

DEPARTMENT OF COMMERCE
DEVA MATHA COLLEGE KURAVILANGAD

Affiliated to Mahatma Gandhi University, Kottayam



REPORT

of

ADD-ON COURSE

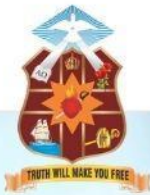
in

DIGITAL MARKETING & ONLINE BUSINESS

(Conducted for II DC Commerce students)

Academic Year : 2022-2023

Brochure



DEVA MATHA COLLEGE KURAVILANGAD

DEPARTMENT OF COMMERCE

Add on Courses offered for Students : 2022-2023

1. Mutual Fund

DMCK/ COM/AD 03/2022

2. Digital Marketing and Online Business

DMCK/ COM/AD 04/2022

Department Coordinators : Ms. Soumya Sebastian

Mr. Renny A. George



Add-on Course in DMCK/COM/AD 04/2022 Digital Marketing and Online Business

Duration: 30 hours

Number of students enrolled : 48

Customers today are on Facebook, Instagram, Twitter and Youtube , and digital marketing paves the way to connect with them. Digital marketing, in simple terms, is marketing goods and services through digital channels. With the internet revolution, smart phones, data and smart devices have become affordable and have leveraged mass use in India. Digital Marketing has recorded significant growth in the past few years. There are innumerable job opportunities in various segments of social media marketing like SEO analysts, social media experts, PPC executives, content writers, email marketers and beyond. The growth of digital marketing has been extensive over the past few years. The pandemic saw people adapting to online shopping and transactions, and it become the New Normal. People, the world over, are now connected online and hence the future is bright and secure for digital marketers.

The P.G. Department of Commerce Deva Matha College Kuravilangad conducted an Add on Course for the II DC Students of the department on the topic Digital Marketing and Online Business from 13thDecember 2022- 19th December 2022.

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DEVA MATHA COLLEGE KURAVILANGAD

ADD-ON COURSE FOR THE AY 2022-23

Title:	Digital Marketing and Online Business
Instructional Hours:	30 Hours
Duration:	3 months
Mode of Instruction:	Offline
Intake Capacity:	50
Eligibility:	+2

Course Objectives

- 1.The objective of this course is to make the students familiar with the mechanism of conducting business transactions through electronic media.
2. The program aims at developing an overall understanding of digital marketing / online marketing platforms
- 3.This course provides an understanding of the ever evolving digital landscape and examines the strategic role of digital marketing processes and tools in designing the overall Marketing strategy and the Digital Marketing Plan.
- 4.Analyze the role that social marketing plays in the digital landscape and marketing mix.

Module 1 (8 Hours)

Introduction to Digital Marketing

Meaning-Digital Marketing Vs Traditional Marketing –Digital Marketing Platforms-Advantages of Digital Marketing- Digital Marketing Channels-: Digital marketing tools/e-tools-The internet micro- and macro-environment- Keywords-Types of Keywords-Keyword research process - How to use pictures for Digital Marketing-The Digital landscape, Digital Advertising Market in India. Skills required in Digital Marketing. Digital Marketing Plan.

Module 2 (10 Hours)

Website& Search Engine Introduction

Internet –understanding Domain names & Domain extensions-Different types of websites-Planning & conceptualising a Website-Search Engine Optimisation (SEO)-definition of search engine Optimization (SEO); advantages and disadvantages of SEO - best practice in SEO -Search engine marketing (SEM)-definition of

SEM;Major functions of a Search Engine- -Social Media Marketing-Facebook marketing-Linkedin Marketing-Twitter Marketing-Video Marketing-using Youtube for business-Email marketing-Content marketing

Module 3 (4 Hours)

Digital Innovation and Trends

The contemporary digital revolution-Digital transformation framework-security and privatization issues with digital marketing-understanding trends in digital marketing

Module 4 (8Hours)

Online Business

Meaning and concept – E– commerce v/s Traditional Commerce– E– Business & E–Commerce – History of E– Commerce – EDI – Importance, features & benefits of E–Commerce – Impacts, Challenges & Limitations of E– Commerce – Supply chain management & E – Commerce – E – Commerce infrastructure - Electronic Payment Systems, Need of Electronic Payment System- Digital economy: Identify the methods of payments on the net – Electronic Cash, cheques and credit cards on the Internet- Understanding Ethical, Social and Political issues in E-Commerce

References

1. Gangeshwer, D.K., 2013. E-Commerce or Internet Marketing: A business review from Indian context. International journal of u- and e-service, science and technology, 6 (6), 187-194.
2. Kingsnorth, S., 2016. Digital Marketing Strategy: An Integrated Approach to Online Marketing, KoganPage, Business& Economics
3. Gangeshwer, D.K., 2013. E-Commerce or Internet Marketing: A business review from Indian context. International journal of u- and e-service, science and technology, 6 (6), 187-194.

Course Outcome:

- Students gain an overall understanding of digital marketing and online business.
- Provides introduction to Social Media Marketing platforms like Facebook, Twitter, You Tube, Pinterest, etc.
- Students will be able to identify the importance of the digital marketing for marketing success.
- Students will develop an understanding of the latest digital practices for marketing and promotion.

Assessment Procedure:

One hour duration written examination

Grading

Grading Scale	Grade
90-100%	A
80-89.9%	B
70-79.9%	C
60-69.9%	D
50-59.9%	E
0-49.9%	F

Resource Persons

Sl.No	Date & Time	Details of Resource Persons
1	13/12/22 9.30-11.00 AM	SAMEETH RAJ MANAGING DIRECTOR PH: 9526436622 Mail id: sameeth.raj@digiperform.com
2	13/12/22 11.00 AM- 12.30 PM	UNNIMAYA K SURENDRAN TRAINER PH: 7012097016 Mail id: unnimaya.digiperform@gmail.com
3	13/12/22 1.15-2.15	ASWATHY C.S TRAINER PH: 9995085822 Mail id: aswathyshaji2345@gmail.com
4	13/12/22 2.15-3.00 PM	SOORAJ B PAI Head Trainer PH: 9526269022 Mail id : soorajdigiperform@gmail.com
5	14/12/22 9.30-10.00 12.00-12.30	SAMEETH RAJ MANAGING DIRECTOR PH: 9526436622 Mail id: sameeth.raj@digiperform.com
6	14/12/22 10.00-12.00	SOORAJ B PAI Head Trainer

	1.15 PM -3.15	PH: 9526269022 Mail id : soorajdigiperform@gmail.com
7	15/12/22 9.30-10.30	SAMEETH RAJ MANAGING DIRECTOR PH: 9526436622 Mail id: sameeth.raj@digiperform.com
8	15/12/22 10.30-12.30 1.15 -3.15	SOORAJ B PAI Head Trainer PH: 9526269022 Mail id : soorajdigiperform@gmail.com
9	16/12/22 9.30- 10.00 2.15-3.15	SAMEETH RAJ MANAGING DIRECTOR PH: 9526436622 Mail id: sameeth.raj@digiperform.com
10	16/12/22 10.00-12.30 1.15-2.15	SOORAJ B PAI Head Trainer PH: 9526269022 Mail id : soorajdigiperform@gmail.com
11	17/12/22 9.45-3.15	SOORAJ B PAI Head Trainer PH: 9526269022 Mail id : soorajdigiperform@gmail.com

PHOTOS







Kottayam, KL, India
Meenachil, Kottayam, 686633, KL, India
Lat 9.756433, Long 76.562439
12/16/2022 10:41 AM GMT+05:30
DM COURSE : deva matha college



Kottayam, KL, India
Meenachil, Kottayam, 686633, KL, India
Lat 9.756517, Long 76.562504
12/16/2022 10:40 AM GMT+05:30
DM COURSE : deva matha college

Attendance Sheet

ATTENDANCE SHEET								
ADD ON COURSE ON DIGITAL MARKETING & ONLINE BUSINESS								
Sl.No	Cl.No	Name	13.12.22	14.12.22	15.12.22	16.12.22	17.12.22	19.12.22
1	801	Abhijith K S	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
2	802	Anderson Joshy	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
3	803	Aroomal S K	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
4	804	Athul Santhosh	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
5	805	Emmanuel Baby	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
6	806	Jaision Savio	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
7	807	Jubin Kurian	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
8	808	Nandu Pradeep	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
9	809	Robin K Dennis	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
10	810	Yadukrishnan C S	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
11	811	Archana S Warrior	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
12	812	Devika Nair	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
13	813	Devika V. Mukundan	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
14	814	Jesna Mani	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
15	815	Salu Sasikumar	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
16	816	Adarsh Anil	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
17	817	Adarsh U	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
18	818	Akash Mathew	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
19	819	Akshay P S	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
20	820	Albin Sebastian	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
21	821	Albin Sebastian	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
22	822	Amal Thankachan	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
23	823	Anandhu N Biju	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
24	824	Anith Mohan	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
25	825	Cyril Vincent	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
26	826	Hement Hezekiel	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
27	827	Jobin K James	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
28	828	Linu Paul Mathew	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
29	829	Naveen John	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
30	830	Naveen Suresh	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>

31	831	Noyal Jacob Thomas	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
32	832	Peter Biju	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
33	833	Sanju Joseph Chacko	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
34	835	V S Vinayak	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
35	836	Akshara K	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
36	837	Alfiya K. M	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
37	838	Anna Joli	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
38	839	Aswathimol Shaji	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
39	840	Christy Benny	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
40	841	Devika T S	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
41	842	Gowrinandana P S	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
42	843	Jilu Maria Joseph	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
43	844	Josmy George	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
44	845	Krishnapriya Ramanan	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
45	846	Neha Joshy	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
46	847	Radhika K R	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
47	848	Riya Thomas	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
48	849	Suryamol P R	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>


 HEAD OF THE DEPT
 ANITHA COLLEGE, KURAVANGILLY, P
 (Circular stamp with college name and location)

MARK SHEET ADD ON COURSE DIGITAL MARKETING & ONLINE
BUSINESS (2022-23)

MARK (50)

SL.N O	Cl.N o	NAME	DEPARTMENT	
1	801	Abhijith K S	Commerce	50
2	802	Anderson Joshy	Commerce	50
3	803	Aroomal S K	Commerce	42
4	804	AthulSanthosh	Commerce	46
5	805	Emmanuel Baby	Commerce	44
6	806	JaisonSavio	Commerce	36
7	807	Jubin Kurian	Commerce	50
8	808	Nandu Pradeep	Commerce	42
9	809	Robin K Dennis	Commerce	42
10	810	Yadukrishnan C S	Commerce	44
11	811	Archana S Warriar	Commerce	50
12	812	Devika Nair	Commerce	48
13	813	Devika V. Mukundan	Commerce	46
14	814	Jesna Mani	Commerce	42
15	815	SaluSasikumar	Commerce	50
16	816	Adarsh Anil	Commerce	48
17	817	Adarsh U	Commerce	42
18	818	Akash Mathew	Commerce	38
19	819	Akshay P S	Commerce	50
20	820	Albin Sebastian	Commerce	32
21	821	Albin Sebastian	Commerce	50
22	822	AmalThankachan	Commerce	48
23	823	Anandhu N Biju	Commerce	48
24	824	Anith Mohan	Commerce	48
25	826	Cyril Vincent	Commerce	48
26	827	HementHezekiel	Commerce	48
27	828	Jobin K James	Commerce	42

28	829	Linu Paul Mathew	Commerce	44
29	830	Naveen John	Commerce	38
30	831	Naveen Suresh	Commerce	40
31	832	Noyal Jacob Thomas	Commerce	48
32	833	Peter Biju	Commerce	50
33	834	Sanju Joseph Chacko	Commerce	46
34	835	V S Vinayak	Commerce	44
35	836	Alfiya K. M	Commerce	50
36	837	Akshara K	Commerce	46
37	838	Anna Joji	Commerce	48
38	839	AswathimolShaji	Commerce	50
39	840	Christy Benny	Commerce	40
40	841	Devika T S	Commerce	44
41	842	Gowrinandana P S	Commerce	48
42	843	Jilu Maria Joseph	Commerce	50
43	844	Josmy George	Commerce	44
44	845	KrishnapriyaRamanan	Commerce	50
45	846	NehaJoshy	Commerce	50
46	847	Radhika K R	Commerce	48
47	848	Riya Thomas	Commerce	50
48	849	Suryamol P R	Commerce	44

Feedback Form of Respondents

Feedback Form-Add on Course-Digital Marketing and Online Business from 13.01.2022 onwards (Res...)

File Edit View Insert Format Data Tools Extensions Help Last edit was 2 minutes ago

100% 10 B I Z A

B1:K25 Email Address

Time	Email Address	Name of the Student	Class No.	Class	How would you rate	How would you rate th	How would you rate	How would you rate	How would you rate the r	How would you ra
12/1	tsdevika56@gmail.com	Devika ts	841	Bcom computer applicati	Satisfied	Satisfied	Satisfied	Satisfied	Highly Satisfied	Satisfied
12/1	josmygeorgem29@gmail.com	Josmy George	844	Bcom 2nd year compute	Satisfied	Highly Satisfied	Satisfied	Satisfied	Highly Satisfied	Highly Satisfied
12/1	aroomals@gmail.com	AROOMAL SK	803	2nd B.COM COMPUTEF	Neutral	Dissatisfied	Dissatisfied	Neutral	Highly Satisfied	Highly Satisfied
12/1	jilumarajoseph969@gmail.com	Jilu Maria Joseph	843	2nd year b.com compute	Satisfied	Satisfied	Satisfied	Satisfied	Highly Satisfied	Highly Satisfied
12/1	vincencyriac8@gmail.com	Cyril Vincent	825	Second year Bcom Com	Satisfied	Satisfied	Satisfied	Satisfied	Highly Satisfied	Highly Satisfied
12/1	peterbiju2003@gmail.com	Peter Biju	832	B.com 2 year	Neutral	Neutral	Neutral	Neutral	Highly Satisfied	Highly Satisfied
12/1	anithmohan7@gmail.com	Anith Mohan	824	2nd Year Bcom Compute	Satisfied	Satisfied	Satisfied	Satisfied	Highly Satisfied	Highly Satisfied
12/1	govrinandanaps003@gmail.com	Govrinandana P S	842	2nd year b.com compute	Satisfied	Neutral	Satisfied	Satisfied	Satisfied	Satisfied
12/1	abhijiths85336@gmail.com	ABHIJITH K S	801	2nd DC B.com Compute	Satisfied	Satisfied	Neutral	Highly Satisfied	Highly Satisfied	Highly Satisfied
12/1	andersonjoshy18@gmail.com	Anderson Joshy	802	2nd B.com computer ap	Neutral	Neutral	Neutral	Neutral	Highly Satisfied	Highly Satisfied
12/1	albinsebastian2003@gmail.com	ALBIN SEBASTIAN	821	2nd DC B.COM	Highly Satisfied	Satisfied	Satisfied	Neutral	Highly Satisfied	Highly Satisfied
12/1	sanjujosephchacko@gmail.com	Sanju Joseph Chacko	833	Bcom 2nd year	Neutral	Neutral	Neutral	Neutral	Satisfied	Satisfied
12/1	annajoi623@gmail.com	Anna Jaji	838	2 nd year B.com comput	Satisfied	Neutral	Neutral	Satisfied	Highly Satisfied	Highly Satisfied
12/1	devikanair455@gmail.com	Devika Nair	812	2 nd year b.com compute	Satisfied	Neutral	Neutral	Satisfied	Highly Satisfied	Highly Satisfied
12/1	athulsanthosh75@gmail.com	Athul Santhosh	804	2nd year Bcom Compute	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied
12/1	adarshani2030@gmail.com	Adarsh Anil	816	B.com Computer Applica	Neutral	Neutral	Dissatisfied	Dissatisfied	Highly Satisfied	Highly Satisfied
12/1	noyalthomas18763@gmail.com	Noyal Jacob Thomas	831	B.com computer applicat	Neutral	Neutral	Neutral	Neutral	Satisfied	Satisfied
12/1	jesnamani107@gmail.com	Jesna mani	814	2 nd year Bcom compute	Satisfied	Satisfied	Neutral	Satisfied	Highly Satisfied	Highly Satisfied
12/1	yaducus10@gmail.com	Yadu Krishnan cs	10	B.com computer applicat	Neutral	Dissatisfied	Dissatisfied	Neutral	Highly Satisfied	Highly Satisfied
12/1	devikamukundan256@gmail.com	Devika V Mukundan	813	B.com 2nd year Comput	Satisfied	Satisfied	Neutral	Satisfied	Highly Satisfied	Highly Satisfied

Form Responses 1 Sum: 18929 Explore

Feedback Form-Add on Course-Digital Marketing and Online Business from 13.01.2022 onwards (Res...)

File Edit View Insert Format Data Tools Extensions Help Last edit was 3 minutes ago

100% 10 B I Z A

B26:K47 vinayakvs060@gmail.com

Time	Email Address	Name of the Student	Class No.	Class	How would you rate	How would you rate th	How would you rate	How would you rate	How would you rate the r	How would you ra
12/1	emmanuelbaby2003@gmail.com	emmanuel baby	805	second DC B.COM COM	Satisfied	Neutral	Neutral	Satisfied	Highly Satisfied	Highly Satisfied
12/1	amalthankachen230620@gmail.com	Amal Thankachen	822	Bcom 2nd year	Satisfied	Satisfied	Satisfied	Satisfied	Highly Satisfied	Highly Satisfied
12/1	nandupradeep214@gmail.com	Nandu Pradeep	808	B Com 2 nd year	Satisfied	Satisfied	Satisfied	Satisfied	Highly Satisfied	Highly Satisfied
12/1	psa8200@gmail.com	Akshay ps	819	2nd DC B.com compute	Satisfied	Neutral	Neutral	Satisfied	Highly Satisfied	Highly Satisfied
12/1	krishnapriyaramanan42@gmail.com	Krishnapriya Ramanan	845	2nd Year Bcom Comput	Satisfied	Satisfied	Neutral	Satisfied	Satisfied	Satisfied
12/1	christychriz43@gmail.com	Christy benny	840	Bcom computer applicati	Satisfied	Satisfied	Neutral	Satisfied	Satisfied	Satisfied
12/1	salusasukumar2003@gmail.com	Salu Sasikumar	815	Second year Bcom com	Satisfied	Satisfied	Neutral	Satisfied	Satisfied	Satisfied
12/1	jobinames02@gmail.com	Jobin K James	827	II DC Bcom Computer A	Highly Satisfied	Satisfied	Satisfied	Satisfied	Highly Satisfied	Highly Satisfied
12/1	archanasubramanyan00@gmail.com	Archana s warrier	811	Bcom computer applicati	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied
12/1	aksharak333@gmail.com	Akshara K	836	2 nd B. Com computer a	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied
12/1	suryamolpr91@gmail.com	Suryamol Pr	849	Bcom computer applicati	Highly Satisfied	Satisfied	Highly Satisfied	Satisfied	Highly Satisfied	Highly Satisfied
12/1	radhikakraddhu3@gmail.com	Radhika k r	847	B. Com computer applic	Highly Satisfied	Satisfied	Highly Satisfied	Satisfied	Highly Satisfied	Highly Satisfied
12/1	aswathimolshaji@gmail.com	Aswathimol Shaji	839	B.com computer applicat	Satisfied	Satisfied	Neutral	Satisfied	Satisfied	Neutral
12/1	alfiyakm4905@gmail.com	Alfiya k.m	837	Bcom computer applicati	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied
12/1	akashmathew298@gmail.com	Akash Mathew	818	2nd dc Bcom computer e	Highly Satisfied	Satisfied	Satisfied	Satisfied	Highly Satisfied	Highly Satisfied
12/1	minithomas056@gmail.com	Riya Thomas	848	b.com computer applicat	Neutral	Neutral	Neutral	Neutral	Highly Satisfied	Highly Satisfied
12/1	njoshy54@gmail.com	Neha joshy	846	2nd year bcom computer	Highly Satisfied	Highly Satisfied	Highly Satisfied	Highly Satisfied	Highly Satisfied	Highly Satisfied
12/1	adarshu611@gmail.com	Adarsh u	817	2nd DC Bcom computer	Highly Satisfied	Highly Satisfied	Highly Satisfied	Highly Satisfied	Highly Satisfied	Highly Satisfied

Form Responses 1 Sum: 18203 Explore

Certificate:



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Website: www.devamatha.ac.in, E-Mail: principaldmck@gmail.com

Certificate

This is to certify that **Anderson Joshy** has successfully completed the Add-on Programme titled **Digital Marketing and Online Business** (DMCK/COM/AD 04/2022) conducted by the PG Department of Commerce, Deva Matha College Kuravilangad during the academic year 2022-23 with 'A' grade.

Certificate No: 077

Kuravilangad
17-03-2023

Soumya
Ms. Soumya Sebastian
Programme Co-ordinator

Brincy Mathew
Dr. Brincy Mathew
General Co-ordinator

Sunil C. Mathew
Dr. Sunil C. Mathew
Principal



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Certificate

This is to certify that **Abhijith K. S** has successfully completed the Add-on Programme titled **Digital Marketing and Online Business** (DMCK/COM/AD 04/2022) conducted by the PG Department of Commerce, Deva Matha College Kuravilangad during the academic year 2022-23 with 'A' grade.

Certificate No: 076

Kuravilangad
17-03-2023

Soumya
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Programme Co-ordinator

Brincy Mathew
Dr. Brincy Mathew
General Co-ordinator

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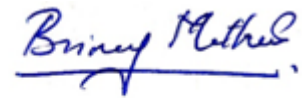
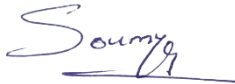
Conclusion

Digital Marketing is the most powerful way of marketing in this highly competitive economy. It has opened horizons of possibilities in business and has improved marketing strategies over time. The importance of and future scopes of Digital Marketing can't be simply ignored because of its psychological impacts on your customer. Compared to any other marketing, this technique allows you to have an advantage over your competitors.

This promotes the interaction of sellers and buyers for a better understanding of products as well as the choices of customers. This builds a strong rapport within the seller-buyer community.

Soumya Sebastian

Add on course coordinator



Dr. Brincy Mathew
Add-on Course General Coordinator



Anni Mathew
Principal
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