

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.



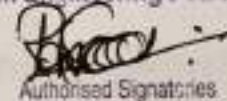
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PES Institute of Advanced Management Studies

NH 206, Sagar Road


SHIVAMOGGA-577 204

For Ficom Engineering Pvt. Limited


Authorized Signatories

Syllabus

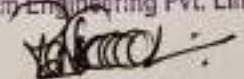
<p>Unit - 1</p>	<p>Digital Marketing – An Overview and Introduction : (6 Hours) Introduction, The changing face of advertising, the technology behind digital marketing. Key terms and concepts, What is marketing? What is digital marketing? Understanding marketing strategy, the building blocks of marketing, Search Engine Optimization Practitioner</p>
<p>Unit - 2</p>	<p>Content Marketing (6Hours) 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</p>
<p>Unit - 3</p>	<p>Mobile Marketing Practitioner (6 Hours) 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</p>
<p>Unit - 4</p>	<p>Social Media Channels: (6 Hours) 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.</p>
<p>Unit - 5</p>	<p>Email Marketing (6 Hours) 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</p>



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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


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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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PESIAMS

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(Affiliated to Kuvempu University and Recognized by Govt. of Karnataka)

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M/S FICOM Engineering Private Limited, Bangalore

CERTIFICATE

This is to certify that Mr./Ms. ADITI DRAVID of I BBA has successfully completed the 30 Hours of Certification Course on DIGITAL MARKETING held during 05-08-2018 to 02-09-2018 conducted by PES Institute of Advanced Management Studies, Shivamogga in association with M/S FICOM Engineering Private Limited, Bangalore.

K. Saitalra
Principal

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Principal
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[Signature]
Director

PES Institute of Advanced Management Studies, Shivamogga

(Affiliated to Kuvempu University and Recognized by Govt. of Karnataka)

&

M/S FICOM Engineering Private Limited, Bangalore

CERTIFICATE

This is to certify that Mr./Ms. SAVYA D. S of I M. Com has successfully completed the 30 Hours of Certification Course on DIGITAL MARKETING held during 05-05-2018 to 02-07-2018 conducted by PES Institute of Advanced Management Studies, Shivamogga in association with M/S FICOM Engineering Private Limited, Bangalore.


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Director