

**V.V.GIRI GOVERNMENT KALASALA**

**DUMPAGADAPA, W.G.Dt., A.P**



**DEPARTMENT OF COMMERCE**



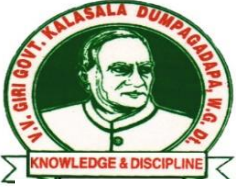
**DIGITAL MARKETING**

**CERTIFICATE COURSE**

**FROM: 02-11-2021 TO 16-12-2021**

**COURSE CO-ORDINATOR: Sri.G.Sanjeeva Raju**

**CONVENOR: Dr.K.Sujatha**



# V.V.GIRI GOVT. KALASALA

DUMPAGADAPA, W.G.Dist., (via) AKIVIDU - 534 235

Accredited by NAAC @ B+

College Code : **AKNU323**



Sri.Ch.S.Haranadh M.Sc., M.Phil  
Principal

Cell: 7013313071

E-mail : [gdcdumpagadapa.jkc@gmail.com](mailto:gdcdumpagadapa.jkc@gmail.com)  
Website : [www.dumpagadapa.ac.in](http://www.dumpagadapa.ac.in)

## CIRCULAR

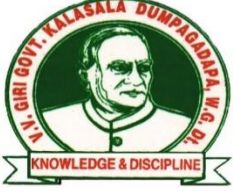
Dt:19.11.2021

Ref: Minutes of the meeting of the IQAC point 4 held on 18.11.2021

As per the reference cited above, our college IQAC resolved to approve the following certificate course for the following Arts and commerce departments given in the table below. It has approved the course syllabus, course duration from 30-40 hours to be finished with in 3 months i.e (November, 2021 to January, 2021), Brochure to be circulated course and exam to be conducted, attendance and marks statement to be maintained and certificate of completion to be provide at the end of the course.

S.No.	Name of the department	Title of the certificate course	Course code	Remarks
1	ECONOMICS	Employment and its Management strategies	ECO-CC-EMS	
2	HISTORY	Travel and Tourism in A.P	HIS-CC-TT	
3	POLITICAL SCIENCE	Structure of parliament in Inda	POL-CC-SPI	
4	COMMERCE	Digital Marketing	COM-CC-DM	

  
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## STUDENT ENORLLMENT LIST

Name of the department: COMMERCE

Duration of the course: 36 hrs

Title of the certificate course: DIGITAL MARKETING

Course code: COM-CC-DM

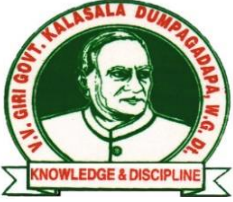
S.NO	NAME OF THE STUDENT	REGD.NO	CLASS	SIGNATURE
1	ANGARA PREM KUMAR	203238100001	I B.COM (GEN)	ABSENT
2	CHABATTINA PRADEEP	203238100002	I B.COM (GEN)	CH. Pradeep
3	CHEKKA KARTHIK	203238100003	I B.COM (GEN)	CH. Karthik
4	DOBBIDI LAVANYA	203238100004	I B.COM (GEN)	D. Lavanya
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7	GORRELA DURGA BHAVANI	203238100007	I B.COM (GEN)	G. Durgabhavani
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19	PITTA KRANTHI	203238100021	I B.COM (GEN)	P. Kranthi
20	RENTALA RAVINDRA	203238100023	I B.COM (GEN)	R. Ravindra
21	SAMBRANI PREM KUMAR	203238100024	I B.COM (GEN)	S. Prem Kumar
22	YAMANA DURGA DEVI	203238100026	I B.COM (GEN)	Y. Durga Devi

G.S. Laksh

Ch. S.

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Name of the department: COMMERCE

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Title of the certificate course: DIGITAL MARKETING

Course code: **COM-CC-DM**

## STUDENT ATTENDANCE

S.NO	NAME OF THE STUDENT	NOVEMBER																											
		2	3	5	6	8	9	10	11	12	13	15	16	17	18	20	22	23	24	25	26	27	29	30					
1	ANGARA PREM KUMAR	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	
2	CHABATTINA PRADEEP	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
3	CHEKKA KARTHIK	P	P	P	P	P	P	P	P	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	
4	DOBBIDI LAVANYA	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
5	GANTELA SAIRAM	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
6	GHANTASALA JAHNAVI	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
7	GORRELA DURGA BHAVANI	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
8	GULLA SANDHYA	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
9	JUTTIKA AKHIL	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
10	KADALI YAMINI	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	
11	KARRETI SAMYELU	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	
12	KASANI JYOTHI	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	

*G.S. Jay*

*Ch. S. Haranadh*

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13	KONALA RAKESH	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	
14	KOPPULA SURAMBIKA	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A
15	KUNISETTI SRI NAGA MAHESH	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	A	P	P	P	P	
16	MANDA HARSHA VARDHAN GUPTA	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	
17	MEKA SIVAJI GANESH	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	
18	PEDDINTI KIRAN	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
19	PITTA KRANTHI	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	
20	RENTALA RAVINDRA	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	
21	SAMBRANI PREM KUMAR	P	P	P	P	P	P	A	P	P	P	P	P	P	A	P	P	P	P	P	P	P	
22	YAMANA DURGA DEVI	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P

G.S. Jay

  
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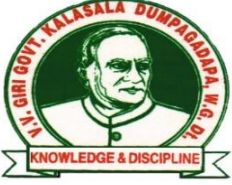
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6	GHANTASALA JAHNAVI	A	P	P	P	P	P	P	P	P	P	P	P	P	
7	GORRELA DURGA BHAVANI	P	P	P	P	P	P	P	P	P	P	P	A	P	
8	GULLA SANDHYA	P	P	P	P	P	P	A	P	P	P	P	P	P	
9	JUTTIKA AKHIL	P	A	P	P	P	P	P	P	P	P	P	P	P	
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11	KARRETI SAMYELU	P	P	P	P	A	P	P	P	P	P	P	P	P	
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22	YAMANA DURGA DEVI	A	P	P	P	P	P	P	P	P	P	P	P	P	

G. S. Reddy



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## SYLLABUS

**Name of the Department:** Commerce

**Course title:** Digital Marketing

**Duration:** 36hrs

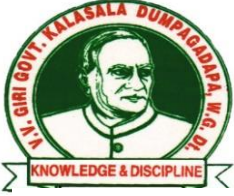
### **COURSE OUTCOME:**

- Understand the Social Media space and tools
- Analyse the effectiveness of your company's and competitors' social media programs.
- Design social media programs that directly support business and marketing goals Channels and programs.
- Implement a process for planning social media marketing activities.

## **Digital marketing**

- **UNIT 1:** Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM
- **UNIT 2:** Marketing Automation: Definition, Advantages, Marketing Automation Softwares: CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools.
- **UNIT 3:** Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting. Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements.
- **UNIT IV:** Applications of E-Marketing - Introduction, Objectives, Online Advertising, Direct Response Medium, Role of Distribution in E-Marketing, Lead Generation Platform, Customer Service Mechanism, Relationship Building Medium

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## Commerce department

### CERTIFICATE COURSE

#### Digital Marketing

#### QUESTION PAPER

Time:2hrs

Duration:36hrs

Exam date:

Max.Marks:25M

**1. \_\_\_\_, social media, mobile apps, and other digital channels are all examples of digital marketing used by companies and companies.**

- A. Search Engines
- B. Websites
- C. Emails
- D. All of the above

**2. \_\_\_\_ are used in digital marketing.**

- A. Electronic devices
- B. Internet
- C. Both A and B
- D. None of the above

**3. \_\_\_\_ is/are the main component(s) of digital marketing.**

- A. SEO
- B. SMO
- C. SEM
- D. All of the above

**4. What is the full form of SEO?**

- A. Search Engine Optimal
- B. Social Engine Optimization
- C. Search Engine Optimization
- D. Social Engine Optimal



**5. What is the full form of SEM?**

- A. Social Engine Marketing
- B. Search Engine Marketing
- C. Search Engine Management
- D. Social Engine Management

**6. What is the full form of SMO?**

- A. Social Media Optimal
- B. Search Media Optimal
- C. Search Media Optimization
- D. Social Media Optimization

**7. In recent years, digital marketing has also become more reliant on \_\_\_\_.**

- A. Email
- B. Affiliate
- C. Both A and B
- D. None of the above

**8. Using \_\_\_\_, you improve your site's structure and content and conduct promotional activities to enhance your ranking on search engines.**

- A. Search Engine Optimization
- B. Social Media Marketing
- C. Social Media Optimization
- D. Search Engine Marketing

**9. \_\_\_\_ is/are part(s) of SEO.**

- A. Off-Page
- B. On-Page
- C. Both A and B
- D. None of the above

**10. In On-Page SEO, website owners use various methods and measures within their own websites to improve their website's \_\_\_\_ on search engines.**

- A. Pages
- B. Ranking
- C. Portal
- D. Data

**11. An on-page search engine optimization strategy involves dealing with elements of SEO within a website, such as \_\_\_\_, etc.**

- A. Meta Tags
- B. Technical Tags
- C. Content Quality
- D. All of the above

**12. The important On-Page SEO factor(s) is/are -**

- A. Meta Tags
- B. Sitemap
- C. Canonical Tag
- D. All of the above

**13. \_\_\_\_ contain meta tags that contain information about their content.**

- A. Pages
- B. Sites
- C. Portals
- D. Browsers

**14. The meta tags provide information about the \_\_\_\_.**

- A. Page
- B. Author
- C. When it was last updated
- D. All of the above

**15. As Meta Tags help search engines \_\_\_\_ the page, they are extremely important in terms of SEO.**

- A. Understand
- B. Index
- C. Both A and B
- D. None of the above

**16. A HTML page's header section contains the tags, e.g., \_\_\_\_ meta tag \_\_\_\_**

- A. <head , </head>
- B. head> , </head>
- C. <head> , </head>
- D. >head< , </head>

**17. These tags are not visible to users, but search engines can see them in order to \_\_\_\_.**

- A. Index your website
- B. Determine its ranking
- C. Both A and B
- D. None of the above

**18. SEM consists of -**

- A. Display ads
- B. Search ads
- C. Shopping ads
- D. All of the above

**19. The search engine marketing term is also known by many other names depending on which \_\_\_\_ you use.**

- A. Website
- B. Webpage
- C. Browser
- D. Search Engine

**20. Google ads are also known as -**

- A. PPC advertising
- B. Pay-per-click advertising
- C. Both A and B
- D. None of the above

**21. Advertisements appear on \_\_\_\_ results pages in Google's search network.**

- A. Websites
- B. Browsers
- C. Webpages
- D. Search Engine

**22. Pinterest feature(s) for Marketing is/are -**

- A. Create Pinterest Boards
- B. Join Pinterest Boards
- C. Create a Business Account on Pinterest
- D. All of the above

**23. LinkedIn feature(s) for Marketing is/are -**

- A. Ad Campaign on LinkedIn
- B. LinkedIn Group
- C. Both A and B
- D. None of the above

**24. Facebook feature(s) for Marketing is/are -**

- A. Facebook Business Page
- B. Create Facebook Group
- C. Join Facebook Group
- D. All of the above

**25. You can create a subdomain in high domain authority websites, such as \_\_\_\_, and others, using the Web2.0 Submission off-page SEO technique.**

- A. Blogger
- B. WordPress
- C. Medium
- D. All of the above

G. S. Jayak



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## Exam-Absentee statement

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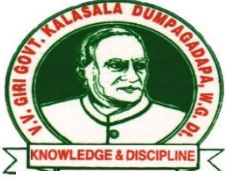
Total Marks: 25

S.NO	NAME OF THE STUDENT	REGD.NO	CLASS	SIGNATURE
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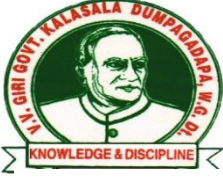
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S.NO	NAME OF THE STUDENT	REGD.NO	CLASS	MARKS OBTAINED	REMARKS
1	ANGARA PREM KUMAR	21326201001	I B.COM (GEN)	ABSENT	
2	CHABATTINA PRADEEP	21326201002	I B.COM (GEN)	20	
3	CHEKKA KARTHIK	21326201003	I B.COM (GEN)	23	
4	DOBBIDI LAVANYA	21326201004	I B.COM (GEN)	20	
5	GANTELA SAIRAM	21326201005	I B.COM (GEN)	24	
6	GHANTASALA JAHNAVI	21326201006	I B.COM (GEN)	21	
7	GORRELA DURGA BHAVANI	21326201007	I B.COM (GEN)	24	
8	GULLA SANDHYA	21326201008	I B.COM (GEN)	23	
9	JUTTIKA AKHIL	21326201009	I B.COM (GEN)	24	
10	KADALI YAMINI	21326201010	I B.COM (GEN)	22	
11	KARRETI SAMYELU	21326201011	I B.COM (GEN)	20	
12	KASANI JYOTHI	21326201012	I B.COM (GEN)	24	
13	KONALA RAKESH	21326201013	I B.COM (GEN)	21	
14	KOPPULA SURAMBIKA	21326201014	I B.COM (GEN)	22	
15	KUNISETTI SRI NAGA MAHESH	21326201015	I B.COM (GEN)	20	
16	MANDA HARSHA VARDHAN GUPTA	21326201016	I B.COM (GEN)	21	
17	MEKA SIVAJI GANESH	21326201017	I B.COM (GEN)	23	
18	PEDDINTI KIRAN	21326201018	I B.COM (GEN)	24	
19	PITTA KRANTHI	21326201019	I B.COM (GEN)	23	
20	RENTALA RAVINDRA	21326201021	I B.COM (GEN)	24	
21	SAMBRANI PREM KUMAR	21326201022	I B.COM (GEN)	24	
22	YAMANA DURGA DEVI	21326201023	I B.COM (GEN)	20	

*G.S. Jay*

*Ch. S. Haranadh*

PRINCIPAL  
V.V. Giri Government Kalasala  
DUMPAGADAPA



**V.V.GIRI GOVT. KALASALA**

**DUMPAGADAPA, W.G.Dist., (via) AKIVIDU - 534 235**

Accredited by NAAC @ B+

**College Code : AKNU323**



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## DEPARTMENT OF COMMERCE

CERTIFICATE COURSE

### DIGITAL MARKETING

**02nd NOVEMBER 2021 TO 16th DECEMBER 2021**

### A BRIEF REPORT

The Department of Commerce organized a Certificate course on Employment and its management strategies to the students of (I B.com General).

- ❖ The program is conducted after the regular class work is over.
- ❖ The duration of the class is one hour and in total 36 hrs is the duration of the course.
- ❖ Students were supplied with the necessary study material.
- ❖ Out of 22 registered, 21 students participated and successfully completed the course.
- ❖ At the end of the program, a Grand Test was conducted and it was also evaluated.
- ❖ Certificates were issued to the successfully completed participants in the valedictory function.
- ❖ Sri.G.Sanjeeva raju and experts from outside the college were the resource persons.

The outcomes of the course are:

- Understand the Social Media space and tools
- Analyse the effectiveness of your company's and competitors' social media programs.
- Design social media programs that directly support business and marketing goals Channels and programs.
- Implement a process for planning social media marketing activities.

  
PRINCIPAL  
V.V. Giri Government Kalasala  
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# V.V.GIRI.GOV.T.KALASALA

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THIS IS TO CERTIFY THAT MR/MS. \_\_\_\_\_ **GORRELA DURGA BHAVANI** \_\_\_\_\_

CLASS: **1<sup>st</sup> B.COM(GEN)** REGISTERED NO: **203238100007** HAS SUCCESSFULLY COMPLETED A CERTIFICATE

COURSE OF 36 HOURS ON \_\_\_\_\_ **"DIGITAL MARKETING"** \_\_\_\_\_ CONDUCTED BY

DEPARTMENT OF COMMERCE FROM **02-11-2021** TO **16-12-2021**.

  
COURSE CO-ORDINATOR

  
IQAC CO-ORDINATOR

  
PRINCIPAL  
V V Giri Government Kalasala  
DUMPAGADAPA  
PRINCIPAL



# V.V.GIRI.GOV.T.KALASALA

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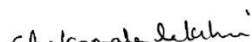
THIS IS TO CERTIFY THAT MR/MS. \_\_\_\_\_ **CHEKKA KARTHIK** \_\_\_\_\_

CLASS: **1<sup>st</sup> B.COM(GEN)** REGISTERED NO: **203238100003** HAS SUCCESSFULLY COMPLETED A CERTIFICATE

COURSE OF 36 HOURS ON \_\_\_\_\_ **"DIGITAL MARKETING"** \_\_\_\_\_ CONDUCTED BY

DEPARTMENT OF COMMERCE FROM **02-11-2021** TO **16-12-2021**.

  
COURSE CO-ORDINATOR

  
IQAC CO-ORDINATOR

  
PRINCIPAL  
V V Giri Government Kalasala  
DUMPAGADAPA  
PRINCIPAL







# V.V.GIRI.GOV.T.KALASALA

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THIS IS TO CERTIFY THAT MR/MS. DOBBIDI LAVANYA

CLASS: 1<sup>st</sup> B.COM(GEN) REGISTERED NO: 203238100004 HAS SUCCESSFULLY COMPLETED A CERTIFICATE

COURSE OF 36 HOURS ON "DIGITAL MARKETING" CONDUCTED BY

DEPARTMENT OF COMMERCE FROM 02-11-2021 TO 16-12-2021

  
COURSE CO-ORDINATOR

  
IQAC CO-ORDINATOR

  
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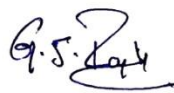


THIS IS TO CERTIFY THAT MR/MS. CHABATTINA PRADEEP

CLASS: 1<sup>st</sup> B.COM(GEN) REGISTERED NO: 203238100002 HAS SUCCESSFULLY COMPLETED A CERTIFICATE

COURSE OF 36 HOURS ON "DIGITAL MARKETING" CONDUCTED BY

DEPARTMENT OF COMMERCE FROM 02-11-2021 TO 16-12-2021

  
COURSE CO-ORDINATOR

  
IQAC CO-ORDINATOR

  
PRINCIPAL  
V V Giri Government Kalasala  
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