





# Certificate Of Appreciation

This is to certify that Mr./Ms. SWETHA S  
of IT-II YEAR successfully completed the certificate program  
titled **"Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach"** organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

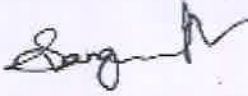
  
PRINCIPAL  
JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 506.  
GOBI (TK), ERODE  
  
PRINCIPAL



# Certificate Of Appreciation

This is to certify that Mr./Ms. TAMILSELVAN M  
of IT-II YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering**  
**innovations: A Comprehensive Approach** "organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

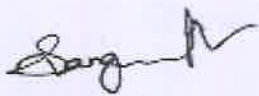
  
PRINCIPAL  
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OF TECHNOLOGY  
T.N. PALAYAM (Po)-638 506.  
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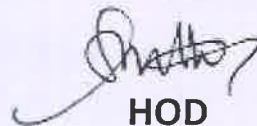



# Certificate Of Appreciation


This is to certify that Mr./Ms. YUSWANTHRAA R  
of IT-II YEAR successfully completed the **certificate program**  
titled **"Advanced Digital Marketing Strategies for Engineering  
innovations: A Comprehensive Approach"** organized by Department of  
Information Technology.

Duration: **12.09.2022 to 17.09.2022**

  
COORDINATOR

  
HOD

  
PRINCIPAL  
JKK MUNIRAJAH COLLEGE  
OF TECHNOLOGY  
T.N. PALAYAM (Po)-  
GOBI (Tk), ER

  
PRINCIPAL