

Course Objectives

- ❖ Digital marketing enables schools to communicate more effectively with their audience.
- ❖ Social media platforms such as Facebook, Twitter and Instagram can be used to share important updates and news about the school.
- ❖ Email marketing campaigns can also be used to keep parents and students informed about events and activities.

Nallamuthu Gounder Mahalingam College, Pollachi

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

Re-Accredited by NAAC: An ISO 9001:2015 Certified Institution



**PG Department of Commerce
with Computer Applications**

Value Added Course

Basics of Digital Marketing

Course Code: 20UCCV01

Course Duration: 30 Hours

Batch: 2019 – 2022

Course Coordinator

Dr. T. Vijaya Chithra
Assistant Professor
PG Department of Commerce (CA)
NGM College, Pollachi

Convener

Dr. P. Anitha
Associate Professor & Head
PG Department of Commerce (CA) NGM
College, Pollachi

About the Course

- ✓ Digital marketing is an essential part of a school's marketing strategy in today's digital age.
- ✓ By utilizing the right digital marketing tactics, schools can increase their visibility, communicate more effectively with their audience, attract more students, and improve their overall brand awareness.
- ✓ This can help build trust with potential students and parents and ultimately lead to more enrolments.

Evaluation Pattern

Section A – MCQs (10 * 1= 10 Marks)

Section B – Brief Answers - Either or Choice (5 * 5 = 25 Marks)

Section C – Elaborate Answers – Open Choice (5 * 7 = 35 Marks)

Course Content

- ❖ Digital Marketing
- ❖ Overview of Digital Marketing
- ❖ Benefits of Digital Marketing
- ❖ Importance of Digital Marketing

Certification

The qualified students will be issued with certificate from the Institution duly approved by the Head of the Institution

Programme Code:	BCCA	Programme Title :	Bachelor of Commerce with Computer Applications	
Course Code:	20UCCV01	Course Title	Batch :	2017 – '20
		Value Added Course:	Semester :	
Total Hrs:	30	Digital Marketing	Credits:	

Course Objective

To endow the students with the basic knowledge of marketing and its digitalization

Course Outcomes (CO)

K1	CO1	To recollect the basic concepts digital marketing
K2	CO2	To get idea about the trends in digital Marketing
K3	CO3	To implement the digital marketing through various channels or media
K4	CO4	To analyze viable digital marketing in modern era and knowledge exchange effects

Unit	Content	Hours
Unit - 1	Digital Marketing: Introduction – History – Digital Marketing Vs Traditional Marketing – Trends of Digital Marketing – Benefits of Digital Marketing. Business Process Management: Evolution and History of Outsourcing – BPM Industry in India – Structure of IT BPM Industry – BPM Sub-Sector – Key Trends in BPM Sub-Sector.	10
Unit - 2	Digital: Introduction to Digital – Meaning – History of Digital – Working of Digital – Digital for Industry Trends – Importance of Digital. Understanding Advertising – Sales – B2B Vs B2C – Services Vs Product – Marketing Sales Vs Advertising.	10

Unit - 3	Channels of Digital Marketing: SEO-Overview – SEM-Overview – Content Management-Overview – Other Platforms of Digital Marketing: Social Media Marketing – Social Networking Websites – Social Book Marking – Blogs and Micro Blogs – Media Sharing – Mobile Marketing – Types of Mobile Ads..	10
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Text Book

1. Mysore Infosys Training Campus Material


BOS Chairman
Dr. P. ANITHA, M.Com., M.Phil., PGDCA., Ph.D.,
 Associate Professor & Head
 PG Department of Commerce-CA
 NGM College (Autonomous), Pollachi - 642 001.


Principal
Dr. R. MUTHUKUMARAN,
 M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
 N.G.M. College, Pollachi - 642 001
 Coimbatore District



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VALUE ADDED COURSE

Certificate of Completion

This is to certify that Ajith Kumar. M., (18-CC-001), Department of B.Com (CA),
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed
Value Added Course entitled **“Basics of Digital Marketing”** during the Academic Year 2020-21

HOD

Principal



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Certificate of Completion

This is to certify that Anuvindjayan D., (18-CC-002), Department of B.Com (CA), Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **“Basics of Digital Marketing”** during the Academic Year 2020-21

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Certificate of Completion

This is to certify that Aravind S.A., (18-CC-003), Department of B.Com (CA),
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed
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Certificate of Completion

This is to certify that Ashwinkumar J., (18-CC-004), Department of B.Com (CA),
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed
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Certificate of Completion

This is to certify that Abinaya P., (18-CC-021), Department of B.Com (CA),
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed
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Certificate of Completion

This is to certify that Aishwaryaa P., (18-CC-022), Department of B.Com (CA),
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed
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Certificate of Completion

This is to certify that Bhavinaya T., (18-CC-024), Department of B.Com (CA),
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed
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Certificate of Completion

This is to certify that Dharshanya K., (18-CC-025), Department of B.Com (CA),
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed
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Certificate of Completion

This is to certify that Nithya Sree N., (18-CC-038), Department of B.Com (CA),
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed
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This is to certify that Parvatham N., (18-CC-039), Department of B.Com (CA),
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