

SRI A.S.N.M GOVERNMENT COLLEGE, PALAKOL

DEPARTMENT OF COMMERCE

2018-2019



VALUE ADDED COURSE

DIGITAL MARKETING

SRI A.S.N.M GOVERNMENT COLLEGE (A), PALAKOL

DEPARTMENT OF COMMERCE

Palakol
Dt:15-07-2018

To
The principal
Sri A.S.N.M Government College
(A),Palakol,

Requested sir,

Sub: Value Added course- DIGITAL MARKETING -2018-19 Submission of Work done
statements- Request for action-reg.

We submit that the Department of Commerce conducted classes for the Value Added course
DIGITAL MARKETING -2018-2019.The statement showing the work done to gather with the details of
number of hours and the faculty names provided in the statement that follow.

Thank you sir

Yours faithfully,

K. Swarnalatha
K.Swarnalatha
Lecturer in Commerce

ABSTRACT

K.Swarnalatha Lecturer in
Commerce

Total: 16-07-2018 to 20-08-2018

Total 30 Hrs

K.S.
PRINCIPAL

SRI A.S.N.M GOVERNMENT COLLEGE (A),PALAKOL
DEPARTMENT OF COMMERCE 16-07-2018 to 20-08-2018
Value Added Course on
DIGITAL MARKETING
Syllabus

Syllabus

Unit 1: Introduction

Digital Marketing: Meaning, Importance, Traditional Online Marketing vs Digital Marketing, Online Market Place Analysis Micro Environment, Online Macro Environment, Trends in Digital Marketing, Competitive Analysis.

Unit 2: Web Site Planning and Creation

Web Site: Meaning, Objectives, Components of Website, Website Creation, Incorporation of Design and Adding Content, Installing and Activating Plugins.

Unit 3: Search Engine Optimization (SEO)

SEO: Meaning, History and Growth of SEO, Importance of Search Engine, On page Optimization, Off Page Optimization, Role of Search Engine Operation, Google Ad Words, Search Engine Marketing: Campaign Creation, Ad Creation, Approval and Extensions.

Value Added Course on DIGITAL MARKETING

**Classes by K.Swarnalatha
Lecturer in Commerce**



Digital Marketing 16-07-2018 to 20-08-2018

Students signatures list

Sl.No	Regd No:	Students Name	Signature
1	1631001	Alapati Sai Manikanta	A. Sai Manikanta
2	1631003	Arakatta Saratchandra	A. Saratchandra
3	1631005	Bonthu Vijaya Kumar	B. Vijaya Kumar
4	1631006	Busi Sandeep Raju	B. Sandeep Raju
5	1631008	Ch. Ravi Kiran	Ch. Ravi Kiran
6	1631009	Chellaboina Satyanarayana	C. Satyanarayana
7	1631010	Chemiganti Satya Sai	Ch. Satya Sai
8	1631015	Dommeti Manikanta	D. Manikanta
9	1631016	Gollamandula Dilip Kumar	G. Dilip Kumar
10	1631018	Gubbala Manikanta Swamy	G. Manikanta Swamy
11	1631020	Guduri Jyothi	G. Jyothi
12	1631023	Kadali Varaprasad	K. Varaprasad
13	1631026	Kandavalli Leela Prasad	K. Leela Prasad
14	1631027	Karada Vijaya Durga Prasad	K. Vijaya Durga Prasad
15	1631028	Kasa Sudhakar	K. Sudhakar
16	1631029	Katuri Anil Kumar	K. Anil Kumar
17	1631030	Katuri Murthy Babu	K. Murthy Babu
18	1631034	Lanka Suresh	L. Suresh
19	1631036	Manupati Chanti	M. Chanti
20	1631037	Marri Sai Ram	M. Sairam
21	1631039	Nakka John Babu	N. John Babu
22	1631042	Nimmana Siva	N. Siva
23	1631048	Saladi Sridevi	S. Sridevi
24	1631049	Seelaboyina Umasai	S. Umasai
25	1631051	Seeli Vamsi	S. Vamsi

K. S. S.
PRINCIPAL



Sri ASNM Govt College(A), Palakol
(NAAC Re-accredited with B Grade)



Department of COMMERCE

This is to Certify that Mr/Ms Ch. Satyanarayana
of B.Com (Gen) **Program has successfully completed**
the Value added Course in Digital Marketing **during the**
year 2017-2018

K. Swarna Satya
Coordinator

K. S. 21/8/2018

Principal

PRINCIPAL
Sri A.S.N.M. GOVT. COLLEGE (A)
PALAKOL-534 260, W.G.DIST.