

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous College)

RE-ACCREDITED BY NAAC AND ISO 9001:2015 CERTIFIED INSTITUTION
AFFILIATED TO BHARATHIAR UNIVERSITY, COIMBATORE
POLLACHI-642001

DEPARTMENT OF COMMERCE (E-COMMERCE) ANNOUNCES

VALUE ADDED COURSE

ON

WEB ADVERTISING

ACADEMIC YEAR 2022-2023



COURSE OBJECTIVE:

TO UNDERSTAND THE ONLINE ADVERTISING THROUGH DIGITAL PLATFORM

COURSE CONTENT:

- 1.INTRODUCTION**
- 2.WEB ADVERTISING**
- 3.WEB ADVERTISING STRATEGIES**
- 4.WEB ADVERTISING IMPACT**

EVALUATION PARTS :

- PART-A ($10 \times 1 = 10$)**
PART-B ($5 \times 3 = 15$)
PART-C ($5 \times 5 = 25$)

**DURATION.
30 HOURS**

CERTIFICATE WILL BE PROVIDED

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC5VA			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-	Web Advertising	Semester:	V
					Credits:	2

Course Objective

Online advertising is a data-driven, targeted marketing activity conducted through digital platforms. It can be highly customized; allowing businesses to reach more specific audiences that have a higher chance of engaging with their products and services.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To know the difference between traditional advertising vs web advertising	K1
CO2	To impart the knowledge on how to reach the consumers at the right time and in the right place in order to meet their needs.	K2
CO3	To enrich the students knowledge in Internet advertising because it offers a world of opportunity for every type of business.	K3
CO4	To analyze the various Online advertisements	K4
CO5	To evaluate the internet advertising in various domains.	K5

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	M	H	H
CO2	H	M	H	H	H
CO3	M	H	H	M	M
CO4	M	H	H	M	H
CO5	H	H	H	H	M

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Web advertising Web advertising-Definition- Concept -Overview-History-Features-Characteristics-Functions- importance of web advertising- advantage and disadvantage of web advertising -Web advertising vs Traditional advertising-blogs, banners and forums in digital marketing-do's and don'ts of blogs, banners and forums.	10
Unit II	Web Advertising Strategies Types of web Advertising- advantages and disadvantages- Digital Advertising Challenges -Web advertising Strategies- Methods with example - Growing ethical issues in online marketing -Mobile Ad Platforms for Digital Marketers - E-commerce Management-Online reputation management (ORM)	10
Unit III	Web Advertising Impact Impact of web advertising- Laws governing online advertisement-Advertising sales and delivery models-Search engine marketing (SEM)-Video ads and email ads -Website Planning and Creation-Search Engine Optimization (SEO)-Search Engine Marketing-Social Media Marketing-Content Marketing & Strategy -Web Analytics - Digital Media Planning and Buying.	10
	Total Contact Hrs	30

Pedagogy

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments.

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	P.P.Singh & Sandhir Sharma	Web Advertising and Online Marketing	Pearson Education	2020

Reference Books

S.N O	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Perry Marshall, Mike Rhodes, Bryan Todd	Ultimate Guide to Google Ads	Pearson India	2020
2	Alexa Fox, and Judy Strauss	E- Marketing	Routledge	2018
3	Seema Gupta	Digital Marketing	McGraw Hill Education Private Ltd (India)	2018
4	Kotler	Digital Marketing: 4.0 Moving from Traditional to Digital	Pearson India	2017
5	Mario Pricken	Creative Advertising : ideas and techniques from the world's best campaigns	Koganpage	2016

Weblinks

https://en.wikipedia.org/wiki/Main_Page

<https://intellipaat.com/blog/traditional-marketing-vs-digital-marketing/>

https://www.tutorialspoint.com/online_marketing/blogs_banners_and_forums.htm<https://www.webfx.com/digital-advertising/learn/best-online-advertising-strategies/>

<https://study.com/academy/lesson/online-advertising-strategy-examples-methods.html>

<https://smallbusiness.chron.com/truth-advertisements-airbrushing-34031.html>

<https://www.optimizely.com/optimization-glossary/search-engine-marketing/>

<https://magenest.com/en/website-planning/>

NAME OF THE COURSE CO-ORDINATORS

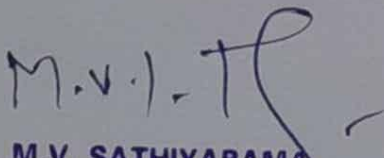
WHATSAPP NUMBER

1. Dr.M.V.Sathiyabama

9790016126

2. Dr.R.Vidwakalyani

9486239379



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NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



EXPANSION WITH
EXCELLENCE

Value Added Course

This is to certify that *Mr/Ms. Logesh kannan p*
of *B.com E-commerce* department
has successfully completed a Value Added Course
entitled *Web Advertising* and
secured a mark of *61* out of 100

M.V. J.S.
COURSE TEACHER

D. V. R.
DEAN - ACADEMIC

For
IQAC CO-ORDINATOR

[Signature]
PRINCIPAL

**CERTIFICATE
OF COMPLETION**