

**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 : 2021-2022**

**Add-on Course in**  
**DMCK/COM/AD 06/2022 Digital Marketing and Online**  
**Business**

Duration: 30 hours

Number of students enrolled: 49

Digital marketing is a component of marketing that uses internet and online based digital technologies such as desktop computers, mobile phones and other digital media platform to promote products and services. One of the biggest reason digital marketing has become so important is the engagement it brings. You can converse with your prospective and current customers, answer questions and resolve issues. You can interact with a wide audience meaning you can do more than just sell.

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 13<sup>th</sup> January 2022- 18<sup>th</sup> January 2022.

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

### **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 ( 8 Hours)**

#### **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, Kogan Page, 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**

<b>Grading Scale</b>	<b>Grade</b>
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**

1. Mr. Shabeer V  
Google Certified Digital Marketing expert in SEO,  
SEM, SMM, Lead Generation  
[shabeer@wap-ads.com](mailto:shabeer@wap-ads.com)
2. Mr. Sooraj B Pai,  
Mr. Sameeth S Raj  
Digiperform Kochi  
[admin@samecart.com](mailto:admin@samecart.com)  
[md@samecart.com](mailto:md@samecart.com)
3. Mr. Jithin Joy  
Faculty  
Dept. Of Commerce  
Deva Matha College Kuravilangad

## PHOTOS



13.01.2022 to 15.01.2022







17.01.2022



18.01.2022



## Attendance Sheet

ADD ON COUSE ON DIGITAL MARKETING AND ONLINE BUSINESS

### ATTENDANCE SHEET

Sl. No.	Class No.	Name	Department	13-01-22	14-01-22	15-01-22	17-01-22	18-01-22	24-01-22
1.	801	Abhinanth Shaji	B.Com. (II Year)	Abhinanth	Abhinanth	Abhinanth	Abhinanth	Abhinanth	Abhinanth
2.	802	Adithyan M T	B.Com. (II Year)	Aditi	Aditi	Aditi	Aditi	Aditi	Aditi
3.	803	Jitin Saji	B.Com. (II Year)	Jitin	Jitin	Jitin	Jitin	Jitin	Jitin
4.	804	Karthik Sivan	B.Com. (II Year)	Karthik	Karthik	Karthik	Karthik	Karthik	Karthik
5.	805	Bincymol Chacko	B.Com. (II Year)	Bincy	Bincy	Bincy	Bincy	Bincy	Bincy
6.	806	Meenakshy Mohanan	B.Com. (II Year)	Meenakshy	Meenakshy	Meenakshy	Meenakshy	Meenakshy	Meenakshy
7.	807	Nandana Biju	B.Com. (II Year)	Nandana	Nandana	Nandana	Nandana	Nandana	Nandana
8.	808	Pooja Madhu	B.Com. (II Year)	Pooja	Pooja	Pooja	Pooja	Pooja	Pooja
9.	809	Abhishek P S	B.Com. (II Year)	Abhishek	Abhishek	Abhishek	Abhishek	Abhishek	Abhishek
10.	810	Abin Saji	B.Com. (II Year)	Abin	Abin	Abin	Abin	Abin	Abin
11.	811	Akshajith A	B.Com. (II Year)	Akshajith	Akshajith	Akshajith	Akshajith	Akshajith	Akshajith
12.	812	Albin Mathew	B.Com. (II Year)	Albin	Albin	Albin	Albin	Albin	Albin
13.	813	Anandhu Lal	B.Com. (II Year)	Anandhu	Anandhu	Anandhu	Anandhu	Anandhu	Anandhu
14.	814	Delby Poulouse	B.Com. (II Year)	Delby	Delby	Delby	Delby	Delby	Delby
15.	815	Devanand A	B.Com. (II Year)	Devanand	Devanand	Devanand	Devanand	Devanand	Devanand
16.	816	Dono Joy	B.Com. (II Year)	Dono	Dono	Dono	Dono	Dono	Dono
17.	817	Hrishikesh K Nair	B.Com. (II Year)	Hrishikesh	Hrishikesh	Hrishikesh	Hrishikesh	Hrishikesh	Hrishikesh
18.	818	Jebin Benny	B.Com. (II Year)	Jebin	Jebin	Jebin	Jebin	Jebin	Jebin
19.	819	Jesbin James Saju	B.Com. (II Year)	Jesbin	Jesbin	Jesbin	Jesbin	Jesbin	Jesbin
20.	820	Jestin Benny	B.Com. (II Year)	Jestin	Jestin	Jestin	Jestin	Jestin	Jestin
21.	821	Jeswin George	B.Com. (II Year)	Jeswin	Jeswin	Jeswin	Jeswin	Jeswin	Jeswin
22.	822	Joe Philip	B.Com. (II Year)	Joe	Joe	Joe	Joe	Joe	Joe



MARK SHEET ADD ON COURSE DIGITAL MARKETING & ONLINE  
BUSINESS (2020-21)

MARK (50)

SL.NO	Cl.No	NAME	DEPARTMENT	
1	801	ABHINANTH SHAJI	Commerce	43
2	802	ADITHYAN M T	Commerce	44
3	803	JITIN SAJI	Commerce	45
4	804	KARTHIK SIVAN	Commerce	42
5	805	BINCYMOL CHACKO	Commerce	41
6	806	MEENAKSHY MOHANAN	Commerce	40
7	807	NANDANA BIJU	Commerce	42
8	808	POOJA MADHU	Commerce	41
9	809	ABHISHEK P S	Commerce	41
10	810	ABIN SAJI	Commerce	42
11	811	AKSHAIJITH A	Commerce	47
12	812	ALBIN MATHEW	Commerce	40
13	813	ANANDHU LAL	Commerce	40
14	814	DELBY POULOSE	Commerce	42
15	815	DEVANAND A	Commerce	41
16	816	DONO JOY	Commerce	45
17	817	HRISHIKESH K NAIR	Commerce	46
18	818	JEBIN BENNY	Commerce	47
19	819	JESBIN JAMES SAJU	Commerce	48
20	820	JESTIN BENNY	Commerce	46
21	821	JESWIN GEORGE	Commerce	45
22	822	JOE PHILIP	Commerce	47
23	823	KEVIN GINO	Commerce	42
24	824	MATHEWS VARGHESE	Commerce	45
25	826	NOEL MATHEW THOMAS	Commerce	48
26	827	PISHONE BABY	Commerce	49
27	828	RAHUL JOSEPH	Commerce	49
28	829	RAISE ROY	Commerce	45
29	830	SHEBIN S P	Commerce	42
30	831	SONY JOSEPH	Commerce	43
31	832	TINU BABU	Commerce	44
32	833	TOM THOMAS	Commerce	45
33	834	YADUNANDAN M	Commerce	42

34	835	ALEETA THOMAS	Commerce	41
35	836	APARNA R NAIR	Commerce	40
36	838	ASHA A	Commerce	42
37	839	BINEETHA BABU	Commerce	41
38	840	BLESSY MARIA SAJU	Commerce	41
39	841	CATHERINE ZACH MADATHIPARAMPIL	Commerce	45
40	842	DIVYAMOL VINOD	Commerce	40
41	843	GAYATHRI ANU	Commerce	43
42	844	INFANTINA EMLYN JAMES	Commerce	46
43	845	NAMITHA BABU	Commerce	45
44	846	NEHA GIRIVASAN	Commerce	42
45	847	NISHAMOL P P	Commerce	40
46	848	REENU MATHEW	Commerce	43
47	849	ROSHNI JOSE	Commerce	41
48	850	SARANYA S	Commerce	42
49	851	SOORYA S S	Commerce	47

### Feedback Form of Respondents

Email Address	Name of the Student	Class No.	Class	How would you rate the resource persons class- Shabeer V [Content of the class]	How would you rate the resource persons class- Shabeer V [Presentation]
jestinbenny10@gmail.com	Jestin Benny	820	Bcom computer second year	Highly Satisfied	Highly Satisfied
joephilip003@gmail.com	Joe Philip	822	B.com computer applications	Satisfied	Highly Satisfied
sajublessymaria@gmail.com	Blessy Maria Saju	840	2 DC B.Com	Satisfied	Satisfied
reenumathew981@gmail.com	Reenu Mathew	848	<a href="#">B.com</a>	Highly Satisfied	Satisfied
karthiksivangaming@gmail.com	Karthik sivan	804	2nd DC	Satisfied	Satisfied
pishonbaby05@gmail.com	Pishone	827	B. Com Computer	Satisfied	Satisfied

	Baby		Application		
raiseroy3@gmail.com	Raise Roy	829	II DC Bcom computer application	Satisfied	Highly Satisfied
abinsaji2002@gmail.com	Abin saji	810	B. Com	Highly Satisfied	Highly Satisfied
ashaanilkumar823@gmail.com	Asha A	838	2nd DC	Highly Satisfied	Highly Satisfied
molnisha542@gmail.com	Nisha mol p p	847	B. Com computer applications	Highly Satisfied	Highly Satisfied
shebinspsleevapuram@gmail.com	Shebin s p	830	B COM COMPUTER APPLICATION 2nd year	Highly Satisfied	Satisfied
gayathrianu1036@gmail.com	Gayathri Anu	843	2nd dc b.com computer applications	Satisfied	Satisfied
donojoymulayolickal@gmail.com	Dono Joy	816	B com computer	Satisfied	Highly Satisfied
bincymolchacko1@gmail.com	Bincymol Chacko	805	2 nd DC b.com computer application	Highly Satisfied	Highly Satisfied
roshnijose2002@gmail.com	Roshni Jose	849	B. Com Computer Application	Satisfied	Satisfied
poojamadhu904@gmail.com	Pooja Madhu	808	Bcom 2 DC	Highly Satisfied	Satisfied
Soorya182002@gmail.com	Soorya S. S	851	BCOM 2nd DC	Satisfied	Satisfied
saranyasanthilal360@gmail.com	Saranya S	850	B Com Computer Applications	Satisfied	Satisfied
namithababu2002@gmail.com	Namitha Babu	845	II DC B.Com	Highly Satisfied	Highly Satisfied
aleetathomas5@gmail.com	Aleeta Thomas	835	Commerce	Highly Satisfied	Highly Satisfied
noelmathewthomas@gmail.com	Noel Mathew Thomas	826	II DC B.com computer	Satisfied	Highly Satisfied
nandanabiju1105@gmail.com	Nandana Biju	807	2Nd Bcom Computer application	Highly Satisfied	Highly Satisfied
jesbinsaju390@gmail.com	JESBIN JAMES SAJU	819	B. COM COMPUTER APP	Satisfied	Highly Satisfied
catherinezach146@gmail.com	Catherine Zach	841	2 DC Bcom	Satisfied	Satisfied

sonyjoseph639@gmail.com	Sony Joseph	831	B.com computer applications	Highly Satisfied	Highly Satisfied
tinubabu412@gmail.com	Tinu Babu	832	2nd DC B.com Computer	Highly Satisfied	Highly Satisfied
anandhulal2018@gmail.com	Anandhu lal	813	Bcom computer application	Highly Satisfied	Highly Satisfied
kevingino1818@gmail.com	Kevin Gino	823	B.com 2nd sem	Satisfied	Highly Satisfied
bineethababu311@gmail.com	Bineetha Babu	839	Commerce	Satisfied	Highly Satisfied
yadu10y@gmail.com	Yadunandan m	834	Bcom computer application	Satisfied	Satisfied
devanand1417@gmail.com	Devanand A	815	Bcom Computer Application	Satisfied	Highly Satisfied
rahulmuthiyedathe123@gmail.com	Rahul Joseph	828	Bcom Computer Application	Highly Satisfied	Highly Satisfied
jeswingeorge2002@gmail.com	Jeswin George	821	Bcom computer applications 2nd dc	Highly Satisfied	Highly Satisfied
tomelanjikuzhy12602@gmail.com	Tom Thomas	833	B.com computer Applications (2nd Year)	Highly Satisfied	Highly Satisfied
mathewsvarghese01k@gmail.com	Mathewsvarghese	824	B. Com computer application	Highly Satisfied	Highly Satisfied
divyamolvinod629@gmail.com	Divyamol Vinod	842	2nd dc B. Com computer application	Satisfied	Highly Satisfied
abhinanthshaji491@gmail.com	Abhinanth shaji	801	Bcom computer application	Highly Satisfied	Highly Satisfied
jitin907@gmail.com	Jitin Saji	803	B.Com Computer Applications	Satisfied	Satisfied
albinmathew2002@gmail.com	Albin Mathew	812	<a href="#">B.com</a>	Highly Satisfied	Highly Satisfied

# DEVA MATHA COLLEGE KURAVILANGAD

Re-Accredited by NAAC with 'A' Grade

Website: [www.devamatha.ac.in](http://www.devamatha.ac.in), E-mail: [principaldmck@gmail.com](mailto:principaldmck@gmail.com)



## CERTIFICATE

This is to certify that **Abhinanth Shaji**  
has successfully completed the add-on course titled  
**Digital Marketing and Online Business (DMCK/ COM/AD 06/202)**  
and passed with A Grade during the academic year 2021-22.

KURAVILANGAD  
31..01..2022

  
MS. SOUMYA SEBASTIAN  
CO-ORDINATOR

  
DR. SUNIL C. MATHEW  
PRINCIPAL

# DEVA MATHA COLLEGE KURAVILANGAD

Re-Accredited by NAAC with 'A' Grade

Website: [www.devamatha.ac.in](http://www.devamatha.ac.in), E-mail: [principaldmck@gmail.com](mailto:principaldmck@gmail.com)



## CERTIFICATE

This is to certify that **Adithyan M T**  
has successfully completed the add-on course titled  
**Digital Marketing and Online Business (DMCK/ COM/AD 06/202)**  
and passed with A Grade during the academic year 2021-22.

KURAVILANGAD  
31..01..2022

  
MS. SOUMYA SEBASTIAN  
CO-ORDINATOR

  
DR. SUNIL C. MATHEW  
PRINCIPAL

# DEVA MATHA COLLEGE KURAVILANGAD

Re-Accredited by NAAC with 'A' Grade

Website: [www.devamatha.ac.in](http://www.devamatha.ac.in), E-mail: [principaldmck@gmail.com](mailto:principaldmck@gmail.com)



## CERTIFICATE

This is to certify that *Infantina Emlyn James*  
has successfully completed the add-on course titled  
**Digital Marketing and Online Business (DMCK/ COM/AD 06/202)**  
and passed with A Grade during the academic year 2021-22.

KURAVILANGAD  
31..01..2022

  
MS. SOUMYA SEBASTIAN  
CO-ORDINATOR

  
DR. SUNIL C. MATHEW  
PRINCIPAL


## 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.

  
Principal  
Deva Matha College  
Kuravilangad - 686 633



  
Dr. Brincy Mathew  
Add-on Course General Coordinator