

**AHM's
ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE,
BHATKAL**

Add-On Course

on

Digital Marketing

**Under the
Department of Commerce**

Academic Year: 2022-23

Course Coordinator

**Mr. Mohammed Ganim Mohtisham
Lecturer in Commerce
Department of Commerce**



Date: 03-09-2022

From

Prof. Mohammed Ganim Mohtisham,
Student Welfare Officer & Lecturer in Commerce,
Anjuman Arts, Science and Commerce College,
Bhatkal

To

The Principal
Anjuman Arts, Science and Commerce College
Bhatkal

Subject: Request to grant the permission to start the add-on course on Digital Marketing for the academic year 2022-23

Respected Sir,

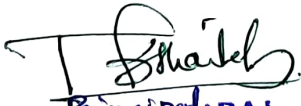
We would like to start the add-on course on "Digital Marketing" for few students who are interested in this field. Please permit us to start the Digital Marketing course for the academic year 2022-23.

Thanking You

Warm Regards


Prof. Mohammed Ganim Mohtisham,
Student Welfare Officer & Lecturer in Commerce




PRINCIPAL
Anjuman Arts, Science & Commerce
College, BHATKAL (U K) 581320

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Meeting Report of Institutional Board of Studies for Add-on Course on Digital Marketing :

The Institutional Board of Studies of the Department of Commerce for an add-on course on introduction to Digital Marketing held on 12-09-2022 in the principal chamber at 10:30 AM.

- 1. Prof. Mushtaque K Shaikh**
Principal, Chairman
- 2. Prof. S.A. Indikar**
IQAC Coordinator
- 3. Prof. Manjunath Prabhu**
HOD, Commerce
- 4. Prof. Mohammed Ganim**
Course Co-Coordinator

At the beginning of the meeting, the Chairman of BoS: Prof. Mushtaque K Shaikh welcomed all the members and briefed them about the academic activity of the Digital Marketing course. The members expressed their appreciation and satisfaction about the activities of the department.

After that institutional BoS discussed and resolved the following points:

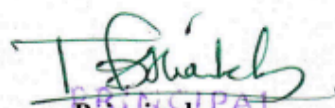
- 1. Starting of the add-on course on the introduction to Digital Marketing**
BoS discussed the point and resolved to start a course on Digital Marketing to improve the basic knowledge of web designing, content marketing, social media marketing etc.
- 2. Approval of the syllabus for the add-on course**
The BoS discussed and approved the syllabus for the add-on course on Digital Marketing.
- 3. Approval of admission criteria.**
The BoS discussed and approved the admission criteria and resolved that the students who are interested in the arena of Digital marketing can enroll in this course.

The meeting of the BoS was concluded with a vote of thanks by the Prof. Mohammed Ganim Mohtisham, Lecturer in Commerce

The following members were present in the meeting:

- 1. Prof. Mushtaque K Shaikh**
- 2. Prof. S.A. Indikar**
- 3. Prof. Manjunath Prabhu**
- 4. Prof. Mohammed Ganim**




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Add on Course on "Digital Marketing"

NOTICE

Date: 14/09/22

All the students are hereby informed that the Department of Commerce starts the Add-on course on "Digital Marketing" for the students from the date 26/09/22 to 17/10/22. Interested students can enroll their names on or before 22/09/2022 with Prof. Mohammed Ganim.



Course Coordinator
(Prof. Mohammed Ganim)

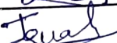
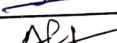
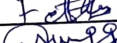
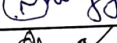
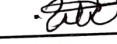
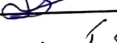


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ENROLLMENT LIST

S/N	NAMES	SIGNATURE
1	Mukri Abdul Wahab	
2	Ahamed	
3	Muyizuddeen Dukandar	
4	Ismail Ekkeri	
5	Mohammed Usama	
6	Anzar Hussain Sawkur	
7	Fatkure Faahiz	
8	Mohammed Elaf	
9	Mohammed Shuraim	
10	Buddu Razeen Husain	
11	Tabke Mahammed Muskan	
12	Syed Ali Labeed	
13	Sujeet Dodddaya Devadig	
14	Mohammed Ismail	
15	Mohammed Shoaib	
16	Sayed Asim	
17	Naveen Mooka Gond	
18	Husain Mawaz	
19	Mohammed Zuwain Belli	
20	Abu Sufiyan	
21	Mohammed Mustanir	
22	Ahmed Sadeem	
23	Mohammed Umair	


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Digital Marketing Add-on Course 2022-23

COURSE CONTENT	30 HOURS
UNIT-1: Introduction to Digital Marketing - Understanding the basics of digital marketing - Exploring the digital marketing landscape - Benefits and importance of digital marketing - Key digital marketing channels and platforms	5 hours
UNIT-2: Website Basics and Content Marketing - Basics of website creation and optimization - Introduction to content marketing - Creating compelling content for digital platforms - Content distribution strategies	5 hours
UNIT-3: Social Media Marketing - Introduction to social media platforms - Creating effective social media profiles - Content creation and posting strategies for social media - Understanding social media analytics and metrics	5 hours
UNIT-4: Search Engine Optimization (SEO) and Search Engine Marketing (SEM) - Understanding SEO fundamentals - On-page and off-page SEO techniques - Introduction to SEM and pay-per-click advertising - Creating and optimizing ad campaigns	5 hours
UNIT-5: Email Marketing and Analytics - Basics of email marketing - Creating effective email campaigns - Email list building and segmentation - Introduction to digital marketing analytics	5 hours
UNIT-6: Final Projects and Review - Students work on final digital marketing projects - Presentation and peer review of projects - Recap of key concepts and techniques - Q&A session and course evaluation	5 hours
This syllabus provides a comprehensive overview of digital marketing concepts and techniques within a 30-hour timeframe, suitable for beginners.	



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Add-on course on Digital Marketing

Time Table for the academic year 2022-23

Days	Timings	Room No.
Saturday to Thursday	2:30 P.M. to 4:30 P.M. (2 hrs)	10


Course Coordinator


IQAC & IQAC Coordinator
Anjuman Arts, Science,
Commerce College & P.G. Centre
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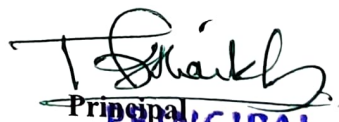
Digital Marketing Add-on Course 2022-23

Marks List

S/N	NAMES	MARKS OBTAINED
1	Mukri Abdul Wahab	A
2	Ahamed	B
3	Muyizuddeen Dukandar	A+
4	Ismail Ekkeri	A+
5	Mohammed Usama	A
6	Anzar Hussain Sawkur	A+
7	Fatkure Faahiz	A
8	Mohammed Elaf	A
9	Mohammed Shuraim	A+
10	Buddu Razeen Husain	B
11	Tabke Mahammed Muskan	B
12	Syed Ali Labeed	B+
13	Sujeet Doddappa Devadig	B
14	Mohammed Ismail	B
15	Mohammed Shoaib	B
16	Sayed Asim	A
17	Naveen Mooka Gond	B
18	Husain Mawaz	B
19	Mohammed Zuwain Belli	B
20	Abu Sufiyan	B
21	Mohammed Mustanir	A
22	Ahmed Sadeem	A
23	Mohammed Umair	A


Course coordinator




Principal
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ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE, BHATKAL

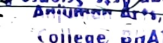
ATTENDANCE SHEET FOR THE COURSE ON DIGITAL MARKETING 2022-23

CLASS: B.COM 3TH SEM

TIME: 2:30 PM TO 4:30 PM

SN	NAMES	26/9/22	27/9/22	28/9/22	29/9/22	30/9/22	01/10/22	03/10/22	10/10/22	11/10/22	12/10/22	13/10/22	14/10/22	15/10/22	16/10/22	17/10/22
1	Mukri Abdul Wahab	Md	Md	Md	Md	Md	Md	Md	Md	Md	Md	Md	Md	Md	Md	Md
2	Ahamed	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM
3	Muyizuddeen Dukandar	MD	MD	MD	MD	MD	MD	MD	MD	MD	MD	MD	MD	MD	MD	MD
4	Ismail Ekkeri	Isma	Isma	Isma	Isma	Isma	Isma	Isma	Isma	Isma	Isma	Isma	Isma	Isma	Isma	Isma
5	Mohammed Usama	Usam	Usam	Usam	Usam	Usam	Usam	Usam	Usam	Usam	Usam	Usam	Usam	Usam	Usam	Usam
6	Anzar Hussain Sawkur	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS
7	Fatkure Faahiz	Fatku	Fatku	Fatku	Fatku	Fatku	Fatku	Fatku	Fatku	Fatku	Fatku	Fatku	Fatku	Fatku	Fatku	Fatku
8	Mohammed Elaf	Elaf	Elaf	Elaf	Elaf	Elaf	Elaf	Elaf	Elaf	Elaf	Elaf	Elaf	Elaf	Elaf	Elaf	Elaf
9	Mohammed Shuraim	Shur	Shur	Shur	Shur	Shur	Shur	Shur	Shur	Shur	Shur	Shur	Shur	Shur	Shur	Shur
10	Buddu Razeen Husain	Budd	Budd	Budd	Budd	Budd	Budd	Budd	Budd	Budd	Budd	Budd	Budd	Budd	Budd	Budd
11	Tabke Mohammed Muskan	Msk	Msk	Msk	Msk	Msk	Msk	Msk	Msk	Msk	Msk	Msk	Msk	Msk	Msk	Msk
12	Syed Ali Labeed	Sali	Sali	Sali	Sali	Sali	Sali	Sali	Sali	Sali	Sali	Sali	Sali	Sali	Sali	Sali

Course Coordinator : 

Principal : 
Anjuman Arts, Science & Commerce
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ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE, BHATKAL

ATTENDANCE SHEET FOR THE COURSE ON DIGITAL MARKETING 2022-23

CLASS: B.COM 3TH SEM

TIME: 2:30 PM TO 4:30 PM

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13	Sujeet Dodddayya Devadig															
14	Mohammed Ismail															
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16	Sayed Asim															
17	Naveen Mooka Gond										Ab		Ab			Ab
18	Husain Mawaz															
19	Mohammed Zuwain Belli															
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BHATKAL**

Add-on Course on "Digital Marketing"

Total Marks: 50

Duration: 1 ½ Hour

Section A: Multiple Choice Questions (1 mark each)

1. What is the primary focus of digital marketing?
 - a) Traditional advertising
 - b) Offline promotion
 - c) Online promotion
 - d) Print media
2. Which of the following is NOT a key digital marketing channel?
 - a) Social Media Marketing
 - b) Email Marketing
 - c) Television Advertising
 - d) Search Engine Optimization
3. What is the importance of content marketing in digital marketing?
 - a) Building brand awareness
 - b) Generating leads
 - c) Increasing website traffic
 - d) All of the above
4. Which platform is NOT typically considered a social media platform?
 - a) Facebook
 - b) LinkedIn
 - c) Google Ads
 - d) Instagram
5. What is the primary goal of Search Engine Optimization (SEO)?
 - a) Increasing website traffic
 - b) Improving website visibility in search engine results
 - c) Generating leads
 - d) Converting leads into customers

Section B: Short Answer Questions (2 marks each)

6. Define digital marketing and explain its significance in today's business landscape.
7. Briefly discuss the key components of a successful content marketing strategy.
8. What are the main factors to consider when optimizing a website for search engines?
9. Explain the difference between on-page and off-page SEO techniques.
10. Describe the steps involved in creating an effective email marketing campaign.

Section C: Long Answer Questions (5 marks each)

11. Discuss the benefits of social media marketing for businesses. Provide examples to support your answer.
12. Outline the process of developing and executing a search engine marketing (SEM) campaign. Include key steps and considerations.
13. Choose a digital marketing channel of your choice (e.g., social media, email marketing) and analyze its effectiveness in reaching and engaging target audiences. Provide recommendations for improvement.

Section D: Practical Application (1 marks)

14. Case Study: A small local bakery wants to improve its online presence and attract more customers. Develop a digital marketing strategy for the bakery, including specific recommendations for utilizing various digital marketing channels. Provide reasoning for your choices.

Section E: Final Project Evaluation (15 marks)

15. As part of the final project, students were required to create a digital marketing campaign for a hypothetical business of their choice. Evaluate one peer's project, highlighting its strengths and areas for improvement.

Note: Answer all questions. Write your answers clearly and concisely. Good luck!




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CERTIFICATE



A.H.M.s

ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE

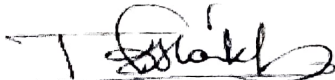
Anjumanabad, Bhatkal 581320, Uttara Kannada, Karnataka

Accredited at 'B' Level by NAAC

This is to certify that Mr/Miss Ahamed with
register No. U02JK21C0005 has successfully completed Add-On Course on Digital Marketing
during 26-09-2022 to 17-10-2022 and secured B grade.


Prof. Mohd. Ganim
Course Co-Ordinator


Prof. S.A. Indikar
IQAC Co-Ordinator


Prof. Mushtaque K. Shaikh
Principal

CERTIFICATE



A.H.M.s

ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE

Anjumanabad, Bhatkal 581320, Uttara Kannada, Karnataka

Accredited at 'B' Level by NAAC

This is to certify that Mr/Miss Mohammed Shuraim with
register No. U02JK21C0075 has successfully completed Add-On Course on Digital Marketing
during 26-09-2022 to 17-10-2022 and secured A+ grade.

Prof. Mohd. Ganim
Course Co-Ordinator

Prof. S.A. Indikar
IQAC Co-Ordinator

Prof. Mushtaque K. Shaikh
Principal

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Report and Outcome Analysis

Name of the Course: Digital Marketing

Name of the Department: Commerce

Number of students enrolled : 23

BoS meeting Date:12/09/2022

Start Date of the Course:26/09/2022

End Date of the Course:17/10/2022

The Department of Commerce has conducted an add-on course on Digital Marketing for the Students who are interested in this area of knowledge from 26/09/2022 to 17/10/2022.

The course was about improving the basic knowledge of web Designing, content marketing, social media marketing etc.”

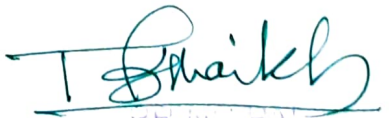
23 students were enrolled in this course and they benefited with the fundamental knowledge on Digital Marketing. Students also applied these skills and concepts during the assignments.

Course concluded with final examination and certificate distribution.

Outcomes of the Course:

- Understanding Digital Marketing Integration
- Customer Value Journey and Online Consumer Behaviour
- Application of Digital Marketing Strategies
- Search Engine Optimization(SEO)
- Leveraging Digital Strategies for Competitive Advantage




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