

DIGITAL MARKETING

THEORY	60MARKS
PRACTICAL	40 MARKS

COURSE OBJECTIVE:

- The First and foremost objective is to make the person to differentiate between traditional marketing & digital marketing and its use.
- To measure and analyze the guest movement to a website, to continuously develop and improve online marketing efforts.
- Analyze and understanding of keywords & research for relevant keyword.

UNIT: I - Digital Marketing

An overview of Digital Marketing - Planning Digital Marketing Campaigns and more.

UNIT: II - Search Engine Optimization (SEO)

Introduction to SEO, Keyword Research, Design, Competitive Analysis, Pay per click, advantages and disadvantages, Introduction to Social Media, advantages and disadvantages, Digital marketing measurement, Traditional vs SEO, PPC.

UNIT: III - Online Reputation Management and Personal Branding

Definition – Scope – Reputation Monitoring – Search Protection – Review Management – Branding Social Media.

UNIT: IV - Email Marketing

Introduction to Email Marketing, Email as Conversation, Creating the Email, Combining Email with Other Channels, Types of email marketing and Practices for bulk mailing and more - Affiliate Marketing and its importance.

UNIT: V - Project

1. Design Resourceful Content for a product to Boost User visit to the page.
(Or)
2. Build Social Media Presence for Company Products & Services
(Or)
3. Building Company Outreach through Social Media Marketing & Branding

Reference Books:

1. Digital Marketing, Kindle Edition – ShivaniKarwal
2. The Art of Digital Marketing – Ian Dodson
3. Digital Marketing: Strategy, Implementation & Practice - Dave Chaffey

GURU NANAK COLLEGE (AUTONOMOUS)**CERTIFICATE COURSE 2016-17****DIGITAL MARKETING**

S.no	Department	Roll No.	Name
1.	B.com general	70705	BHARATH RAJ
2.	B.com general	70731	SAI KARTHIK
3.	B.com general	60726	PREM MELWANI
4.	B.com general	70953	JACKLIN
5.	B.com general	70912	SWETHA
6.	B.Com MM	81961	S. VISHAL
7.	B.Com MM	81905	KALAI VANI. L
8.	B.Com MM	81912	B. ISHWARIYA
9.	B.Com MM	81917	R. VIJAYALAKSHMI
10.	B.Com MM	81927	A. SANDHIYA
11.	BBA	80120	THAVA PANDI
12.	BBA	80143	GOVINDARAJ
13.	BBA	80165	KAVYAVARSHINI
14.	BBA	80169	ALTAF HUSSAIN
15.	BBA	80215	MADHUMITHA
16.	BBA	80209	GAYATHRI
17.	BBA	80242	ISWARYA
18.	BBA	80217	NISAR
19.	BBA	80237	NAVEEN
20.	BBA	80220	PRASHANTH
21.	BBA	80239	DHIVYA
22.	BBA	70111	C. VARUN
23.	BBA	70129	S. RAJESH
24.	BBA	70102	O. ANANDHARAMAN
25.	BBA	70138	SIVARANJINI
26.	BBA	70109	R. DINESH
27.	BBA	70136	S. SURYA
28.	B.Sc Computer science	61202	R.PRAMODH
29.	B.Sc Computer science	61201	NAMACHIVAYAM
30.	B.Sc Computer science	61238	SAI ARAVINDHAN
31.	B.Sc Computer science	61227	VIGNESH
32.	B.Com BM	81877	RAMESH .S
33.	B.Com BM	81858	VIJAY R
34.	B.Com BM	81834	HIROSHINI K
35.	B.Com Corporate secretaryship	81101	HARISH.M
36.	BBA	80153	MOHAN BABU

GURU NANAK COLLEGE (AUTONOMOUS)

CERTIFICATE COURSE FOR THE YEAR 2017-2018

DIGITAL MARKETING

SL.NO	ROLL.NO	DEPARTMENT	STUDENT NAME
1	70219	BCA	SAMEER.S
2	81008	B.COM(GENERAL)	R.SRIRAM
3	10173	BBA	SARAVANA BHARATHI
4	10107	BBA	ASHIK AZZEZ
5	10117	BBA	ARJUN.N
6	10119	BBA	KAVIYA
7	10137	BBA	PRASANNA KUMAR
8	10174	BBA	ABISHEK KANNAN
9	10043	BBA	YUKESH BABU
10	10074	BBA	M.DINESH KUMAR
11	10032	BBA	SATHYA GANESH.V
12	10057	BBA	JAYA SURYA
13	10008	BBA	VINOTH
14	10156	BBA	NANDHITHA
15	10175	BBA	KEERTHANA
16	10109	BBA	LOGESH.G
17	10120	BBA	DARSHIK.D
18	10108	BBA	ABDUL RAHIM
19	10147	BBA	DINESH PRASATH
20	10180	BBA	GUBENDRAN
21	10162	BBA	DAMODHARAN
22	10023	BBA	SUDARSHAN
23	10065	BBA	R.JENI PRECILLA