

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.



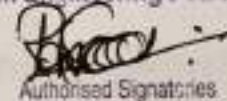
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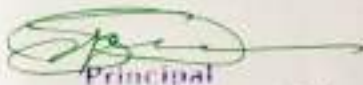
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Authorized Signatories

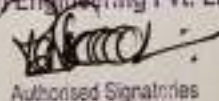
Syllabus

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 – 2015-16

Date	TIME	CONTENT OF THE COURSE
06-09-2015	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
13-09-2015	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
20-09-2015	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
27-09-2015	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
04-10-2015	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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(ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಅಧಿಕಾರವಹಿಸಿರುವ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಅನುಮೋದನೆ ಪಡೆದಿದೆ)

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 (III M.Com/V B.Com/BBM/BCA) Participated in Digital Marketing Certificate Program AY 2015-16

Sl. No.	Reg. No.	Name
1	PC141201	ANIL C
2	PC141202	ANKUTHA A R
3	PC141203	ARPITTHA U J
4	PC141204	ASHWINI S.E
5	PC141205	BHAVYASHREE
6	PC141206	DIVYA D KATKAR
7	PC141207	DIVYA U
8	PC141208	GOUTHAM K S D
9	PC141209	KAVITHA
10	PC141210	KRUTHI K
11	PC141211	MAMATHA P S
12	PC141212	MEGHANA H.M
13	PC141213	NAVYASHREE M
14	PC141214	NIVEDITA B
15	PC141215	POOJA U KAMATH
16	PC141216	POONAM SIDDANNA DODDAMANI
17	PC141217	PRAVEEN D.P
18	PC141218	RADHA R
19	PC141219	RAKESH PATEL M.P
20	PC141220	RAMYA M SONDUR
21	PC141221	RANJITHA R. S
22	PC141222	RASHMI H L
23	PC141223	SANDHYA U
24	PC141224	SARASWATHI C S
25	PC141225	SEEMA B R
26	PC141226	SHALINI K B
27	PC141227	SHREYAS B
28	PC141228	SHRIKANTH S R
29	PC141229	SHYALAJ S.D


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30	PC141230	SUCHITRA DEVI PRASAD
31	PC141231	SUSHMITHA M SHET
32	PC141232	VEENA L K
33	PC141233	VEERESH R D
34	C1331802	AKSHAY H M
35	C1331803	AKSHAY R JAIN
36	C1331804	AKSHAYKUMAR NB
37	C1331805	AKSHIT KUMAR M JAIN
38	C1331806	ANTHISHA A
39	C1331807	ANUSHKA R SHAH
40	C1331809	APSHA TABASSUM
41	C1331810	BHAVIK M JAIN
42	C1331811	BI BI FATHIMA
43	C1331812	CHARANSINGH T
44	C1331814	DIVYA HR
45	C1331816	GANESH RAO M
46	C1331817	GOVINDARAJ H K
47	C1331818	GURUNATH V
48	C1331819	HARISH J JAIN
49	C1331822	IFFATH JAHAN
50	C1331824	JUGGESH N
51	C1331825	KAVYA GR
52	C1331826	KOMAL M JAIN
53	C1331827	KUNAL A JAIN
54	C1331828	KUSHBOO
55	C1331829	LAKSHMI H
56	C1331830	LEKHA B
57	C1331831	LEPANA TN
58	C1331832	MEGHA B A
59	C1331833	MEGHANA T H
60	C1331835	MUTTHURAJ K
61	C1331837	NAMRATHA P JAIN


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62	C1331838	NEHA DATH
63	C1331839	NIDHI MK
64	C1331841	PAVAN KR
65	C1331842	PAYAL R JAIN
66	C1331843	PRABHU S
67	C1331844	PRAJWAL P
68	C1331846	PRATHIK KA
69	C1331847	PRAVEEN R NAIR
70	C1331849	RAHUL KOCHAR
71	C1331850	RAJANI KS
72	C1331851	RAKESH BT
73	C1331852	RAKESH KM
74	C1331853	RAKESH SP
75	C1331854	RASHMI KM
76	C1331855	RENUKAPRASAD H R
77	C1331856	SHANKAR SATISH SEERWANI
78	C1331858	SHRINGAR S
79	C1331859	SHRIYA MEHTA
80	C1331860	SIMRAN A JAIN
81	C1331861	SUMAN S BOHRA
82	C1331862	SUMANA N
83	C1331863	SWARNAMAYE CS
84	C1331864	SYED SAFWAN
85	C1331865	TEJASWI CHATRA N
86	C1331866	VARSHASV
87	C1331868	VINEETHA JAIN
88	C1331869	VIPUL JAIN
89	C1331870	YASHASWINI D
90	C1331871	SHILPA TS
91	BM138901	ABHINANDAN PK
92	BM138902	AISHWARYA BS


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Unit
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93	BM138903	ALIYA MOULALI SHAIKH
94	BM138904	ANUSHA K
95	BM138905	ARCHANA V
96	BM138906	BHARAT B
97	BM138908	DARSHAN NG
98	BM138909	FARMAN JAZEEB
99	BM138910	HARSHA S PATIL
100	BM138911	IFTEQAR AHMED P
101	BM138912	KUSHAL J
102	BM138915	MEHA A KHATRI
103	BM138918	NAVYA KG
104	BM138920	NISHA J JAIN
105	BM138921	PRATHAMA PRABOL
106	BM138923	SAGAR K V
107	BM138924	SAHANA AN
108	BM138926	SALEEM BASHA
109	BM138927	SAMEENA
110	BM138928	SANDEEP S
111	BM138931	SHIVAPRASAD RAJU KP
112	BM138932	SHIVARAMA KRISHNA S P
113	BM138933	SHRAVAN KUMAR K G
114	BM138935	SNEHA R BAFNA
115	BM138937	SYED REEHAN RAZA
116	BM138940	VIKRAM KM
117	BM138971	MOHAMMED ATIF SHARIEFF
118	BC130902	AISHWARYA P.C
119	BC130903	AKANKSHA M JAIN
120	BC130904	ANUSHA M G
121	BC130905	ANUSHA N
122	BC130906	ANVITHA S.B
123	BC130907	ARPITHA M


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124	BC130908	BASAVARAJ M.P
125	BC130909	BHAGYASHREE B.S
126	BC130910	BHAVANA B.S
127	BC130911	CAROL FERNANDIS
128	BC130912	CHAITHRA H.V
129	BC130913	DARSHAN S
130	BC130914	DEEPALI N R
131	BC130915	DOMINIC SUNDEEP RICHARD
132	BC130916	HARSHITHA S
133	BC130917	KALASHREE K M
134	BC130918	KAVYA N.E
135	BC130919	LAVANYA L.M.S
136	BC130920	LISHA P
137	BC130921	MADHURI S NADIG
138	BC130922	MAHIN RIYAZ
139	BC130923	MANASA V
140	BC130924	MAYURA S.M
141	BC130925	NAVYA SHETTY
142	BC130926	PAVITHRA S.M
143	BC130927	PRADEEPA M.K
144	BC130928	PRIYADARSHINI M K
145	BC130929	PRIYANKA S
146	BC130931	RAMAKANTH NAYAKA K.R
147	BC130932	RAMYA G R
148	BC130933	RANJEETH A
149	BC130934	RANJITHA R
150	BC130935	RASHID AHMED
151	BC130936	RASHMI M.A
152	BC130937	ROHIT N
153	BC130938	SAHANA B.O
154	BC130939	SALMAN KHAN S

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155	BC130940	SATHVIK KUMAR K
156	BC130941	SHANKAR K.S
157	BC130942	SHANON D'SOUZA
158	BC130943	SHWETHA DIWANJI
159	BC130944	SINCHANA N
160	BC130945	SPOORTHI NARAYAN
161	BC130946	SUHANA TASNI
162	BC130947	SUJITH KUMAR E.P
163	BC130948	SUNIL KUMAR S.P
164	BC130949	SURESH S
165	BC130950	SUSHMA B.G
166	BC130951	TEJASWINI B.G
167	BC130952	VENKATESH G.N
168	BC130953	VISHWAS S RAIKAR
169	BC130954	YAMUNA R
170	BC130955	YASHASWINI T.J
171	BC130320	VARSHITHA N

This is to certify that above mentioned students have successfully completed the Certificate Program in Digital Marketing.

 06/10/2016

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CERTIFICATE

This is to certify that Mr./Ms. PRAVEEN D.P. of III Sem M. Com has successfully completed the 30 Hours of Certification Course on DIGITAL MARKETING held during 06-09-2015 to 04-10-2015 conducted by PES Institute of Advanced Management Studies, Shivamogga in association with M/S FICOM Engineering Private Limited, Bangalore.


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Director

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CERTIFICATE

This is to certify that Mr./Ms. APSHA TABASSUM of B.Com has successfully completed the 30 Hours of Certification Course on DIGITAL MARKETING held during 06-09-2015 to 04-10-2015 conducted by PES Institute of Advanced Management Studies, Shivamogga in association with M/S FICOM Engineering Private Limited, Bangalore.


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