

SRI MAHAYOGI LAKSHMAMMA GOVERNMENT DEGREE COLLEGE

(Affiliated to Rayalaseema University, Kurnool.)

Near Hanumapuram, Adoni Road, YEMMIGANUR-518 360

Kurnool District, Andhra Pradesh.



[e-mail:yemmiganur.gdc@gmail.com](mailto:yemmiganur.gdc@gmail.com)

[website: www.gdcyemmiganur.ac.in](http://www.gdcyemmiganur.ac.in)

DEPARTMENT OF COMMERCE

CERTIFICATE COURSE

ON

DIGITAL MARKETING OF ECOMMERCE

29-07-2019 TO 17-9-2019



SRI MAHAYOGI LAKSHMAMMA GOVERNMENT DEGREE COLLEGE

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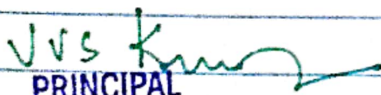
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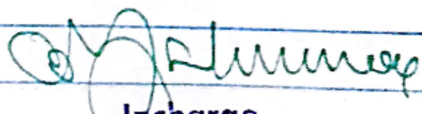
Faculty of the Department of Commerce has met
with the department and following
discussion and Resolution as follows

→ To Conduct Certificate Course on
Digital Marketing & E-Commerce
for Bcom - Students from 29-07-2019
to 17-09-2019 .

→ This Certificate Course will enhance
their additional skill in Bcom Course -

1) S. V. A.
2) ~~Therapist~~


PRINCIPAL
SRI MAHAYOGI LAKSHMAMMA
GOVT. DEGREE COLLEGE
YEMMIGANUR-518360, Kurnool (Dist.) A.P.


Incharge
Dept. of Commerce
Sri Mahayogi Lakshamma
Govt. Degree College
Yemmiganur - 518 360,

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Yemmiganur,

Date : 27-07-2019.

From
Sri P.Balaramudu,
Lecturer in Commerce,
Sri Mahayogi Lakshamma
Govt. Degree College,
Yemmiganur.

To
The Principal,
Sri Mahayogi Lakshamma
Govt. Degree College,
Yemmiganur.

Respected Sir,

Sub: Proposal for the conduct of a certificate course on DIGITAL MARKETING OF E-COMMERCE for the Students of B.Com (General and Computer applications) Reg.

I would like to bring a proposal for the benefit of the students of Our College that the Department of Commerce would like to conduct a certificate course on DIGITAL MARKETING OF E-COMMERCE for the Students of B.Com (General and Computer applications) of Our College for 35 Hours. In this regard, I request you sir to give me permission to conduct the certificate course from 29-07-2019 TO 17-09-2019.

The details of the programme are :

1. Name of the proposed programme : DIGITAL MARKETING OF E-COMMERCE
2. Duration and Timings of the programme : 35 Hours (9:00 AM to 10:00 AM)
3. Commencement date of the programme : 29-07-2019
4. No. of Students expected for the admission : 25 Students
5. Course Fee : No Fee

Yours faithfully,

Incharge of the Department
Incharge

Dept. of Commerce

Sri Mahayogi Lakshamma

Govt. Degree College

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Date : 27-07-2019

CIRCULAR

All the students of B.Com (Computer applications & General) are hereby informed that the Department of Commerce is going to conduct a certificate course in Digital marketing of Ecommerce. This is completely a free of charge certificate course for all the category students. This certificate course is 35 days long. Hence, interested students register their names in the Department of Commerce. The Course classes will begin on 29-07-2019. The students who will successfully complete the certificate course will receive a certificate.

Copy to the College Library Notice Board
Copy to the Department of Commerce Notice Board
Copy for Circulation among the Students


Coordinator

Incharge
Dept. of Commerce
Sri Mahayogi Lakshamma
Govt. Degree College
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List of Willing Students for the Certificate Course on DIGITAL MARKETING OF E- COMMERCE

S.No.	Regd. No.	Name of the Student	Course /Group	Signature of the Student
1.	18231049002	B RADHA	B.Com(CA) II YEAR	B. Radha.
2.	18231049020	M SUSHANTA	B.Com(CA) II YEAR	m. sushanta
3.	18231049008	G DIVYABHARATHI	B.Com(CA) II YEAR	G. Divyabhathathi
4.	172049012	M VEERESH	B.Com(CA) III YEAR	m. Veeresh
5.	172049001	A RAJU	B.Com(CA) III YEAR	A. Raju.
6.	172049017	ABDUL SATTAR	B.Com(G)	A. Sattar
7.	18231049021	M NARAYANA	B.Com(CA) II YEAR	m. narayana.
8.	18231049003	B RAJU	B.Com(CA) II YEAR	B. Raju.
9.	18231049009	G PRAVEEN KUMAR	B.Com(CA) II YEAR	G. Praveen
10.	172049004	B ASHOK	B.Com(CA) III YEAR	B. Ashok
11.	172049024	C RANGASWAMY	B.Com(CA) III YEAR	C. Rangaswamy
12.	172049005	B RAMU	B.Com(CA) III YEAR	B. Ramu
13.	172049025	K CHINNAMADHUSUDHAN	B.Com(GEN) III YEAR	K. Chinna
14.	172049018	T SURESH	B.Com(GEN) III YEAR	T. Suresh
15.	18231049001	B RAMANNA	B.Com(CA) II YEAR	B. Ramanma
16.	18232049005	S VALIBASHA	B.Com(GEN)	S. Valibasha

17.	172049015	R NAVEEN KUMAR	B.Com(CA)	R Naveen
18.	18232049018	K MURALIKRISHNA	B.Com(CA) II YEAR	K. Murali
19.	172049033	V NAGAPPA	B.Com(CA)	V. nagappa
20.	172049003	B VEERESH	B.Com(CA)	B. Veeresh
21.	172049008	C PEDDARAJU	B.Com(CA)	C. peddaraaju
22.	172049009	E VEERANJINEULU	B.Com(CA)	E. Veeranjineulu
23.	172049016	S RAHUL	B.Com(CA)	S. rahul
24.	172049019	V SREEKANTH	B.Com(CA)	V. Sreekanth
25.	172049011	M SHANTIKUMAR	B.Com(CA)	M Shantikumar



Department Incharge
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Principal
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Certificate Course on Digital Marketing of Commerce

Brief Report:

Course Objectives:

This course aims to familiarize students with the concept of digital marketing and its current and future evolutions. It further aims to be able to equip students with the ability to understand and subsequently create strategic and targeted campaigns using digital media tools. Provide them a framework to analyse, strategise and plan digital marketing and communication activities for typical marketing situations. Familiarise them with the key tools and techniques of digital marketing that are popularly used by professionals in the real world of digital marketing and help them develop the ability to formulate and analyse key metrics to evaluate the performance of typical digital marketing efforts.

Learning Outcomes:

At the end of this course, students would be able to:

1. Understand the concept of digital marketing and its real-world iterations
2. Articulate innovative insights of digital marketing enabling a competitive edge
3. Understand how to create and run digital media based campaigns
4. Identify and utilize various tools such as social media etc.
5. Understand behavior of online consumers.
6. Leverage digital strategies to gain competitive advantage for business and career
7. Examine search engine optimization tactics to enhance a website's position and ranking.

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CURRICULUM/SYLLABUS OF DIGITAL MARKETING OF ECOMMERCE

UNIT I -Introduction to E-commerce

- Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce & E-Commerce
- Impact of E-Commerce on Business, Ecommerce in India
- Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education
- Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce

UNIT II- E-Business & Applications


- E-Business: Meaning, Launching an E-Business, Different phases of Launching an E-Business
- Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning
- Website : Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle Approach for Building a Website, Different Ways of Building a Website


UNIT III-Payment, Security, Privacy & Legal Issues in E-Commerce

- Issues Relating to Privacy and Security in E-Business
- Electronic Payment Systems: Features, Different Payment Systems : Debit Card, Credit Card, Smart Card, E-cash, E-Cheque, E-wallet, Electronic Fund Transfer.
- E-Commerce Laws: Need for E-Commerce laws, E-Commerce laws in India, Legal Issues in E-commerce in India, IT Act 2000

UNIT IV-Digital Marketing

- Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing.
- Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing & Content Influencer Marketing, Campaign Marketing, Email Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts & Vodcasts.
- Digital Marketing on various Social Media platforms.
- Online Advertisement, Online Marketing Research, Online PR


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TIMETABLE

Day	Morning Session
Monday	9 AM to 10 AM
Tuesday	9 AM to 10 AM
Wednesday	9 AM to 10 AM
Thursday	9 AM to 10 AM
Friday	9 AM to 10 AM
Saturday	9 AM to 10 AM

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Question Paper Pattern

Time : 2 Hours

Max.Marks :50

I Conduct viva with students 10x1=10 M

II Objective Questions 20x1=20 M

III Short Questions in 50 Words 5x4=20 M

II Objective Questions 20x1=20 M

1. Which of the following describes e-commerce?
 - a. Doing business electronically
 - b. Doing business
 - c. Sale of goods
 - d. All of the above
2. Which of the following is part of the four main types for e-commerce?
 - a. B2B
 - b. B2C
 - c. C2B
 - d. All of the above
3. Which segment do eBay, Amazon.com belong?
 - a. B2Bs
 - b. B2Cs
 - c. C2Bs
 - d. C2Cs
4. Which type of e-commerce focuses on consumers dealing with each other?
 - a. B2B
 - b. B2C
 - c. C2B
 - d. C2C
5. Which segment is eBay an example?
 - a. B2B
 - b. C2B
 - c. C2C
 - d. None of the above

6. Which is a function of E-commerce
 - a. marketing
 - b. advertising
 - c. warehousing
 - d. all of the above
7. Which is not a function of E-commerce
 - a. marketing
 - b. advertising
 - c. warehousing
 - d. none of the above
8. Which term represents a count of the number of people who visit one site, click on an ad, and are taken to the site of the advertiser?
 - a. Affiliate programs
 - b. Click-through
 - c. Spam
 - d. All of the above
9. What is the percentage of customers who visit a Web site and actually buy something called?
 - a. Affiliate programs
 - b. Click-through
 - c. Spam
 - d. Conversion rate
 - e. C2B
 - f. C2C
10. In which website Global Easy Buy is facilitated?
 - a. Ebay.com
 - b. Amazon.com
 - c. Yepme.com
 - d. None of these
11. Most individuals are familiar with which form of e-commerce?
 - a. B2B
 - b. B2C
 - c. C2B
 - d. C2C
12. Which form of e-commerce currently accounts for about 97% of all e-commerce revenues?
 - a. B2B
 - b. B2C
 - c. C2B
 - d. C2C

13. Which of the following are advantages normally associated with B2B e-commerce?
- Shorter cycle times
 - Reduction in costs
 - Reaches wider audiences
 - all of the above
14. If the threat of substitute products or services is low it is a(n):
- Disadvantage to the supplier
 - Advantage to the buyer
 - Advantage to the supplier
 - None of the above
15. Unique value auction is mainly applies to?
- New products
 - Second hand products
 - Engineering products
 - None of the above
16. Paisa pay is facilitated in
- eBay.co.in
 - amazon.com
 - flipkart.com
 - none of the above
17. Which type of add appears on a web page?
- pop-under ad
 - Pop-up ad
 - Banner ad
 - Discount ad
18. What type of ad appears on top of a web page?
- pop-under ad
 - pop-up ad
 - banner ad
 - discount ad
19. A combination of software and information designed to provide security and information forpayment is called a what?
- digital wallet
 - pop up ad
 - shopping cart
 - encryption
20. The practice of forging a return address on an e-mail so that the recipient is fooledintorevealing private information is termed?
- hacking
 - cracking
 - dumpster diving
 - spoofing

III Short answers question

5X4=20

1. Why is digital marketing preferred over traditional marketing?
2. What are the different types of digital marketing
3. Can you tell the difference between branding and direct marketing?
4. Which are the most important digital marketing tools?
5. What is the need for content marketing?

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AWARD LIST

S.No.	Regd. No.	Name of the Student	Marks Secured(Max. 50)	Grade
1.	18231049002	B RADHA	43	A
2.	18231049020	M SUSHANTA	41	A
3.	18231049008	G DIVYABHARATHI	42	A
4.	172049012	M VEERESH	43	A
5.	172049001	A RAJU	35	B
6.	172049017	ABDUL SATTAR	24	C
7.	18231049021	M NARAYANA	38	A
8.	18231049003	B RAJU	31	B
9.	18231049009	G PRAVEEN KUMAR	28	B
10.	172049004	B ASHOK	26	B
11.	172049024	C RANGASWAMY	23	C
12.	172049005	B RAMU	30	B
13.	172049025	K CHINNAMADHUSUDHAN	24	C
14.	172049018	T SURESH	23	C
15.	18231049001	B RAMANNA	34	B
16.	18232049005	S VALIBASHA	35	B

17.	172049015	R NAVEEN KUMAR	39	A
18.	18232049018	K MURALIKRISHNA	40	A
19.	172049033	V NAGAPPA	39	A
20.	172049003	B VEERESH	31	B
21.	172049008	C PEDDARAJU	24	C
22.	172049009	E VEERANJINEULU	23	C
23.	172049016	S RAHUL	33	B
24.	172049019	V SREEKANTH	41	A
25.	172049011	M SHANTIKUMAR	42	A

A Grade >75%, B Grade >50%, C Grade <50%

VVS Kur
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[Signature]
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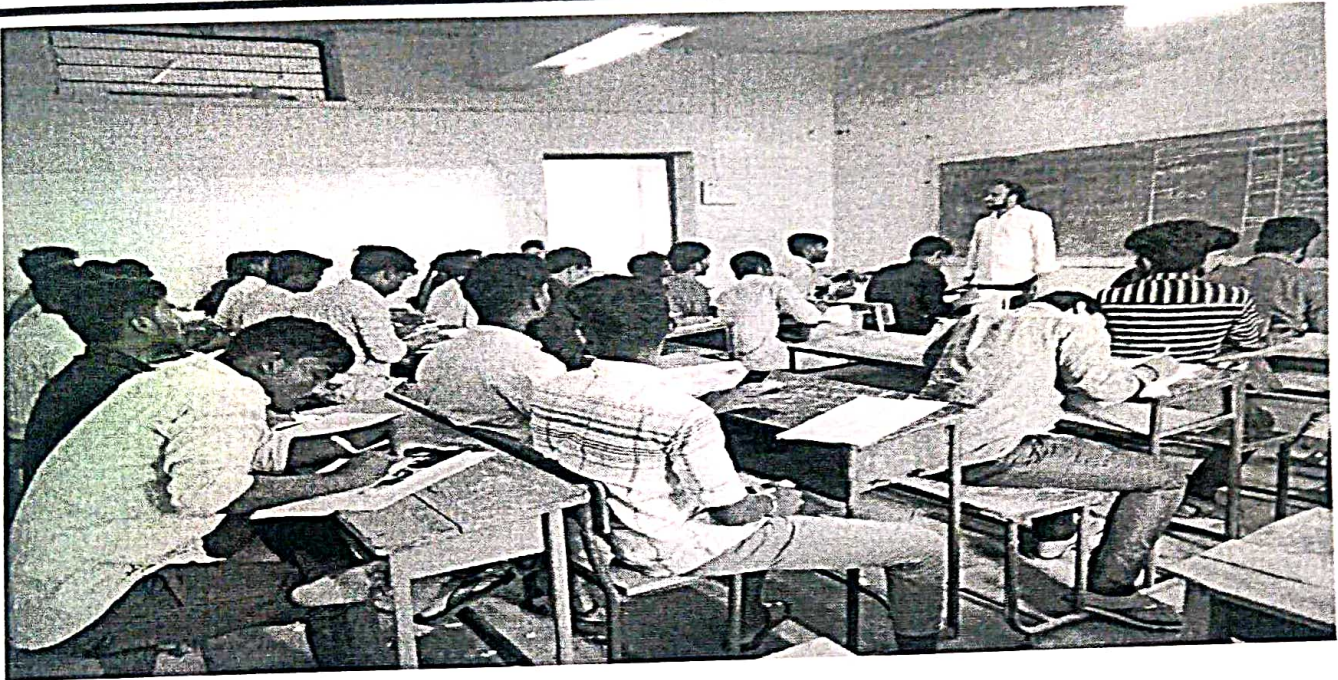
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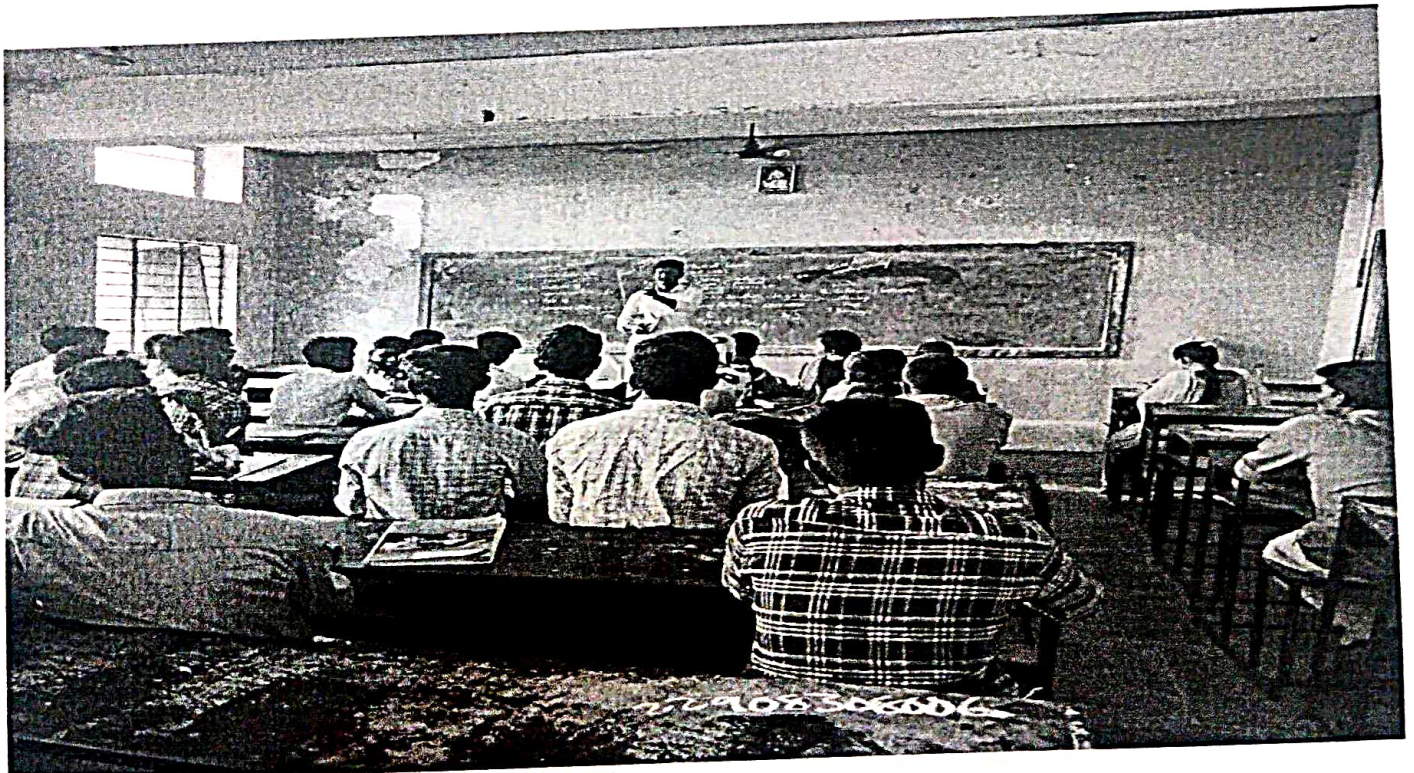


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website: www.gdcvemmiganur



CLASS BY S THIPPE SWAMY, Lecturer in Commerce



CLASS BY V VENKATA RAMUDU, Lecturer in Commerce



Feedback on Certificate Course For Digital Marketing of E- Commerce

S.No.	Regd. No.	Name of the Student	Satisfactory	Good	Very good	Signature of the Student
1.	18231049002	B Radha			—	B. Radha.
2.	18231049020	M Sushanta		—		M. Sushanta
3.	18231049008	G Divyabharathi			—	G. Divyabharathi
4.	172049012	M Veeresh			—	M. Veeresh.
5.	172049001	A Raju		✓		A. Raju.
6.	172049017	Abdul Sattar		✓		A. Sattar.
7.	18231049021	M Narayana			✓	M. Narayana
8.	18231049003	B Raju			✓	B. Raju
9.	18231049009	G Praveen Kumar			✓	G. Praveen
10.	172049004	B Ashok			✓	B. Ashok.
11.	172049024	C Rangaswamy			—	C. Rangaswamy.
12.	172049005	B Ramu		✓		B. Ramu.
13.	172049025	K Chinnamadhushudhan		✓		K. Chinnamadhushudhan
14.	172049018	T Suresh			✓	T. Suresh
15.	18231049001	B Ramanna			—	B. Ramanna.
16.	18232049005	S Valibasha			—	S. Valibasha
17.	172049015	R Naveen Kumar		✓		R. Naveen Kumar
18.	18232049018	K Muralikrishna			—	K. Muralikrishna
19.	172049033	V Nagappa			—	V. Nagappa.

20	172049003	B Veeresh		✓		B. Veeresh
21	172049008	C Peddaraju			✓	C. Peddaraju
22	172049009	E Veeranjineulu			—	E. Veeranjineulu
23	172049016	S Rahul			—	S. Rahul
24	172049019	V Sreekanth		✓		V. Sreekanth
25	172049011	M Shantikumar			—	M. Shantikumar

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CERTIFICATE COURSE

This is to certify that B RADHA Studying II B.com (CA) has successfully completed Certificate Course on "DIGITAL MARKETING OF ECOMMERCE" organized by the Department of Commerce, Sri Mahayogi Lakshamma Govt. Degree College, Yemmiganur, Held from 29-07-2019 to 17-9-2019.

DEPARTMENT INCHARGE

Dept. of Commerce
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