



Course Time Table - 2019-20

Date	TIME	CONTENT OF THE COURSE
04.08.2019	10.00AM - 1.00 PM	Digital Marketing - An Overview and Introduction - The changing face of advertising, the technology behind digital marketing, Key terms and concepts
	2.00 PM - 5.00 PM	What is marketing? What is digital marketing? Understanding marketing strategy, the building blocks of marketing, Search Engine Optimization Practitioner
11.08.2019	10.00 AM - 1.00 PM	Content Marketing - Why content? An Overview, The growth of content marketing in the digital age, Technical and architectural strategies
	2.00 PM - 5.00 PM	Content strategies: Offsite Optimization strategies, Click-through and site conversion strategies: social media and Internet audience Profiling Case study
18.08.2019	10.00 AM - 1.00 PM	Mobile Marketing Practitioner: introduction, key terms and concepts, the role of mobile in personal communication, mobile messaging channels
	2.00 PM - 5.00 PM	Location and mobile commerce, integrating mobile into online and pay per click practitioner
25.08.2019	10.00 AM - 1.00 PM	Social Media Channels: introduction, key terms and concepts, social media channels, social networking, content creation, book marking and aggregating
	2.00 PM - 5.00 PM	Location and social media, tracking social media campaigns, social media marketing: rules of engagement, tools of the trade, advantages and challenges
01.09.2019	10.00 AM - 1.00 PM	Email Marketing: introduction, key terms and concepts, email strategy and planning, step by step process, tools of the trade, advantages and challenges
	2.00 PM - 5.00 PM	Display Advertising, Digital Brand Strategies Other important elements of DM channels


Principal

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ಪೆಸಿಎಸ್ ಆವೃತ್ತ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಅಧ್ಯಯನ ಕೇಂದ್ರ

(ಇದನ್ನು ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯವು ಅಂಗೀಕರಿಸಿರುವ ಅಧ್ಯಯನ ಕೇಂದ್ರವಾಗಿದೆ)

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List of Students (I M.Com/BBA/B.Com/BCA) Participated in Digital Marketing Certificate Program AY 2019-20

Sl. No.	Name
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6	SAMANTHA P R
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8	SUSHMA S.V
9	USHA H.T
10	VARSHITHA S.P
11	ADITYA SHUKLA
12	AKASH B SHETTY
13	ANKUSH G
14	APOORVA N
15	BATNI ABHISHEK
16	FAIZAN AHMED
17	FOUZIA KAUSAR
18	GANESH VASUDEV REDDY P B
19	GINKALA ROHAN C NAYAKA
20	HARINI K.S
21	JAHNAVI B.J
22	KARAN M JAIN
23	KAVYA K.P
24	MAHANTESH
25	MALLIKARJUNA M
26	MANJU K.R
27	MOHAMMED SAHIL S.A
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34	SANJAY P.
35	SHAINHA FIRDOSI
36	SHANTHA TERALAI MEN
37	SHARATH KUMAR G.U
38	SHRENIK G.M
39	SINDHU M.R
40	SNELIA S.GOWDA
41	SPOORTHI M.S
42	SYED SAMIR
43	THANUSHA R.
44	VIBHHA U
45	AKARSHIT DHANRAJ
46	VARUN M.D.
47	AASTHA JAIN
48	ABDULLA S ABDUL KAREEM
49	AISHWARYA S
50	ANUSHA A.C
51	ANUSHASHREE M
52	CHANDANA R
53	CHETHAN KUMAR H.Y
54	DHANUSH G.N
55	FAIZAN PASHA
56	GANESH
57	GANESH D.K
58	GOWTHAM R
60	HARSHA M.N
61	HARSHA P



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64	IFRA FATHIMA
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66	JEEVITHA R
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68	JYOTHI B.A
69	KAVYASHRI M
70	KIRAN H
71	KRUTHIKA R
72	KRUTHIKA S KALYANI
73	NAGAVENI K.R
74	NAMAN J JIRAWALA
75	NANDITHA B
76	NARAYAN RAM PATEL
77	NISCHAY M SALGADI
78	PALLAVI M
79	POOJA G.R
80	POOJA N
81	POOJA V.R
82	PRAFULKUMAR M KAJAGAR
83	PREKSHA A JAIN
84	PRIYANKA A.Y
85	RADHIKA K.S
86	RAKSHIT M SHET
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88	RISHAB KUMAR JAIN
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96	SHREYANS R JAIN
97	SHRUSTI S
98	SINDHU M.S
99	TARUN C.M
100	UMA RAO D.M
101	USHA J
102	VARUN M.S
103	VASUKI S KULKARNI
104	VISHNU VIJAY T.M
105	YASHWANTH S.C
106	ZAIN SAKEENA
107	SHASHANK S.M
108	ABDUL RAZAK K
109	ADITHYA D.G
110	AISHWARYA S
111	AKSHATHA A.S
112	AKSHATHA M
113	ANJALI P.K
114	ANKITH H.D
115	ANUJNA V
116	ANVITHA S
117	BHAGEERATHI T
118	BHARANI B.S
119	BHOOMIKA K.B
120	BHOOMIKA M
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127	KIRANKUMAR THORATH K
128	KISHAN G
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