



**P.V.K.N. Govt. COLLEGE (AUTONOMOUS),
CHITTOOR – 517002**

[Accredited with 'A' grade by NAAC]



**A CERTIFICATE COURSE ON
“DIGITAL MARKETING”
(INSTITUTIONAL PERMISSION)**



**CONDUCTED BY THE
DEPARTMENT OF ECONOMICS**

2021-2022

(INSTITUTIONAL PERMISSION)



P.V.K.N. Govt. COLLEGE (A),

CHITTOOR – 517002

DEPARTMENT OF ECONOMICS

S. No.	RESOURCE PERSONS	DESIGNATION
1	P.KOTESWARA RAO	LECTURER IN ECONOMICS



Department of ECONOMICS
Certificate Course on
DIGITAL MARKETING

Registration

Chief Patron

Dr.G.Ananda Reddy,

Principal,

PVKN Govt College(A), Chittoor

Patrons

GOPRIYA NAICK,

In Charge of Dept. Of Telugu

PVKN Govt College(A), Chittoor

Co-ordinator

P.KOTESWARA RAO

Lecturer in ECONOMICS

PVKN Govt College(A), Chittoor

Students will register their names in the dept of
Economics from 01-02-2021 to 28-02-2021





**P.V.K.N. Govt. COLLEGE (A),
CHITTOOR – 517002**

IQAC -Resolution Copy

The IQAC committee along with Chairperson and Coordinator, convened a meeting on 29- 1 - 2021 and resolved to conduct “ Certificate/ Value Add-on courses “ in the month of **JANUARY – 2021** according to the feasibility of the departments.

It is also resolved to submit the details as per the checklist well in advance by the departments who had given their consents.

Check list:

- 1. IQAC Resolution**
- 2. Department wise Resolution**
- 3. Course structure and planning**
 - a. Date and timing schedule**
 - b. Course out comes, Syllabus and model question papers**
 - c. Testing procedure**
 - d. Feedback form**
 - e. Model Certificate**
- 4. Students’ enrolment list**
- 5. Attendance register for 30 hours and more (Online/ Offline)**
- 6. Test(Exam) and Certificate distribution**
- 7. Submission of Critical Analysis Report to IQAC**





**P.V.K.N. Govt. COLLEGE (A),
CHITTOOR – 517002**

Department Resolution Copy

DEPARTMENT OF ECONOMICS

As per the circular issued by the IQAC dated **23 – 12 - 2021** the department of **ECONOMICS** has conducted a meeting on **29 – 1 - 2021** and unanimously resolved to conduct a Certificate / Value add-on course in the month of **JANUARY– 2021** with the duration of a minimum of 30 hours.



Chittoor,

29/01/2021.

From

Course Coordinator,

Dept.of economics,

PVKN Government College (A),

Chittoor.

TO

The Principal,

PVKN Government College (A),

Chittoor.

Sir,

Sub: Requesting regard to permit the Dept. of Economics to conductt Certificate Course.

For the academic year 2021-22, The Dept .of Economics wish to conduct the Add on course on “Indian Constitution” for UG students as an extra academic curricular activity .Classes will be taken in offline from 01-02-2021 to 28-02-2021.which followed the inaugural meet.

Thanking you Sir,

Yours faithfully,

(P.KOTESWARA RAO)

Course Coordinator

Incharge of the Department


Principal
PVKN Govt. College (A)
Chittoor - 517002 (A.P.)



Intimation in Class Rooms

The Department of Economics is going to conduct a CERTIFICATE COURSE on “DIGITAL MARKETING” with minimum 30 working hours, without fee. Interested students should come and register your names in the department

Registration of the Students


P.V.K.N. Govt. COLLEGE (A),
CHITTOOR – 517002
DEPARTMENT OF ECONOMICS
ENROLLMENT OF STUDENTS 2021-2022

S.No	Name of the Student	Programme/Combination	Signature of the student
1	P.charan	I B.A (H.E.P)	P. Charan
2	B. Dinesh	I B.A (H.E.P)	B. Dinesh
3	M.Arun kumar	I B.A (H.E.P)	M. Arun Kumar
4	T.Gemini Maharshi	I B.A (H.E.P)	T. Gemini Maharshi
5	P.Lokesh	I B.A (H.E.P)	P. Lokesh
6	B.Swetha	I B.A (H.E.P)	B. Swetha
7	Ch.Vignesh	I B.A (H.E.P)	Ch. Vignesh
8	P.Gnanendra	I B.A (H.E.P)	Ch. Vignesh
9	M.Jyoshna	I B.A (H.E.P)	M. Jyoshna
10	P.Chaithanya	I B.A (H.E.P)	P. Chaithanya
11	A.Leelamohan	I B.A (H.E.P)	A. Leelamohan
12	A.Karthik	I B.A (H.E.P)	A. Karthik
13	M.Nagaraja	I B.A (H.E.P)	M. Nagaraja
14	S.Madhavi	I B.A (H.E.P)	S. Madhavi
15	K.Poojitha	I B.A (H.E.P)	K. Poojitha
16	N.Anji	I B.A (H.E.P)	N. Anji
17	Ch. Himagiri	I B.A (H.E.P)	Ch. Himagiri
18	K.Elangovan	I B.A (H.E.P)	K. Elangovan
19	A.Santhoshkumar	I B.A (H.E.P)	

D. Kotarasa Rao
Signature of the Head of the Department

Principal

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**P.V.K.N. Govt. COLLEGE (A),
CHITTOOR – 517002**

DEPARTMENT OF ECONOMICS

A Certificate Course in “DIGITAL MARKETING”

SYLLABUS

Unit- 1: Concept of Marketing

Marketing: Concept and Types; Marketing Mix; Marketing Strategies -• Marketing Segmentation; Marketing Organizations; Marketing Research -• Pricing Policies and Practices -• Major Players in Retail and Digital Market in India

Unit- 2: Understanding Product and Consumer

Product Marketing Types; Product Decisions and Strategies-• Product Life Cycle; Factors of Consumer Behavior -• Understanding Indian Consumer, Strategies of persuading the Consumer -• Sale Promotion: Advertisement, Branding and Packaging

Unit- 3: Retail Marketing

Concept and Types of Retail Marketing Big and Small Retail Markets, Retail Marketing Mix -• Retail Marketing Strategies; Essentials of Successful Retail Marketing Multichannel -Retailing -• Store Management -• Shopping Market Dynamics

Unit -4: Digital Marketing

Digital Marketing: Concept and Types: Telemarketing, Online or e-tailing; Essentials of Digital Marketing -• Difference between Physical Retail and Digital Marketing; Digital Marketing Channels-• Major players in Digital Marketing and their Marketing Strategies; Customer Behavior in Digital Marketing -• Tools and Apps of Digital Marketing.

Unit- 5: Marketing Models and Case Studies

Marketing Models of Retail and Digital Market Companies/Shops: Global, National and Local levels -• Discussion of two different types of Case Studies related to physical Retail Marketing-• Discussion of two different types of Case Studies related to Digital Marketing

Outline of the course in periods:

1. Theory hours	: 15
2. Hands on experiment	: 15
Total hours allotted	: 30



Course Objective: This course is aimed to give a complete view of the retail marketing and a comprehensive examination of the retail environment in both physical and digital arena.

Course Learning Outcomes:

Upon completion of this course, the students shall be able to achieve the following outcomes:

CO1: Explain the concepts and principles about the retail and digital marketing

CO2: Identify and analyze the opportunities related to retail and digital marketing available in the local area

CO3: Examine the strategies in retail marketing

CO4: Demonstrate the practical skills in applying digital marketing strategies

CO5: Evaluate different marketing models



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1	P.Charan	I B.A (H.E.P)
2	B. Dinesh	I B.A (H.E.P)
3	M.Arun kumar	I B.A (H.E.P)
4	T.Gemini Maharshi	I B.A (H.E.P)
5	P.Lokesh	I B.A (H.E.P)
6	B.Swetha	I B.A (H.E.P)
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13	M.Nagaraja	I B.A (H.E.P)
14	S.Madhavi	I B.A (H.E.P)
15	K.Poojitha	I B.A (H.E.P)
16	N.Anji	I B.A (H.E.P)
17	Ch. Himagiri	I B.A (H.E.P)
18	K.Elangovan	I B.A (H.E.P)
19	A.Santhoshkumar	I B.A (H.E.P)
20	s. Charan	I B.A (H.E.P)



Concepts of Digital Marketing

Introduction: Digital marketing refers to the promotion of products, services, or brands using electronic devices or the internet. It encompasses a wide range of online marketing tactics and channels to reach and engage with potential customers. The concept of digital marketing has evolved significantly with the advent of the internet and technological advancements.

Components and concepts within digital marketing:

1. Website Marketing: Having a well-designed and user-friendly website is fundamental to digital marketing. It serves as the central hub where potential customers can learn about a company's products or services, make purchases, or contact the business.

2. Search Engine Optimization (SEO): SEO is the process of optimizing a website to rank higher in search engine results pages (SERPs) for relevant keywords. It involves techniques such as keyword research, content optimization, and link building to improve visibility and attract organic traffic.

3. Content Marketing: Content marketing focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a target audience. Content can take various forms, including blog posts, videos, infographics, and social media posts.

4. Social Media Marketing: Social media platforms like Facebook, Twitter, Instagram, and LinkedIn are used to promote products or services, engage with customers, and build brand awareness. Social media marketing involves creating and sharing content, running advertisements, and interacting with followers.

5. Email Marketing: Email marketing involves sending commercial messages to a group of people via email. It is often used to communicate with existing customers, promote new products or offers, and nurture leads through the sales funnel.

6. Pay-Per-Click (PPC) Advertising: PPC advertising allows advertisers to display ads on search engines or other platforms and pay a fee each time their ad is clicked. This model is commonly used in search engine advertising (e.g., Google Ads) and social media advertising (e.g., Facebook Ads).

7. Affiliate Marketing: In affiliate marketing, businesses partner with individuals or other businesses (affiliates) who promote their products or services in exchange for a commission on sales generated through their referrals.

8. Mobile Marketing: With the widespread use of smart phones and tablets, mobile marketing has become increasingly important. It involves reaching customers on their mobile devices through tactics such as mobile-optimized websites, mobile apps, SMS marketing, and location-based targeting.



9. Analytics and Data Analysis: Digital marketing relies heavily on data and analytics to measure the effectiveness of campaigns, track user behavior, and make informed decisions. Tools like Google Analytics provide valuable insights into website traffic, audience demographics, and conversion rates.

10. Marketing Automation: Marketing automation platforms streamline repetitive tasks and workflows, such as email marketing, lead nurturing, and social media posting. By automating these processes, businesses can save time, improve efficiency, and deliver personalized experiences to their audience.

Types of digital Marketing

Introduction: Digital marketing encompasses various types of strategies and tactics aimed at promoting products, services, or brands online.

Types of digital marketing:

1. Search Engine Optimization (SEO): SEO involves optimizing a website's content, structure, and HTML code to improve its visibility in search engine results pages (SERPs) for relevant keywords. The goal is to increase organic (non-paid) traffic to the website.

2. Content Marketing: Content marketing focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a target audience. Content can take various forms, including blog posts, articles, videos, info graphics, podcasts, and social media posts.

3. Social Media Marketing: Social media marketing involves leveraging social media platforms like Facebook, Twitter, Instagram, LinkedIn, and Pinterest to promote products or services, engage with customers, and build brand awareness. It includes activities such as posting content, running ads, and interacting with followers.

4. Email Marketing: Email marketing involves sending commercial messages to a group of people via email. It is often used to communicate with existing customers, promote new products or offers, and nurture leads through the sales funnel. Email marketing campaigns can include newsletters, promotional emails, and transactional emails.

5. Pay-Per-Click (PPC) Advertising: PPC advertising allows advertisers to display ads on search engines or other platforms and pay a fee each time their ad is clicked. This model is commonly used in search engine advertising (e.g., Google Ads) and social media advertising (e.g., Facebook Ads).

6. Affiliate Marketing: In affiliate marketing, businesses partner with individuals or other businesses (affiliates) who promote their products or services in exchange for a commission on sales generated through their referrals. Affiliates typically promote products through their websites, blogs, social media, or email lists.

7. Influencer Marketing: Influencer marketing involves partnering with influential individuals (i.e., influencers) who have a large and engaged following on social media platforms. Businesses



collaborate with influencers to promote their products or services to their audience in a more authentic and relatable way.

8. Video Marketing: Video marketing involves creating and sharing videos to promote products or services, educate customers, and engage with the audience. Videos can be shared on websites, social media platforms, video-sharing sites like YouTube, and in email marketing campaigns.

9. Mobile Marketing: Mobile marketing focuses on reaching customers on their mobile devices, such as smart phones and tablets. It includes tactics such as mobile-optimized websites, mobile apps, SMS marketing (text message marketing), and location-based targeting.

10. Marketing Automation: Marketing automation involves using software platforms to automate repetitive marketing tasks and workflows, such as email marketing, lead nurturing, social media posting, and campaign tracking. Automation helps businesses save time, improve efficiency, and deliver personalized experiences to their audience.



MULTIPLE CHOICE QUESTIONS

1) Which of the following is the correct depiction of Digital Marketing?

- a. E-mail Marketing
- b. Social Media Marketing
- c. Web Marketing
- d. All of the above

Answer: d) All of the above

2. _____ doesn't fall under the category of digital marketing.

- a. TV
- b. Billboard
- c. Radio
- d. All of the above

Answer: d) All of the above

3. Which of the following is incorrect about digital marketing?

- a. Digital marketing can only be done offline
- b. Digital marketing cannot be done offline.
- c. Digital marketing requires electronic devices for promoting goods and services.
- d. In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing.

Answer: b) Digital marketing cannot be done offline

4. How many types of pillars do we have in digital marketing?

- a. 1
- b. 2
- c. 3
- d. 4

Answer: b) 2



5. Which of the following is involved in the digital marketing process?

- a. RSA
- b. Voice Broadcasting
- c. Podcasting
- d. All of the above

Answer: d) All of the above

6. What is considered while creating a front page of the website or homepage?

- a. References of other websites
- b. A brief elaboration about the company
- c. Logos portraying the number of awards won by the web designer
- d. None of the above

Answer: d) None of the above

7) What is the name of the process in which marketing is achieved by incorporating tools, techniques, electronic devices, technologies, or systems?

- a. Internet Marketing
- b. Direct Marketing
- c. Electronic Marketing
- d. Interactive Marketing

Answer: c) Electronic Marketing

8) Which of the following is not specifically required by the search engines?

- a. Poor user experience
- b. Keyword stuffing
- c. Buying links
- d. All of the above

Answer: d) All of the above

9. Which of the following factors are responsible for leaving an impact on the Google Page Rank?



- a. The text depicting inbound links to a page of a website.
- b. A total number of inbound links to a website's page.
- c. The subject matter of the site providing the inbound link to a page of a website.
- d. The number of outbound links on the page that contains the inbound link to a page of a website.

Answer: b) Total number of inbound links to a website's page.

10. The full form of FFA page is _____.

- a. Free for All Links
- b. Free for Alexa
- c. Free for Alternative Links
- d. Free for All Search Engine

Answer: a) Free for All Links

11. Creative marketing can be defined as _____.

- a. A marketing department entailing several employees.
- b. The brand value of an organization.
- c. A set of schemes undertaken by the organization for distributing the marketing material.
- d. The marketing content and its inventive aspect.

Answer: d) The marketing content and its inventive aspect.

12. Which of the following is the correct abbreviation CMS?

- a. Content Maintenance Site
- b. Content Maintenance System
- c. Content Management System
- d. Content Marketing System

Answer: C) Content Management System

13. Which of the following is the most common delivery channel in terms of mobile marketing?

- a. Graphic
- b. Text



- c. Voice call
- d. Search engine marketing

Answer: b) Text

14. In mobile marketing, the full form of LBS is _____.

- a. Location-based service
- b. List-based service
- c. Lead-based service
- d. None of the above

Answer: a) Location-based service

15. What is the need to analyze digital analytics?

- a. For making better decisions related to the business
- b. For generating higher revenue from the website
- c. To define genuine customers for your business
- d. For appealing more users to drive more traffic

Answer: a) For making better decisions related to the business

Fill in the blank

1. A financial year in India runs from the 1st of _____ of the current year to the 31st of _____ of the following year.

2. India, as of today, is deeply _____ with financial difficulties, but the Government has taken a pledge to set everything right within five years.

3. Union Government has decided to approve the proposal to set up the Indian Post Payments Bank with a capital of _____ and to set up branches as a Public Limited Company.

4. Who has been appointed as a new independent director by the Board of India Post Payment Banks (IPPB)?

5. Short term budget is prepared for-----



P.V.K.N. Govt. COLLEGE (A),

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DEPARTMENT OF ECONOMICS

Feedback form:

Course feedback form:

1. Were objectives of the course clear to you?

- 1) Yes 2). No

2. The course contents met your expectations

- 1) Yes 2) No

3. The level of the course was

- 1) Good 2) Not Good

4. The contents were illustrated with

- 1) More examples 2) Few examples

5. The course exposed you to new knowledge and practices

- 1) Agree 2) not agree

6. Will you recommend this course to your next Batch?

- 1) Yes 2) No





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Vellore Road, chittoor-517002, Andhra Pradesh

www.pvkngechittoor.ac.in

CERTIFICATE

This is to certificate that **P.CHARAN** 1st B.A (HEP) has attended in the certificate course from 01-02-2021 to 28-02-2021. At PVKN Govt.College (A) Chittoor

Signature of the Head

Signature of the Principal



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CERTIFICATE

This is to certificate that **B.DINESH** 1st B.A (HEP) has attended in the certificate course from 01-02-2021 to 28-02-2021. At PVKN Govt. College (A) Chittoor

Signature of the Head

Signature of the Principal



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CERTIFICATE

This is to certificate that M.ARUN KUMAR 1st B.A (HEP) has attended in the certificate course from 01-02-2021 to 28-02-2021. At PVKN Govt. College (A) Chittoor

Signature of the Head

Signature of the Principal



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CERTIFICATE

This is to certificate that **T.GEMINI MAHARSHI** 1st B.A (HEP) has attended in the certificate course from 01-02-2021 to 28-02-2021. At PVKN Govt. College (A) Chittoor

Signature of the Head

Signature of the Principal



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CERTIFICATE

This is to certificate that **P.LOKESH** 1st B.A (HEP) has attended in the certificate course from 01-02-2021 to 28-02-2021. At PVKN Govt.College (A) Chittoor

Signature of the Head

Signature of the Principal



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CERTIFICATE

This is to certificate that **B.SWETHA 1st** B.A (HEP) has attended in the certificate course from 01-02-2021 to 28-02-2021. At PVKN Govt.College (A) Chittoor

Signature of the Head

Signature of the Principal



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CERTIFICATE

This is to certificate that **CH.VIGNESH** 1st B.A (HEP) has attended in the certificate course from 01-02-2021 to 28-02-2021. At PVKN Govt.College (A) Chittoor

Signature of the Head

Signature of the Principal



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CERTIFICATE

This is to certificate that P.GNANEDRA 1st B.A (HEP) has attended in the certificate course from 01-02-2021 to 28-02-2021. At PVKN Govt.College (A) Chittoor

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Signature of the Principal



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CERTIFICATE

This is to certificate that M.JYOSHNA 1st B.A (HEP) has attended in the certificate course from 01-02-2021 to 28-02-2021. At PVKN Govt.College (A) Chittoor

Signature of the Head

Signature of the Principal



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CERTIFICATE

This is to certificate that **P.CHAITHANYA 1st** B.A (HEP) has attended in the certificate course from 01-02-2021 to 28-02-2021. At PVKN Govt.College (A) Chittoor

Signature of the Head

Signature of the Principal



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CERTIFICATE

This is to certificate that A.LEELAMOCHAN 1st B.A (HEP) has attended in the certificate course from 01-02-2021 to 28-02-2021At PVKN Govt.College (A) Chittoor

Signature of the Head

Signature of the Principal



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CERTIFICATE

This is to certificate that **A.KARTHIK** 1st B.A (HEP)has attended in the certificate course from 01-02-2021 to 28-02-2021. At PVKN Govt.College (A) Chittoor

Signature of the Head

Signature of the Principal



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CERTIFICATE

This is to certificate that M.NAGARAJA 1st B.A (HPT) has attended in the certificate course from 01-02-2021 to 28-02-2021. At PVKN Govt.College (A) Chittoor

Signature of the Head

Signature of the Principal



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CERTIFICATE

This is to certificate that **S.MADHAVI** 1st B.A (HPT) has attended in the certificate course from 01-02-2021 to 28-02-2021 At PVKN Govt.College (A) Chittoor

Signature of the Head

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CERTIFICATE

This is to certificate that **K.POOJITHA** 1st B.A (HEP) has attended in the certificate course from 01-02-2021 to 28-02-2021. At PVKN Govt.College (A) Chittoor

Signature of the Head

Signature of the Principal



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CERTIFICATE

This is to certificate that N.ANJI 1st B.A (HEP) has attended in the certificate course from 01-02-2021 to 28-02-2021. At PVKN Govt.College (A) Chittoor

Signature of the Head

Signature of the Principal



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CERTIFICATE

This is to certificate that **CH.HIMAGIRI 1st** B.A (HEP) has attended in the certificate course from 01-02-2021 to 28-02-2021. At PVKN Govt.College (A) Chittoor

Signature of the Head

Signature of the Principal



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CERTIFICATE

This is to certificate that **K.ELANGOVAN 1st** B.A (HPT) has attended in the certificate course from 01-02-2021 to 28-02-2021. At PVKN Govt.College (A) Chittoor

Signature of the Head

Signature of the Principal



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CERTIFICATE

This is to certificate that **A.SANTHOSH KUMAR** 1st B.A (HPT) has attended in the certificate course from 01-02-2021 to 28-02-2021At PVKN Govt.College (A) Chittoor.

Signature of the Head

Signature of the Principal



**P.V.K.N.GOVERNMENT DEGREE COLLEGE
(A), CHITTOOR**
(Accredited at 'A' Grade by NAAC)
Vellore Road, chittoor-517002, Andhra Pradesh
www.pvkngechittoor.ac.in

CERTIFICATE

This is to certificate that **S. Cheran** 1st B.A (HPT) has attended in the certificate course from 01-02-2021 to 28-02-2021At PVKN Govt.College (A) Chittoor.

Signature of the Head

Signature of the Principal



Critical Analysis Report:

The Department of Economics has conducted Certificate course (Institutional Permission) on “**Digital Marketing**” from 01-02-2021 to 28-02-2021 with the minimum duration of 30 hours. According to the IQAC and Principal’s instruction, the course has been conducted as per the feasibility and convenience of the Department of Economics and availability of the students during this academic year. 30 students were registered and completed the course as per the schedule. The objectives of the course that were specified in the beginning of the course were fulfilled to the core.

Hence, the Certificate course on “**Digital Marketing**” is very useful to all the Students. The feedback from the students was collected and analysed. All the students from across the streams showed interest to do this Certificate course and requested to continue the same course further for the successive batches.

Thank you

