

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.



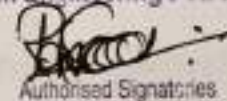
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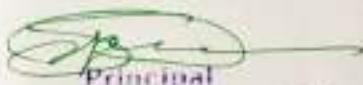
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Authorized Signatories

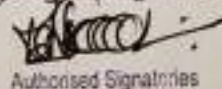
Syllabus

Unit - 1	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
Unit - 2	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
Unit - 3	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
Unit - 4	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.
Unit - 5	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


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Course Time Table - 2016-17

Date	TIME	CONTENT OF THE COURSE
07-08-2016	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
14-08-2016	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
21-08-2016	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
28-08-2016	10.00 AM - 1.00 PM	Social Media Channels: introduction, key terms and concepts, social media channels, social networking, content creation, book marketing 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
04-09-2016	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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(Kannada text: ಶಿವಮೊಗ್ಗದ ಮಧ್ಯಮ ಕಾಲೇಜಿನಲ್ಲಿ ಇದ್ದು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಅನುಮೋದನೆ)

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

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Website : pesiust.edu.in/pesiams

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

List of Students (I M.Com/III B.Com/BBA/BCA) Participated in Digital Marketing Certificate Program AY 2016-17

Sl. No.	Name of the Student
1	ABDUL SAHIL
2	ABHISHEK K
3	ABRAR PASHA
4	AMULYA H C
5	ARPITHA S.R
6	AYESHA NAIYARA
7	BABU S
8	BHARGAVI V
9	BHATTI OM PRAKASH
10	BI BI RUQAIYA
11	CHARAN T.B
12	DAYANASREE K R
13	DIGANTH K S
14	FARHEEN TAJ
15	FAWAZ AHMED
16	KALLADAKA ADNAN
17	KARTHIK R
18	KASHIF SAJID AHMED KHATIB
19	KAVYA U B
20	LOHITH S
21	MANJU SHREE D DESAI
22	MEDHA BHAVE
23	MEGHANA H S
24	MOHAMMED ADNAN T.N
25	MOHAMMED ANWER KHAN
26	MOHAMMED SAFWAN
27	NAMRATHA S.D
28	NIDHA
29	NITHIN B S
30	PRATEEK L



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31	RAHUL J.R
32	RAMYA B R
33	ROHITH B
34	SACHIN N
35	SACHIN S
36	SACHIN S K
37	SANIYA KOUVEN
38	SEEMA N.V
39	VARUNI J
40	VIJAYALAKSHMI A
41	SACHIN M R
42	ABHILASH H
43	AISHWARYA ATAD
44	AISHWARYA DOLLY SEQUIERA
45	AISHWARYA SUNIL
46	AKARSHA V S NAIR
47	AKASH NAYAKA T S
48	AKASH S.N
49	AKSHAY N
50	AKSHATHA B
51	AMRUTHA H.L
52	ANKITHA BHANSALI
53	ANKITHA H.C
54	ANUSHA A P
55	APOORVA G.S
56	ARAVIND G
57	ARPITHA H
58	ARPITHA M GOWDA
59	AVINASH H L
60	BHARATH G
61	BHARATH S.P


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62	CHANDAN M N
63	CHARVEE R JAIN
64	CHELA RAM
65	DAYANA M
66	DEEKSHA G.N
67	DHANRAJ M S
68	DRUPADHA D
69	EMMANUEL RAJEEV
70	JHANVI GUPTA
71	KANCHANA K
72	KEERTHANA G KOTIAN
73	LAVANYA R
74	LIFAM LIFZA
75	MANOJ H.P
76	MANOJ KUMAR G
77	MEGHASHREE S
78	NAGAVENI Y
79	PRAJNA P KUMAR
80	PRANITH SONDA
81	PRARTHANA G KOTIAN
82	PREETHISHREE M
83	RAKSHA JAIN
84	RAMYA N PATEL
85	RASHMI
86	RISHAB SHARMA
87	ROHITH S
88	ROOPA S M
89	RUSHYANTH HEGDE N.M
90	SANGEETHA S
91	SANJAY B
92	SANJAY M


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93	SANNIDHI K.R
94	SHARANYA M
95	SHEETAL S JAIN
96	SHEETHAL KUMAR JAIN S S
97	SHREYAS T R
98	SHWETHA M Y
99	SHWETHA S.H
100	SIMRAN
101	SRIRAKSHA S P
102	SUMANA R S
103	SYED SADIQ
104	THANUJA B.R
105	THILAK S
106	UJWALA C
107	UTHKARSHA K.P
108	VARSHA N K
109	VIKAS U CHIKKERI
110	YASHWANTH S
111	RUKMINI K.V
112	ADITHYA K
113	ADNAN AHMED
114	AISHWARYA R
115	AKSHAY KUMAR S R
116	ANOOP VIDYADHAR HEGDE
117	ANUSHREE M V
118	BHAVANA N B
119	CHAITRA A R
120	CHAITRA C
121	CHANDANA H
122	DARSHAN T.H
123	DEVARAJ


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124	DIVYASHREE M
125	DIXITH G
126	HAFEEZA BANU K
127	HALESH B.G
128	HARSHA H.V
129	HARSHITHA P
130	INDIRA V JOIS
131	JAYANTH A S
132	JEETHANA V
133	JYOTI RUDRAMUNI HULAMANI
134	KARTHIK P
135	KAVYA G N
136	KAVYA S N
137	KHAMAR TAJ
138	LOHIT R
139	MANISH RAJ B
140	MOHAMMED BURHAN
141	NAYANA G
142	NEHA TARANNUM
143	NERGIS QURESHI
144	PAVAN J.C
145	PAVITHRA SHAGLE NJ
146	PRIYANKA B.B
147	PUSHPA U S
148	RACHANA R
149	RAHUL T R
150	RAKSHITHA H B
151	RAKSHITHA N
152	RAMYA H B
153	RASHMI H.H
154	RENUKA PRASAD B


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155	ROHAN REVANKAR M
156	SACHIN S
157	SHAMANTH S
158	SHARATH KUMAR R
159	SHASHIKALA D S
160	SHEETAL M M
161	SHEETHAL S
162	SUMANTH J P
163	SHWETHA R
164	SPOORTHI H S
165	SPOORTHI KANGOD
166	SUJAN K.R
167	SWATHI B N
168	TEJASH B
169	THANUJA H.S
170	THANUSHREE
171	VARSHINI G
172	VIKRAM SHET G
173	VITTAL RAO R
174	YUSUFULLA
175	VARUN R.N
176	ANUJNYA K
177	ANUPKUMAR K R
178	ISHWARYA J
179	KAVYA B P
180	LEKHA B
181	LOHITH KUMAR B R
182	MANOJ J C
183	MANU D R
184	MEGHANA M
185	PRASANNA KUMAR B C

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186	PRIYA M K
187	PRUTHVIKA G H
188	RASHMI A S
189	SALMA A
190	SANTHOSH KUMAR N M
191	SHALINI S
192	SHARATH
193	SHILPASHREE N B
194	SHYNI ROBERT
195	SMITHA A
196	SUPRITHA J
197	SYED SHEERAZ
198	VAISHALI K M
199	VARSHA S V

This is to certify that the students mentioned in the list above have attended the Certificate Program in Digital Marketing


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CERTIFICATE

This is to certify that Mr./Ms. NERGIS GURESHI of III BCA has successfully completed the 30 Hours of Certification Course on DIGITAL MARKETING held during 07-08-2016 to 04-09-2016 conducted by PES Institute of Advanced Management Studies, Shivamogga in association with M/S FICOM Engineering Private Limited, Bangalore.


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CERTIFICATE

This is to certify that Mr./Ms. AMULYA HC of III BBA has successfully completed the 30 Hours of Certification Course on DIGITAL MARKETING held during 07-08-2016 to 04-09-2016 conducted by PES Institute of Advanced Management Studies, Shivamogga in association with M/S FICOM Engineering Private Limited, Bangalore.


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