

No.

Certificate Course offered by M/S FICOM Engineering Pvt. Ltd.

on

**Digital Marketing to BBM/B.Com/BCA/M.Com Students – AY-2015-16**

This course is designed for practical learning, where students will be expected to work with marketing datasets, dummy display ads, virtual website optimization, SEO based on instructions in lectures and class discussions. At the end of this course, the participants will understand various channels and activities essential to plan to implement and manage an effective digital marketing strategy for their businesses. The course also empowers students with the right skills required to be professional digital marketers.

**Objectives:**

1. Exploring the emerging tools offered by the internet.
2. Understand and estimate the mindset of the online consumer.
3. Design tools to enhance online consumer experiences.
4. Monitor, evaluate and iterate traffic-building activities for marketers.
5. Evaluate internet-marketing metrics and identify KPI.
6. Benefit the marketers through better consumer segmentation, forecasting consumer trends and consumer analytics.



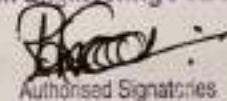
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NH 206, Sagar Road

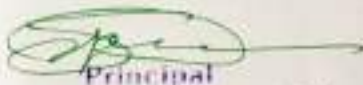
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Authorized Signatories

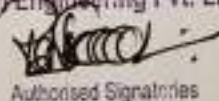
**Syllabus**

<b>Unit - 1</b>	<b>Digital Marketing – An Overview and Introduction : ( 6 Hours)</b> Introduction, The changing face of advertising, the technology behind digital marketing. Key terms and concepts, What is marketing? What is digital marketing? Understanding marketing strategy, the building blocks of marketing, Search Engine Optimization Practitioner
<b>Unit - 2</b>	<b>Content Marketing ( 6Hours)</b> Why content? – An overview, The growth of content marketing in the digital age, Technical and architectural strategies: Content strategies: Offsite optimization strategies, Click-through and site conversion strategies: Social Media and Internet Audience Profiling Case study
<b>Unit - 3</b>	<b>Mobile Marketing Practitioner ( 6 Hours)</b> Introduction, Key terms and concepts, the role of mobile in personal communication, Mobile messaging channels, Location and mobile, Mobile commerce, Integrating mobile into online and Pay per Click Practitioner
<b>Unit - 4</b>	<b>Social Media Channels: ( 6 Hours)</b> Introduction, Key terms and concepts, Social media channels, Social networking, Content creation, Bookmarking and aggregating, Location and social media, Tracking social media campaigns Social media marketing: Rules of engagement Tools of the trade Advantages and challenges.
<b>Unit - 5</b>	<b>Email Marketing ( 6 Hours)</b> Introduction, Key terms and concepts, Email strategy and planning, Step-by-step process Tools of the trade, Advantages and challenges. Display Advertising, Digital Brand Strategies Other important elements of DM channels

  
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**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

  
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30	PRAGATI JOSHI
31	PRIVANKA D.K.
32	SAMEER AHAMED R.A
33	SAMRUDDHI P.
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	CHEETHAN 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



62	HARSHITHA M.S
63	IBRAHIM KHALEEL
64	IFRA FATHIMA
65	JEEVAN A
66	JEEVITHA R
67	JESLINE FERNANDES
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
87	RANJITHA R.N
88	RISHAB KUMAR JAIN
89	RITHIK D JAIN
93	ROHITH VAISHNAV
90	SAHANA S
91	SAKSHATH K.G

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93	SAWOOD AHAMED KHAN
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96	SHREYANS R JAIN
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98	SINDHU M.S
99	TARUN C.M
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101	USHA J
102	VARUN M.S
103	VASUKI S KULKARNI
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106	ZAIN SAKEENA
107	SHASHANK S.M
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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
121	BHOOMIKA R MURTHY
122	JAYANTH C.L

  
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123	KARAN S.N
124	KAVANA G.S
125	KAVANA P
126	KAVYA S
127	KIRANKUMAR THORATH K
128	KISHAN G
129	LINGARAJU M.P
130	LOYOLA DSOUZA
131	MADHURA G.P
132	MADHURA H.S
133	MAITHILI BHAT
134	MALLIKARJUN T.R
135	MANASA D.A
136	MANASA K.C
137	MANOHAR V
138	MANOJ RAMACHANDRA HEGDE
139	MANOJ S
140	MANOJ S.M
141	MEGHANA G
142	MIRZA FAIZAN BAIG
143	MOHAMMED FAIZ
144	MOHAMMED SABEEL
145	NANDANA G.R
146	NAYANA R
147	NAYANA V.R
148	NEHA KOUSAR G

  
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**PES Institute of Advanced Management Studies, Shivamogga**

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**M/S FICOM Engineering Private Limited, Bangalore**

# CERTIFICATE

This is to certify that Mr./Ms. RAKESH U of I M. Com has successfully completed the 30 Hours of Certification Course on DIGITAL MARKETING held during 04-08-2019 to 01-09-2019 conducted by PES Institute of Advanced Management Studies, Shivamogga in association with M/S FICOM Engineering Private Limited, Bangalore.

  
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Director



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M/S FICOM Engineering Private Limited, Bangalore

# CERTIFICATE

This is to certify that Mr./Ms. ANVITHA S. of I BCA has successfully completed the 30 Hours of Certification Course on DIGITAL MARKETING held during 04-08-2019 to 01-09-2019 conducted by PES Institute of Advanced Management Studies, Shivamogga in association with M/S FICOM Engineering Private Limited, Bangalore.

*K. S. Sathya*  
Principal

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*[Signature]*  
Director