

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.



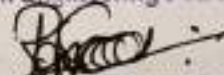
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PES Institute of Advanced Management Studies

NH 206, Sagar Road


SHIVAMOGGA-577 204

For Ficom Engineering Pvt. Limited


Authorized Signatories

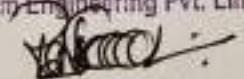
Syllabus

<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 - 2017-18

Date	TIME	CONTENT OF THE COURSE
17-09-2017	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
24-09-2017	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
08-10-2017	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
15-10-2017	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
22-10-2017	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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ವಿಶ್ವವಿದ್ಯಾಲಯದ ಮಟ್ಟದಲ್ಲಿ ಅಭಿವೃದ್ಧಿಗಾಗಿ ಮುನ್ನಡೆಸುವುದರಲ್ಲಿ ಪ್ರತಿಜ್ಞೆ

(ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿಯೂ ಕಾರ್ಯಕ್ರಮಗಳನ್ನು ನಡೆಸುವುದರಲ್ಲಿ ಪ್ರತಿಜ್ಞೆ)

ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

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Website : pestrust.edu.in/pesiams

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

List of Students (I M.Com/III B.Com/BBA) Participated in Digital Marketing Certificate Program AY 2017-18

Sl. No.	Name
1	AMSHA S L
2	ASHITHA T S
3	BANU K T
4	BHANUSHREE G M
5	KATHYAYANI S.K
6	KAVYA G R
7	NARASAMMA V
8	NEEHA KOUSAR
9	POOJA N
10	PRASHKILA T S
11	PRIYANKA V
12	RAJINI O
13	RAMESH M R
14	RUMANA
15	SHREYA B R
16	SINCHANA U K
17	SUCHITHRA K S
18	SWEETY GOUR
19	VARSHA K R
20	VARSHA M
21	ABHISHEK R
22	APOORVA PATIL
23	ARPITHA P
24	BHARANI R
25	DIVYA D.M
26	GOURAVI S D
27	POOJA KHATAVKAR N B
28	RAMYA M
29	ROHINI S


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30	ROSLIN MASCARENHAS
31	SANGHAVI D S
32	SANIHA E K
33	SHAGUFTHA
34	SHAHEEN TAJ
35	SINDHU NYAMATI
36	SOUJANYA K
37	SRIHARI M KOLEKAR
38	SULTANA KHANUM
39	VEEKSHITHA A R
40	VINAY KUMAR G.B
41	ABDUL KHADER JEELANI
42	ADITYA G.D
43	ASHWIL D SOUZA
44	BALASUBRAMANYA S P
45	CHANDAN J N
46	CHETHANA S H
47	DEEPAK UDANDKAR
48	FATHIMA ZULFA
49	GULNAZ BEGUM
50	HASEEBA MUTHAHERA
51	HEMANTH B L
52	JOYAL JOY
53	KANCHANA N.S
54	KAVYA N
55	LAKSHMI D S
56	MIZBA H
57	MOHAMMED AFIF SHARIEFF
58	MOHAMMED FAIZAN RAZA
59	MOHAMMED IMRAN
60	MOHAMMED SEAHAN
61	MOHAMMED YUSHA


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62	NANDAN D
63	NEHA SRIEE A D
64	NIRANJAN B T
65	NISARGA S M
66	NITHIN R
67	NITHIN S
68	PRIYANKA B H
69	RAKSHA JAIN
70	SAAD AHMED SHARIFF
71	SADIYA AHMADI
72	SAMREEN FATHIMA
73	SAYED ZEBA HYDER
74	SIMRAN PARVEEN
75	SINDHU S
76	SMARAN S.C
77	SOMASHEKHARA G.H
78	SUMANTH S.M
79	UZAIR S.M
80	VANDANA BEEJADI VENKATESHA
81	VARSHITHA G S
82	VIPUL D PATEL
83	AASIYA
84	ABHILASH S
85	AMULYA V S
86	CHANDANA B.N
87	CHANDRASHEKAR S
88	DARSHAN N JAIN

This is to certify that above students of
I M.com, III B.com, and IV BBA students
participated in certificate program in Digital Marketing
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&

Vishnu Techsoft Private Limited, Bangalore

CERTIFICATE

This is to certify that Mr./Ms. Amsha S. L. of I M. Com has successfully completed the 30 Hours of Certification Course on Digital Marketing held during 17-09-2017 to 22-10-2017 conducted by PES Institute of Advanced Management Studies, Shivamogga in association with Vishnu Techsoft Private Limited, Bangalore.


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Director



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&

Vishnu Techsoft Private Limited, Bangalore

CERTIFICATE

This is to certify that Mr./Ms. Balasubramanya S.P. of III Sem BBA has successfully completed the 30 Hours of Certification Course on Digital Marketing held during 17-09-2017 to 22-10-2017 conducted by PES Institute of Advanced Management Studies, Shivamogga in association with Vishnu Techsoft Private Limited, Bangalore.


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Director