



**Course Time Table – 2018-19**

Date	TIME	CONTENT OF THE COURSE
05.08.2018	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
12.08.2018	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
19.08.2018	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
26.08.2018	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
02.09.2018	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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SHIVAMOGGA-577 204.



**List of Students (I M.Com/I B.Com/BBA) Participated in Digital Marketing Certificate Program AY 2018-19**

Sl. No.	Name
1	ANANDA N
2	CHANDANA G.P
3	CHANDANA JADAV
4	CHEZHAN R
5	IMTIYAZ AHMED
6	MADAN B K
7	MISBA TAJ
8	NETHRAVATHI B N
9	POOJA N
10	RAKSHITHA N S
11	SAVYA D.S
12	SHAZIYA BANU
13	SHIVAKUMARA A S
14	SNEHA R CHAUHAN
15	SOWMYA A.S
16	SYEDA KAUNAIN
17	TASMIYA KOUNAIN
18	AISHWARYA S
19	ARCHANA M NAYAK
20	ASHWINI P
21	ESHWAR M PATEL
22	KARTHIK C M
23	LEKHA P K
24	SABIRA
25	SANJAY C
26	SHWETHA S GULGULE
27	SWATHI B J
28	SWATHI R
29	UMME HANI
30	ABDUL SATTAR
31	ABHISHEK B S
32	ADITI DRAVID
33	AFIYA
34	AMOGHA T.K

  
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35	ANKITH S M
36	ARCHANA G N
37	BHUMIKA NE
38	BIHUVAN R.P GINGAD
39	CHANDANA V
40	CHARAN K G
41	CHINTANA N
42	CHIRAG J JAIN
43	CHIRAG U JAIN
44	DARSHAN B
45	DARSHAN N R
46	DHRUVAN D
47	FARAZ ANWAR
48	GOWRISHANKAR Y N
49	GOWTHAM K
50	GURUSWAMY H.R
51	HEMANTH JADHAV C
52	KAVYA T.S
53	KRISHNA JETTY R
54	KUSHI P.B
55	LOHITH H K
56	MADHU DYAVAKKALAVAR
57	MAHAMAD KAIF
58	MOHAMMED ARFAD
59	MOHAMMED IBRAHIM
60	MURUGENDRA KUMAR B
61	NITEESH GOWDA M M
62	PAVAN M
63	POOJA T S
64	PRAMOD DRAVID N H
65	PRATHEEK K
66	PREETHAM R B
67	RANJITH REDDY T R
68	RASHMI N
69	ROHAN B Y

*KSK*





70	SAFIYA NOORAIN S
71	SAHANA P
72	SANJAY GAIKWAD D
73	SATHVIK B.S
74	SHAIK SUHEL AKRAM
75	SHASHANK N DASAR
76	SHIVRAJ K R
77	SONIYA R
78	SUMANA NAZ
79	SUMITH S JAIN
80	SWAMY A.B
81	SYED ARBAZ
82	SYED TOUSIF
83	VIKAS H M
84	VISHWAS H M
85	ABHISHEK V K
86	ADARSH B
87	AISHWARYA B P
88	ANKITHA B R
89	ASTHIK S
90	BINDU E.H
91	BINDU P E
92	DARSHANNAIK
93	GANAVI B.M
94	GANESH K P
95	HARSHITHA M
96	JATHIN KUMAR JAIN
97	KEERTHI Y
98	LALITHSINGH PUROHITH
99	LUQMAN PASHA
100	MAHAMMAYI D PRABHU
101	MALLIKARJUNA M
102	MANOHAR K S
103	MEGHA G
104	MOHAMMED MASOOD

  
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105	MOHAN R
106	MURALI G
107	NIDHI J R
108	NIHARIKA BYRAPLY YATHIRAJU
109	NITHIN M.C
110	PALLAVI H.R
111	PARIMALA T
112	PRIYA C R
113	RACHANA R VANDKAR
114	RAMYASHREE B
115	SACHIN M M
116	SAILAKSHMI K.R
117	SAMPADA R.M
118	SANATH K M
119	SANJAY M M
120	SHAMANTH B N
121	SHARATH K
122	SHARATH PATIL N.G
123	SHAZIYA BANU
124	SHOIB AKTHAR
125	SHWETHA L
126	SINCHANA T N
127	SNEHA S.K
128	SUHANI A
129	SUSHMITHA R.P
130	SWATHI M
131	SYED AJMAL
132	VARUN D H
133	VIMARSHA D
134	VISHAL K
135	YASHWANTH C R
136	PRABHUGOUDA U MUDIGOUDRA
137	VARDHAN A.V

  
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