



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


Principal

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(ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಅಧಿಕೃತ ಅಂಗವಾಗಿ)

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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
Principal