## Certificate Course on Artificial Intelligence, Digital Marketing and Online Services

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|---|---|---|
| Academic year | : | 2023-24 |
| Date(s) on which program conducted | : | 21,22,26 March and 11 April 2024 |
| Collaborating agency inside or outside the institute | : | ATOMS College Palakkad, CSC Kuravilanagad and Commerce Academy Kuravilangad |
| Beneficiaries | : | II DC B.Com Students |
| Number of teachers coordinated the program | : | 1 |
| Number of participants in the program | : | 47 |

**Report**

P.G Department of commerce conducted a 20 hour add-on course on artificial intelligence, digital marketing and online services to the second year B.Com students of the department. The course was concentrated on three main areas to the students via, AI tools for content creation, digital marketing and online services.

AI tools including ChatGPT, Midjourney, Firefly, Dall-E etc were thought during the course, in order to equip students with content creation. The sessions were handled by Ms. Dani Rose George, academic head and software trainer of Commerce Academy, Kuravilangad.

The sessions on digital marketing were handled by Mr. Ajay Shekar, Founder and Managing Director of ATOMS College Palakkad. He explained the theoretical and practical aspects of digital marketing to the students.

The course also introduced various government portals which can be used to avail different government services. Methods followed to apply for various certificates, edit various government proofs etc. were thought during the session which was handled by Ms. Dhanya Vishnu, Akshaya services trainer and Center Head of CSC Kuravilangad.

As part of the course PAN cards were taken by the students. An examination was conducted and course certificates were distributed.

Duration: 20 hrs

**Certificate Course on AI tools, Digital marketing & online services.**

**Syllabus**

**Digital Marketing**

An introduction to digital marketing – Importance – How internet marketing works – Traditional vs Digital marketing – Types of digital marketing – increasing visibility – Visitors engagement – Bringing targeted traffic – Lead Generation.

**AI Tools : ChatGPT, Midjourney, Firefly, Bard, Dall-E, etc. Online Services**

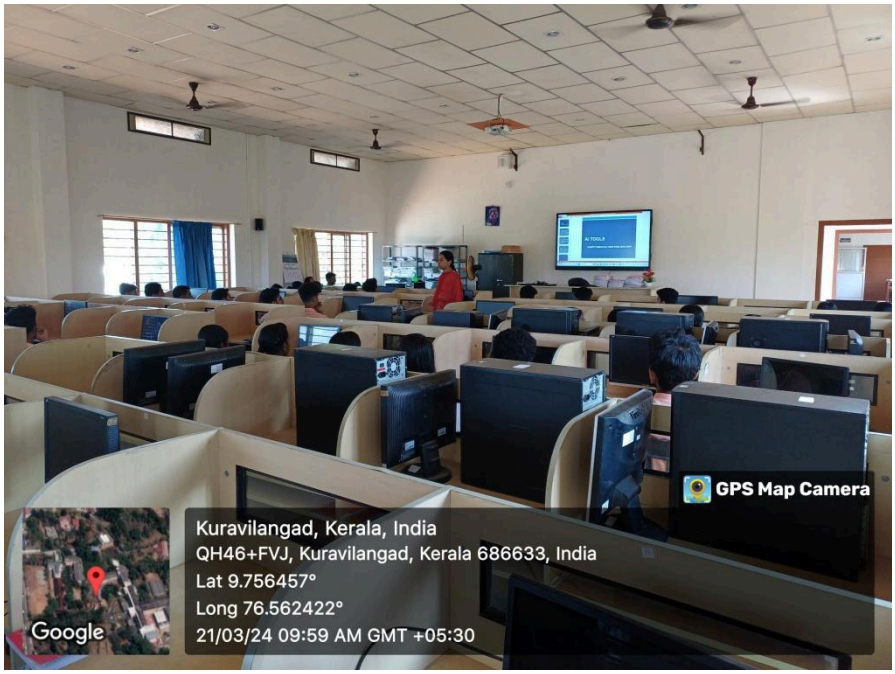
AI-Powered Content Creation: Discover how to use ChatGPT & Google Bard to generate a variety of creative content, from blog posts to marketing materials. AI for Visual Creativity: Use Midjourney & Dall-E to generate photorealistic images, illustrations, and digital art in any style. Hands-On Experience: Apply what you've learned through interactive activities that simulate real-world scenarios, gaining practical experience with AI tools.

**Online Services**

Introduction to citizen portal – E district citizen services : Community certificate – possession – Minority certificate – Caste Certificate – Income Certificate – Pan card – Passport – Voter ID card - Police Clearance Certificate – University applications – Self service – Various Bill payments

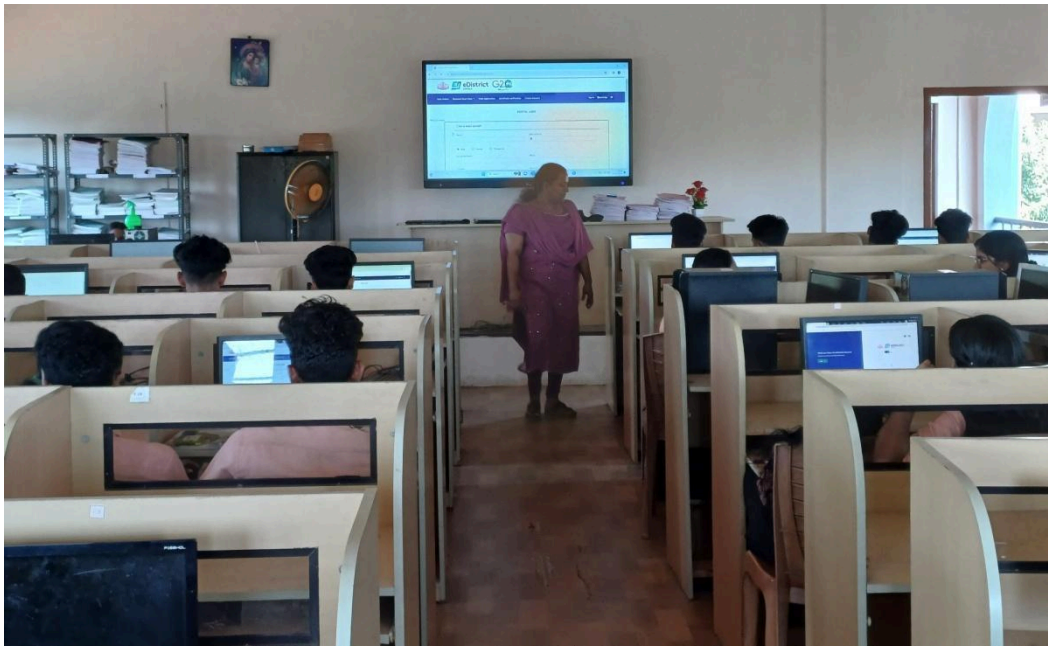
Syllabus of the Course

Brochure




A Session on AI Tools

A session from digital marketing




A session from online government services

| Sl. No. | Class No. | STUDENT NAME |
|---|---|---|
| 1 | 22UG1651 | ABIRAMI A |
| 2 | 22UG1652 | ADITH SAJI |
| 3 | 22UG1653 | AKSA RAJESH |
| 4 | 22UG1654 | ALEENA IJU |
| 5 | 22UG1655 | ANSU MARIGIT MICHAEL |
| 6 | 22UG1656 | ARAVIND MOHAN |
| 7 | 22UG1657 | Arya. R |
| 8 | 22UG1658 | ASHAMOL SAJI |
| 9 | 22UG1659 | ASHITHA XAVIER |
| 10 | 22UG1660 | BIBIN SABU |
| 11 | 22UG1661 | DENNYS JOSEPH |
| 12 | 22UG1662 | EMMANUEL REJI |
| 13 | 22UG1663 | GANESH K B |
| 14 | 22UG1664 | GEETHU S KUMAR |
| 15 | 22UG1665 | JEEVA JOHN |
| 16 | 22UG1666 | JISS MATHEW |
| 17 | 22UG1667 | JOEL BIJU |
| 18 | 22UG1669 | JOSE K SEBASTIAN |
| 19 | 22UG1670 | Josey Jose |
| 20 | 22UG1671 | KARTHIK G NAIR |
| 21 | 22UG1672 | MANU JOSEPH |
| 22 | 22UG1673 | Mariya juvanitta |
| 23 | 22UG1674 | Rajalakshmi Rajesh |
| 24 | 22UG1675 | RAJDETH D |
| 25 | 22UG1676 | RESHMA PAULSON |
| 26 | 22UG1677 | SEBY BABU |
| 27 | 22UG1678 | SHON J CHERUSSERIL |
| 28 | 22UG1679 | SREELAKSHMI B NAIR |
| 29 | 22UG1680 | SWATHY SOMAN |
| 30 | 22UG1681 | TELSA VINCENT |
| 31 | 22UG1682 | THOMAS ABRAHAM |
| 32 | 22UG1683 | ABHIJITHA P S |
| 33 | 22UG1684 | ABIN JOY |
| 34 | 22UG1685 | ADWAITH SAJI |
| 35 | 22UG1686 | AKSHAY JO ROY |
| 36 | 22UG1687 | ANAKHA MONY |
| 37 | 22UG1688 | ASWANTH A N |
| 38 | 22UG1689 | BHAVYA SURESH |
| 39 | 22UG1691 | DONA ELSA JAMES |
| 40 | 22UG1692 | GOURI J GOPAL |
| 41 | 22UG1693 | JESSY JOHN |
| 42 | 22UG1694 | Jishnu j |
| 43 | 22UG1695 | Jobisha Jose |
| 44 | 22UG1696 | JYOTHIMOL P S |
| 45 | 22UG1697 | KAVYA MOL RATHIKUMAR |
| 46 | 22UG1698 | LINTA MATHEWS |
| 47 | 22UG1699 | MEENAKSHI. S. NAIR |

List of participants

# COMMERCE ACADEMY

Kuravilangad P O, Kottayam, Kerala - 686633

## CERTIFICATE

This is to certify that .....ABIN....JOY.....

student of P.G. Department of Commerce, Deva Matha College Kuravilangad has successfully completed the add on course "AI Tools, Digital Marketing and Online Services" offered by our institution in association with P.G. Department of Commerce, Deva Matha College Kuravilangad. He/She has passed the course with ..B... grade in the examination held in April 2024.

Exam Controller

COMMERCE ACADEMY KURAVILANGAD P.O KOTTAYAM, KERALA 686633 KURAVILANGAD

Director

A Model Certificate