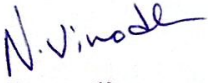


Dr. UmayalRamanathan College for Women, Karaikudi
Accredited with B+ Grade by NAAC
Affiliated to Alagappa University
(Run by Dr. Alagappa Educational Trust)
Department of Commerce

Circular

Date: 15.12.2020

We are happy to announce to commerce students that our department is going to motivate the students through certificate course on **Digital Marketing**. The objective of this Certificate Course is to help the students to grasp the key concepts in digital marketing and to have an overall understanding of various digital marketing platforms for this academic year 2020-2021 for the second year students. Duration of the certificate course is 30 hours. Students are informed to enroll their names to the course co-coordinator Ms.N.Vinodha, Assistant Professor.


Co-ordinator


HOD


Principal





Dr. Umayal Ramanathan College for
Women, Karaikudi
Certificate course – Digital Marketing

ABOUT THE DEPARTMENT

The department of commerce was established in the year of 2017. The primary objective of the department is to impart quality and needed based education to sensitize the students to their changing roles in society. Also to enable every student to cope up with the latest developments in contemporary, national, and global level through effective transaction of the curricular and Co-curricular aspects.

ABOUT THE CERTIFICATE COURSE

Certification Course helps an individual to showcase his competency, commitment for the profession, build expertise in his professional subject area, and helps with job advancement. It is a designation earned by a person giving a kind of assurance to the company of his competencies of performing a job.



INTRODUCTION ABOUT DIGITAL MARKETING:

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

SCOPE OF THE COURSE

The objective of this Certificate Course is to help the students to grasp the key concepts in digital marketing and to have an overall understanding of various digital marketing platforms. At the end of the course students will understand the scope of digital marketing and how it integrates with overall business and marketing strategy. Students can recognize the use of digital technology in achieving marketing objectives. Students were understood about Analyze the confluence of marketing, operations, and human resources in real-time delivery. Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.

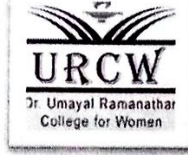
Dr. UmayalRamanathan College for Women, Karaikudi
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 Affiliated to Alagappa University
 (Run by Dr. Alagappa Educational Trust)
 Department of Commerce
 Certificate Course (2020- 2021)

Syllabus

DIGITAL MARKETING

S. NO	Units	Contents	No. of Hours
1	I - <i>Introduction and SEO</i>	An introduction to Digital Marketing, Search Engine Optimization – Search Engine Result Pages, Search Behavior, The Process – Goals, On-Page Optimization, Off-Page Optimization, Analyze, Exercises	5
2	II - <i>Pay Per Click and Digital Display Ads</i>	PPC Definition, Process – Goals, Setup, Manage and Analyze, Digital Display Advertising Definition, Process – Define, Format, Configure and Analyze, Display Advertising – Industry Overview	5
3	III - <i>Email Marketing and Mobile Marketing</i>	Email Marketing - Definition, Process – Data, Design, Delivery and Discovery, Mobile Marketing – Definition, Process – Opportunity – Mobile Industry Opportunities and Challenges, Optimize – Mobile Optimized websites, App Development, Advertise – Proximity Marketing, SMS Marketing, Analyze – Mobile Analytics.	7
4	IV - <i>Social Media Marketing</i>	Definition, Process – Goals, Channels - Facebook, LinkedIn, Twitter, Google+, YouTube, Blogs, Pinterest, Instagram, Implement - Listening, Publishing, Events, Groups, Jobs and Advertising , Analyze – Facebook Insights, LinkedIn Analytics, Twitter Analytics, Google+ Insights, YouTube Analytics, Social Media KPIs, Exercises	7
5	V - <i>Strategy and Planning</i>	Digital Marketing Plan: Structure - Situation Analysis, Audience – Information Gathering, Google Tools, Building Customer Profile, Activities – Objectives, Tools, Action plan, Budget, Analysis.	6

Pedagogy :Lecture, Case Discussion, Web Exercise, Online Classes.



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Department of Commerce

Certificate Course - (Dec 2020-Jan 2021)

Student's Enrollment

Digital Marketing

Class: III B.Com (A)

S.No.	Register No.	Names	Signature of the Student
1	2919151001	V.AARTHY	V. Aarthiy
2	2919151002	P.ABINAYA	P. Abinaya
3	2919151003	S.ABINAYA	S. Abinaya
4	2919151004	A.ABIRAMI	A. Abirami
5	2919151005	D.AISHA SULEKA	D. AISHA SULEKA
6	2919151006	S.AKSHAYA	S. AKSHAYA
7	2919151007	PL.ALAGAMMAI	Pl. Alagammai
8	2919151008	L.ALAMELU	L. ALAMELU
9	2919151009	S.AMIRTHA PRABHA	S. Amirtha Praba
10	2919151010	A.AMUTHA	A. Amutha
11	2919151011	C.ANUSIYA	C. Anusya
12	2919151013	B.ASEEMA SHREEN	B. Aseemasheen
13	2919151014	K.ASMAREFANA	K. ASMA REFANA
14	2919151015	M.ASWINI	M. Aswini
15	2919151016	G.ATCHAYA	G. Akhaya
16	2919151017	D.BANUPRIYA	D. Banupriya
17	2919151018	M.BHUVANA	M. Bhuvana
18	2919151019	A.DAHIRA IRFFANA	A. Dahira irffana
19	2919151020	A.DHANUSHA PRIYA	A. Dhanusha Priya
20	2919151021	S.DHITHYA	S. Dhithya
21	2919151022	M.DIVYA	M. Divya
22	2919151023	M.FATHIMA SULAIHA	M. Fathima Sulaiha
23	2919151024	N.HARIPRIYA	N. Haripriya
24	2919151025	R.HARIPRIYA	R. Haripriya
25	2919151026	P.HEMA	P. Hema
26	2919151027	R.JANAKI	R. Janaki
27	2919151028	M.JASMINE	M. Jasmine
28	2919151029	J.JAYASRI	J. Jayasri
29	2919151030	A.JEENATHUL AALIYA	A. Jeethathul Aaliya
30	2919151031	G.JEEVADHARSHINI	G. Jeevadharsini
31	2919151032	K.KAAVYA	K. Kaavya
32	2919151033	AL.KALAIVANI	Al. Kalavani
33	2919151034	S.KALAIYARASI	S. Kalaiyarasi
34	2919151035	R.M.KALYANI	R.M. Kalyani
35	2919151036	M.MAHALAKSHMI	M. Mahalakshmi
36	2919151037	A.MAHESWARI	A. Maheswari
37	2919151038	M.MANGAIYARKARASI	M. mangaiyarkarasi

38	2919151039	P.MATHIARASI	P. Mathiarasi
39	2919151040	U.MEKALA	U. mekala
40	2919151041	R.MENAKA	R. menaka
41	2919151042	SP.MUTHUALAMELU	sp. Muthulakshmi
42	2919151043	C.MUTHULAKSHMI	C. Muthulakshmi
43	2919151044	T.MUTHUMANI	T. Muthumani
44	2919151045	S.NAGAJOTHI	S. NagaJothi
45	2919151046	K.NANDHINI	K. nandhini
46	2919151048	K.NIVETHA	K. Nivetha
47	2919151049	T.NIVETHA	T. Nivetha
48	2919151050	AL.OVIYA	Al. Oviya
49	2919151051	PARVATHI SARAVANAN	Parvathi Saravanan
50	2919151052	B.PAVITHRA	B. pavithra
51	2919151053	E.PAVITHRA	E. pavithra
52	2919151054	C.PONNALAGU	C. Ponnalagu
53	2919151055	AN.PONNALAGU	AN. ponnalagu
54	2919151056	R.POORANA PUSHKALAMBAL	R. poorana pushkalambal
55	2919151057	P.POORANI	P. Poorani
56	2919151058	CN.PRIYADHARSHINI	CN. Priyadharshini
57	2919151059	R.PRIYADHARSHINI	R. priyadharshini
58	2919151060	S.PRIYADHARSHINI	S. Priyadharshini

N. Vinoda.
Co-ordinator


HOD

S. Jeyadevan
Principal



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Department of Commerce

Certificate Course - (Dec 2020-Jan 2021)

Student's Enrollment

Digital Marketing

Class: III B.Com (B)

S.No.	Register No.	Name of the Student	Signature of the Student
1.	2919151161	RAFIKA BARVIN.KA	KA. Rafika Barvin
2.	2919151162	RAJALAKASHMI.A	A. Rajalakshmi
3.	2919151163	RAMYA.RM	Ramya - Rm
4.	2919151164	RENUGA.G	Renu . G.
5.	2919151165	SALAMATH LAFEERA.M	M - Salamath Laferra
6.	2919151166	SARANYA.P	P. Saranya
7.	2919151167	SARANYA.S	S. saranya
8.	2919151168	SARASWATHI.S	S - saraswathi
9.	2919151170	SHANMUGAPRIYA.S	S. Shanmugapriya
10.	2919151171	SHANTHI.C (long absent)	LONG ABSENT
11.	2919151172	SHERIN FATHIMA.A	A. Sherin Fathima
12.	2919151173	SHYMALA DEVI.M	M. Shymala devi
13.	2919151174	SHOBIYA.M	Sho biya . M
14.	2919151175	SIGAPPI.CT	CT. sigappi
15.	2919151176	SINDHANA.P	CT. sigappi
16.	2919151177	SINDHU.A	A. Sindhu
17.	2919151178	SIVAGAMI.PL	PL. Sivagami
18.	2919151179	SNEHA.N	N. sneha
19.	2919151180	SONA.K	K. Sona
20.	2919151181	SRINITHI.S	S. Srinithi
21.	2919151182	SUBADHARINI.K	Subadharini
22.	2919151183	SUDHARSHANA.R	R. sudharshani
23.	2919151184	SUHASINI.M (long absent)	LONG ABSENT
24.	2919151185	SWATHI LAKSHMI.V	v. Swathi Lakshmi
25.	2919151186	UMAMAHESWARI.S	S. Umamaheshwari
26.	2919151187	VAIRAMALIGA.P	P. Vairamaliga
27.	2919151188	VALLIKANNU.PL	PL. Vallikannu
28.	2919151189	VALLI.E	E. valli
29.	2919151190	VENNILA DEVI.S	S. Vennila devi
30.	2919151191	VIJAYALAKSHMI.N	Vijayalakshmi - N.
31.	2919151192	VINOTHINI.M	M. Visali
32.	2919151193	VISALI.M	M - V. Thali
33.	2919151194	VISHU PRIYA.S	S. Vishu priya
34.	2919151195	WAJEEHA.M	M. wajeeha
35.	2919151196	YOGA PRIYA.M (long absent)	LONG ABSENT
36.	2919151197	YUKA M	M. Yuka

N. Vinodh.
Co-ordinator

HOD

S. Jayasree
Principal

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Department of Commerce
CERTIFICATE COURSE - ATTENDANCE

Semester: III
Digital Marketing

Class: II -B.Com (A)
Total Hours: 30 hours/09 days

Reg.No	Name of the Student	21.12.20	22.12.20	23.12.20	27.12.20	28.12.20	29.12.20	30.12.20	31.12.20	03.01.21	Signature of the Student
2919151001	V.AARTHY	X	X	A	X	X	X	X	X	X	V. Aarthya
2919151002	P.ABINAYA	X	X	X	X	X	A	A	X	X	LONG ABSENT
2919151003	S.ABINAYA	X	X	X	X	X	X	X	X	X	S. Abinaya
2919151004	A.ABIRAMI	A	X	X	X	X	X	X	X	X	A. Abirami
2919151005	D.AISHA SULEKA	X	X	X	X	X	X	X	X	X	D. Aisha Suleka
2919151006	S.AKSHAYA	X	X	X	X	X	X	X	X	X	S. Akshaya
2919151007	PL.ALAGAMMAI	X	X	X	A	X	X	X	A	A	Pl. Alagammai
2919151008	L.ALAMELU	A	X	X	A	A	X	X	X	X	L. Alamelu
2919151009	S.AMIRTHA PRABHA	X	A	X	X	X	X	X	X	X	S.Amirtha Prabha
2919151010	A.AMUTHA	X	A	A	A	A	X	X	X	X	A. Amutha
2919151011	C.ANUSIYA	X	X	A	A	A	A	X	X	X	C. Anusiya
2919151013	B.ASEEMA SHREEN	A	A	X	X	A	X	X	X	X	B.Aseema Shreen
2919151014	K.ASMAREFANA	X	X	X	X	X	X	X	X	X	K. Asmarefana
2919151015	M.ASWINI	X	X	X	X	X	X	X	A	X	M. Aswini
2919151016	G.ATCHAYA	X	X	X	X	X	X	X	X	X	G. Atchaya
2919151017	D.BANUPRIYA	A	X	A	X	A	X	X	X	X	D. Banupriya
2919151018	M.BHUVANA	X	X	X	X	X	X	X	A	X	M. Bhuvana
2919151019	A.DAHIRA IRFFANA	X	X	X	X	X	X	X	X	X	A. Dahirah Irffana
2919151020	A.DHANUSHA PRIYA	X	A	X	X	X	X	X	X	X	A. Dhanusha Priya
2919151021	S.DHITHYA	X	X	X	X	X	X	X	X	X	S. Dhithya
2919151022	M.DIVYA	X	X	X	X	X	X	X	X	X	M. Divya
2919151023	M.FATHIMA SULAIHA	A	A	A	A	A	A	A	A	A	M. Fathima Sulaiha
2919151024	N.HARIPRIYA	X	X	X	X	A	X	X	X	X	N. Haripriya
2919151025	R.HARIPRIYA	X	A	X	A	X	X	X	X	X	R. Haripriya
2919151026	P.HEMA	X	X	X	A	A	A	A	A	A	P. Hema
2919151027	R.JANAKI	X	X	A	X	X	X	X	X	X	R. Janaki
2919151028	M.JASMINE	A	X	A	X	X	X	X	X	X	M. Jasmine
2919151029	J.JAYASRI	X	X	X	X	X	X	X	X	X	J. Jayasri
2919151030	A.JEENATHUL AALIYA	X	X	X	X	A	X	X	X	X	A. Jeenathul Aaliya
2919151031	G.JEEVADHARSHINI	A	X	A	A	A	X	X	A	X	G. Jeevadharsini
2919151032	K.KAAVYA	X	A	A	X	X	X	X	X	X	K. Kaavya
2919151033	AL.KALAIVANI	X	X	A	X	X	X	X	A	X	Al. Kalaiyani
2919151034	S.KALAIYARASI	A	X	A	A	X	X	X	X	X	S. Kalaiyarasi
2919151035	R.M.KALYANI	X	X	A	X	X	X	X	X	X	R.M. Kalyani
2919151036	M.MAHALAKSHMI	X	X	A	X	X	X	X	X	X	M. Mahalakshmi
2919151037	A.MAHESWARI	A	X	A	X	X	X	X	A	X	A. Maheswari
2919151038	M.MANGAIYARKARAS I	X	X	X	X	X	X	X	X	X	M. Mangaiyarkaras
2919151039	P.MATHIARASI	X	X	X	X	X	X	X	A	X	P. Mathiyarasi
2919151040	U.MEKALA	X	X	X	X	A	X	A	A	X	U. Mekala
2919151041	R.MENAKA	X	X	X	X	X	X	X	A	X	R. Menaka
2919151042	SP.MUTHUALAMELU	X	X	X	X	X	X	X	A	X	SP. Muthualamelu

2919151043	C.MUTHULAKSHMI	A	X	X	X	X	X	X	X	X	C. Muthulakshmi
2919151044	T.MUTHUMANI	X	X	X	A	X	X	X	X	X	Leela ABS
2919151045	S.NAGAJOTHI	X	A	A	X	X	X	X	A	X	S. Nagajothi
2919151046	K.NANDHINI	X	X	A	X	X	X	X	X	X	K. Nandhini
2919151048	K.NIVETHA	X	X	A	X	A	X	X	A	X	K. Nivetha
2919151049	T.NIVETHA	X	X	X	X	X	X	X	X	X	T. Nivetha
2919151050	AL.OVIYA	X	X	X	X	X	X	X	X	X	Al. Oviya
2919151051	PARVATHI SARAVANAN	X	X	X	X	X	X	X	X	X	Sf
2919151052	B.PAVITHRA	X	X	X	X	X	X	X	X	X	B. Pavithra
2919151053	E.PAVITHRA	X	X	A	A	A	X	A	X	X	E. Pavithra
2919151054	C.PONNALAGU	X	X	X	X	X	X	X	X	A	C. Ponnalagu
2919151055	AN.PONNALAGU	X	A	X	A	A	X	A	X	X	AN. Ponnalagu
2919151056	R.POORANA PUSHKALAMBAL	X	X	X	X	X	X	X	X	X	R. Poorana Pushkalambal
2919151057	P.POORANI	X	X	X	X	X	A	X	X	X	P. Poorani
2919151058	CN.PRIYADHARSHINI	A	X	X	X	X	X	A	X	X	Cn. Priyadharshini
2919151059	R.PRIYADHARSHINI	X	X	A	X	X	X	X	X	X	R. Priyadharshini
2919151060	S.PRIYADHARSHINI	A	X	X	X	X	X	X	X	X	S. Priyadharshini

N. Vinodh.
Co-ordinator


HOD

S. S. S. S.
Principal

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Department of Commerce

CERTIFICATE COURSE – ATTENDANCE

Semester: III

Digital Marketing

Class: II -B.Com (B)

Total Hours: 30 hours/09 days

Reg.No	Name	21.12.2021	22.12.2021	23.12.2021	27.12.2021	28.12.2021	29.12.2021	30.12.2021	31.12.2021	03.01.2022	Signature of the Student
2919151161	RAFIKA BARVIN.KA	X	X	X	X	X	X	X	X	X	KA. Rafika
2919151162	RAJALAKASHMI.A	X	X	X	X	X	A	A	X	X	A. Rajalakshmi
2919151163	RAMYA.RM	X	X	X	X	X	X	X	X	X	RM. Ramya
2919151164	RENUGA.G	A	X	X	X	X	X	X	X	X	G. Renuga
2919151165	SALAMATH LAFEERA.M	X	X	X	X	X	X	X	X	X	Salamathafeera M.
2919151166	SARANYA.P	X	X	X	X	X	X	X	X	X	P. Saranya
2919151167	SARANYA.S	X	X	A	A	X	X	X	A	A	S. Saranya
2919151168	SARASWATHI.S	A	X	X	X	A	X	X	X	X	S. Saraswathi
2919151170	SHANMUGAPRIYA.S	X	A	X	X	X	X	X	X	X	S. Shanmugapriya
2919151172	SHERIN FATHIMA.A	X	X	X	X	A	A	X	X	X	A. Sherin Fathima
2919151173	SHYMALA DEVI.M	A	A	X	X	A	X	X	X	X	M. Shymala Devi
2919151174	SHOBIYA.M	X	X	X	X	X	X	X	X	X	M. Shobiya
2919151175	SIGAPPLCT	X	X	A	X	X	X	X	X	A	C.T. Sigappi
2919151176	SINDHANA.P	X	X	X	X	X	X	X	A	X	P. Sindhana
2919151177	SINDHU.A	A	X	X	X	A	X	X	X	X	A. Sindhu
2919151178	SIVAGAMI.PL	X	X	X	X	X	X	X	X	X	P. Sivagami
2919151179	SNEHA.N	X	X	X	X	X	X	X	A	X	N. Sneha
2919151180	SONA.K	X	A	X	X	X	X	X	X	X	K. Sona
2919151181	SRINITHI.S	X	X	X	X	A	X	X	X	X	S. Srinithi
2919151182	SUBADHARINI.K	X	X	X	X	X	X	X	X	X	K. Subadharini
2919151183	SUDHARSHANA.R	A	A	A	A	A	A	A	A	A	R. Sudharshana
2919151185	SWATHI LAKSHMI.V	X	A	X	X	X	X	X	X	X	V. Swathi Lakshmi
2919151186	UMAMAHESWARIS	X	X	A	X	A	A	A	A	A	S. Umamaheswari
2919151187	VAIRAMALIGA.P	X	X	X	X	X	X	X	X	X	P. Vairamali
2919151188	VALLIKANNU.PL	A	X	X	X	X	X	X	X	X	P. Vallikkanu
2919151189	VALLIE	X	X	X	A	X	X	X	X	X	E. Valli
2919151190	VENNILA DEVI.S	X	X	X	X	A	X	X	X	X	S. Vennila Devi
2919151191	VJAYALAKSHMI.N	A	X	X	X	A	X	X	A	X	N. Vijayalakshmi
2919151192	VINOTHINI.M	X	A	X	X	X	X	X	X	X	M. Vinothini
2919151193	VISALI.M	X	X	A	X	X	A	X	X	X	M. Visali
2919151194	VISHU PRIYA.S	A	X	X	X	X	X	X	X	X	S. Vishu Priya
2919151195	WAJEEHA.M	X	X	X	X	X	A	X	X	X	M. Wajeeha
2919151197	YUKA M	A	X	X	X	X	X	X	X	X	M. Yuka

N. Vinodla
Co-ordinator


HOD

S. Jayashan
Principal

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Department of Commerce
Certificate Course - (Dec 2020 – Jan 2021)
DIGITAL MARKETING
I – Assessment Test

Date : 27.12.2020
Class : II B.Com (A&B)

Marks: 15
Time: I Hour

Answer all the Questions (1×15)

- 1) Digital marketing is often referred to as _____.
A. online marketing
B. internet marketing
C. web marketing
D. All of the above
- 2) Which of the following is a type of digital marketing activity?
A. Email marketing.
B. Social web marketing.
C. Viral marketing.
D. All of the above
- 3) Which of the following is not a traditional forms of digital marketing?
A. radio
B. TV
C. billboard
D. All of the above
- 4) What is not true about digital marketing?
A. Digital marketing is any form of marketing products or services that involves electronic devices.
B. Digital marketing can be done online
C. Digital marketing cannot be done online
D. Digital marketing is often referred to as online marketing, internet marketing or web marketing.
- 5) How many main pillars of digital marketing?
A. 2
B. 4
C. 3
D. 5
- 6) In the first 10 years, the web was heavily used as a static publishing and/or retailing (transactional) channel. This was known as:
A. Web 2.0.
B. Web 3.0.
C. Web 1.0.
D. Web 3.0.
- 7) Digital marketing includes _____.
A. voice broadcast
B. podcasting
C. RSA
D. Both A and B

- 8) A website's front - or home page should include _____
- A. A lengthy description of the organization
 - B. Logos depicting awards the site's designers have received
 - C. Links to other websites
 - D. None of the above
- 9) This is the process of marketing accomplished or facilitated through the application of electronic devices, appliances, tools, techniques, technologies and or systems:
- A. Direct Marketing
 - B. interactive marketing
 - C. Electronic marketing
 - D. internet marketing
- 10) Digital Marketing has been around us since the very beginning. It started in the year _____.
- A. 1980
 - B. 2000
 - C. 1995
 - D. 1990
- 11) Digital marketing is becoming very popular due to the?
- A. increase in internet users
 - B. increase in mobile phone users
 - C. increase in digital content consumption
 - D. All of the above
- 12) Up to _____ of online experiences happening to people usually begin by using a search engine.
- A. 0.85
 - B. 0.9
 - C. 0.93
 - D. 0.97
- 13) The _____ plays a major role in better content creation.
- A. icon
 - B. keyword
 - C. description
 - D. viewport
- 14) Many consumer products are a key difference between B2C and B2B marketing which is reflected in web design through _____.
- A. referencing needs of companies of different sizes
 - B. the status of the business in the purchase decision process
 - C. different feature stories appealing to different members
 - D. different navigation options appealing to different members
- 15) Considering non-personal communication channels, magazines, direct mail and newspapers are considered as
- A. online media
 - B. print media
 - C. broadcast media
 - D. display media

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DIGITAL MARKETING
II – Assessment Test

Date : 03.01.2021
Class : II B.Com (A&B)

Marks: 15
Time: I Hour

Answer all the Questions (1×15)

- 1) The tendency of difficult understanding related to the use of market offering is called
 - A.relative advantage
 - B.complexity
 - C.communicability
 - D.compatibility
- 2) which goal of a business-to-business website involves gaining permission from a website visitor and other communications channels?
 - A.serve
 - B.speak
 - C.sell
 - D.save
- 3)which is normally run by a consortium of buyers in order to establish an efficient purchasing environment.
 - A.B2B independent e-marketplace.
 - B.buyer-oriented marketplace.
 - C.supplier-oriented marketplace.
 - D.vertical and horizontal e-marketplace.
- 4) By bulk buying of items, One aim of e-procurement is to increase savings
 - A.right quantity.
 - B.right thing.
 - C.right quality.
 - D.right price.
- 5) Where technology will not feature in the development of these relationships, this is known as a _____ relationship.
 - A.Low Tech, High Touch, Personal
 - B.Low Tech, High Touch Transactional
 - C.High Tech/Low Touch, Personal
 - D.High Tech/Low Touch, Automated
- 6) Way promote a business with social media is _____
 - A.your company, services, and products
 - B.many contacts as possible
 - C. Offer a lot of helpful
 - D.potential clients to visit your website
- 7) Search page engine optimization refers to _____
 - A.Programming keywords into a website
 - B.each page of a website for design

- C.amount of links coming into your website
- D.The number of search engine sites a website

8) The best way to improve search engine ranking is with

- A.Video
- B.A blog
- C.Having at least 500 words on the page
- D.a lot of graphics per page

9)Which marketing techniques are most likely to pay you?

- A. Pay click advertising
- B.Using social media marketing
- C.Posting press
- D.article marketing

10) Which is keeping someone on your website and encouraging them to come back?

- A. Make a website things to do a website interactive such as quizzes, downloads, etc
- B.a lot of text to read
- C. Make it difficult to locate
- D.Pack a lot of graphics and photos

11) SEO stand for?

- A.ite Engine Optimization
- B.Search Engine Optimization
- C.Site Efficiency Optimization
- D.none of these

12) 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

13) 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.

14) 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

15) Micro-blogging can be defined as _____.

- A. Mobile related blogs
- B. Blogs posted by companies instead of an individual
- C. Blogs encompassing limited individual posts, which are typically limited by character count.
- D. None of the above

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Certificate Course– (Dec 2020-Jan 2021)
I – Assessment Test

Class: II B.Com (A)
Semester: III

Subject: Digital Marketing

S.No.	Register No.	Names	Test (15)
1	2919151001	V.AARTHY	10
2	2919151002	P.ABINAYA	11
3	2919151003	S.ABINAYA	12
4	2919151004	A.ABIRAMI	13
5	2919151005	D.AISHA SULEKA	11
6	2919151006	S.AKSHAYA	10
7	2919151007	PL.ALAGAMMAI	14
8	2919151008	L.ALAMELU	13
9	2919151009	S.AMIRTHA PRABHA	12
10	2919151010	A.AMUTHA	11
11	2919151011	C.ANUSIYA	10
12	2919151013	B.ASEEMA SHREEN	11
13	2919151014	K.ASMAREFANA	12
14	2919151015	M.ASWINI	13
15	2919151016	G.ATCHAYA	09
16	2919151017	D.BANUPRIYA	10
17	2919151018	M.BHUVANA	11
18	2919151019	A.DAHIRA IRFFANA	12
19	2919151020	A.DHANUSHA PRIYA	13
20	2919151021	S.DHITHYA	14
21	2919151022	M.DIVYA	09
22	2919151023	M.FATHIMA SULAIHA	11
23	2919151024	N.HARIPRIYA	12
24	2919151025	R.HARIPRIYA	13
25	2919151026	P.HEMA	10
26	2919151027	R.JANAKI	11
27	2919151028	M.JASMINE	12
28	2919151029	J.JAYASRI	13
29	2919151030	A.JEENATHUL AALIYA	10
30	2919151031	G.JEEVADHARSHINI	10
31	2919151032	K.KAAVYA	12
32	2919151033	AL.KALAIVANI	11
33	2919151034	S.KALAIYARASI	13
34	2919151035	R.M.KALYANI	14
35	2919151036	M.MAHALAKSHMI	12
36	2919151037	A.MAHESWARI	10
37	2919151038	M.MANGAIYARKARASI	12
38	2919151039	P.MATHIARASI	10
39	2919151040	U.MEKALA	11
40	2919151041	R.MENAKA	12
41	2919151042	SP.MUTHUALAMELU	19
42	2919151043	C.MUTHULAKSHMI	10
43	2919151044	T.MUTHUMANI	08
44	2919151045	S.NAGAJOTHI	10
45	2919151046	K.NANDHINI	11
46	2919151048	K.NIVETHA	12
47	2919151049	T.NIVETHA	13

48	2919151050	AL.OVIYA	14
49	2919151051	PARVATHI SARAVANAN	11
50	2919151052	B.PAVITHRA	12
51	2919151053	E.PAVITHRA	13
52	2919151054	C.PONNALAGU	10
53	2919151055	AN.PONNALAGU	11
54	2919151056	R.POORANA PUSHKALAMBAL	10
55	2919151057	P.POORANI	11
56	2919151058	CN.PRIYADHARSHINI	12
57	2919151059	R.PRIYADHARSHINI	13
58	2919151060	S.PRIYADHARSHINI	14

N. Vinoda.
Co-ordinator


HOD


Principal

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Semester: III

Subject: Digital Marketing

S.No.	Register No.	Names	Test (15)
1.	2919151161	RAFIKA BARVIN.KA	10
2.	2919151162	RAJALAKASHMIA	14
3.	2919151163	RAMYA.RM	13
4.	2919151164	RENUGA.G	12
5.	2919151165	SALAMATH LAFEERA.M	11
6.	2919151166	SARANYA.P	14
7.	2919151167	SARANYA.S	13
8.	2919151168	SARASWATHI.S	12
9.	2919151170	SHANMUGAPRIYA.S	11
10.	2919151171	SHANTHI.C (long absent)	LA
11.	2919151172	SHERIN FATHIMA.A	11
12.	2919151173	SHYMALA DEVI.M	12
13.	2919151174	SHOBIYA.M	13
14.	2919151175	SIGAPPI.CT	14
15.	2919151176	SINDHANA.P	14
16.	2919151177	SINDHU.A	13
17.	2919151178	SIVAGAMI.PL	14
18.	2919151179	SNEHA.N	11
19.	2919151180	SONA.K	12
20.	2919151181	SRINITHI.S	11
21.	2919151182	SUBADHARINI.K	14
22.	2919151183	SUDHARSHANA.R	11
23.	2919151184	SUHASINI.M (long absent)	LA
24.	2919151185	SWATHI LAKSHMI.V	11
25.	2919151186	UMAMAHESWARI.S	12
26.	2919151187	VAIRAMALIGA.P	13
27.	2919151188	VALLIKANNU.PL	14
28.	2919151189	VALLI.E	11
29.	2919151190	VENNILA DEVI.S	12
30.	2919151191	VIJAYALAKSHMI.N	13
31.	2919151192	VINOTHINI.M	12
32.	2919151193	VISALI.M	13
33.	2919151194	VISHU PRIYA.S	12
34.	2919151195	WAJEEHA.M	14
35.	2919151196	YOGA PRIYA.M (long absent)	LA
36.	2919151197	YUKA M	12

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35.	2919151196	YOGA PRIYA.M (long absent)	10
36.	2919151197	YUKA M	12

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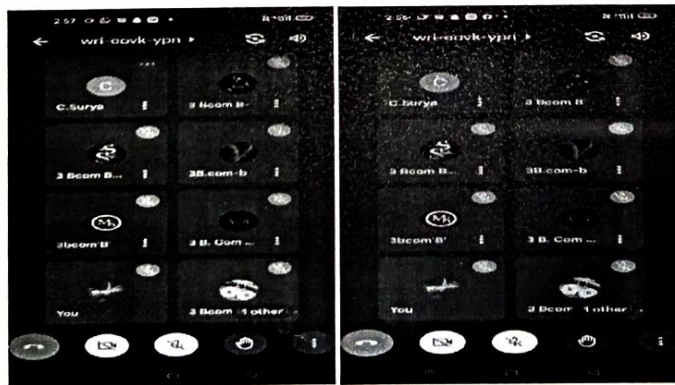
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Department of Commerce
DIGITAL MARKETING – CERTIFICATE COURSE
REPORT WITH OUTCOME OF THE COURSE

The certificate courses focus on the importance of assessment activities in improving teaching and learning. Participants will learn how to develop learning outcomes, to use rubrics and other assessment tools and to identify strategies for using results to improve the academic experience for students and faculty. The courses will also provide participants with the ability to develop skills to actively contribute to program review, curricular mapping and accreditation projects at their campus.

When completing this program, Students will be able to:

Students learn from the course will usually help you develop comprehensive marketing plans incorporating social media, search, and email marketing, set effective background of the digital market competitive world and also learn how to leverage cutting-edge tools and industry best practices.

- ✓ Demonstrate an understanding of the guiding principles of student learning assessment to improve teaching and learning and program development.
- ✓ Ability to construct a curricular map and demonstrate an understanding of the implications of curriculum mapping for assessment of learning outcomes.
- ✓ Construct learning outcomes and develop an assessment plan for a course, learning activity, academic major or program.



N. Vinod
Co-ordinator

[Signature]
HOD

S. Jayashree
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DEPARTMENT OF COMMERCE

CERTIFICATE COURSE

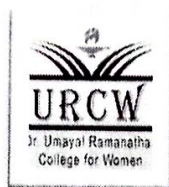
This is to certify that P. Vairamaliga II B.com has completed

the certificate course in Digital Marketing 2020 – 2021.

N. Vinodha
Co-ordinator


HOD


Principal



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Feedback Form - Certificate Course

(DIGITAL MARKETING)

Name of the Student	P. Vairamaliga
Department	Commerce
Class	III rd year
E-mail ID/Mobile Number	vairamaliga@gmail.com 9361056262
Describe Your Feedback (If any Suggestions)	Certificate course is very useful for me I have learn the area Marketing digital world in current scenario