



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



ADD-ON COURSE
ON
DIGITAL MARKETING

Date: 26-9-2022 to 17-10-2022



Principal's Message:

Our college offers a degree program in Arts, Science and Commerce stream. All these courses are taught by experienced and dedicated faculty. At our college, we try to turn our students into useful components of our society. Along the way, we have realized that to enhance our students' job readiness, each student should undertake at least one add-on course per semester along with their regular degree program. Our experienced teachers have designed these courses to be especially relevant to each subject. We wish them all the very best!

Web: anjumancollege.in
Email: anjumancollegebkl@gmail.com
Contact: 9886212692, 08385 226443

ABOUT ADD-ON COURSE:

Add-on courses are short-term training programs designed to supplement a degree program's core curriculum. These courses are usually offered as certificate or diploma courses, providing students with additional skills and knowledge relevant to their field of study.

Course Overview:

What is Digital Marketing?

Digital Marketing encompasses all marketing efforts that use the internet or an electronic device. It includes various strategies such as social media marketing, search engine optimization (SEO), email marketing, and more. This course aims to equip students with the necessary skills to navigate the digital landscape effectively.

Course Content:

- ➔ Introduction to Digital Marketing
- ➔ Website Basics and Content Marketing
- ➔ Social Media Marketing
- ➔ Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
- ➔ Email Marketing and Analytics
- ➔ Final Projects and Review

Course Outcomes

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

Course Details

Schedule

- **Duration:** 15 Days
- **Classes:** Saturday to Thursday
- **Timing:** 2:30 PM to 4:30 PM

Eligibility

This course is open to all students enrolled and those interested in enhancing their digital marketing skills.

Registration Fee

- **Amount:** Free
- **Last Date for Registration:** September 22, 2022

How to Register?

Interested students can register by filling out the registration form available at the Department of Commerce office or by contacting the course coordinator directly.

We look forward to your participation in this enriching course on Digital Marketing!

Course Coordinator:

Mr. Mohammed Ganim
Lecturer in Commerce

Contact Information:

Email: ganimmohtisham@anjuman.edu.in
Phone Number: 96110 62995

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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:

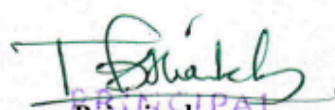
- 1. Starting of the add-on course on the introduction to Digital Marketing**
BoS discussed the point and resolved to start a course on Digital Marketing to improve the basic knowledge of web designing, content marketing, social media marketing etc.
- 2. Approval of the syllabus for the add-on course**
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)



Principal

Anjuman Arts, Science, Commerce College
& P.G. Centre
BHATKAL-581 320

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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.”

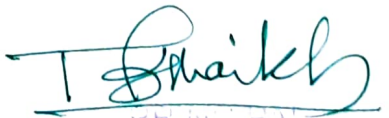
23 students were enrolled in this course and they benefited with the fundamental knowledge on Digital Marketing. Students also applied these skills and concepts during the assignments.

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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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.	



Course Coordinator




Principal
PRINCIPAL

Anjuman Arts, Science & Commerce
Bhatkal (U.K.) 581320

A.I.M.'s



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ANJUMAN ARTS, SCIENCE, COMMERCE COLLEGE & P.G. CENTRE



(AFFILIATED TO THE KARNATAK UNIVERSITY, DHARWAD)

Accredited "B" Grade by NAAC

Post Box No. 02

Anjumanabad, BHATKAL - 581 320 (Uttar Kannada)

Ph : 08385 (O) 226443 (F) 228443 (M) 9886212692

E-mail : anjumancollegebkl@gmail.com

website : www.anjuman.edu.in



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ಅಂಜುಮನಾಬಾದ್, ಭಟ್ಕಳ - ೫೮೧ ೩೨೦

(ಉತ್ತರ ಕನ್ನಡ) ಕರ್ನಾಟಕ ರಾಜ್ಯ

ದೂರವಾಣಿ : ೦೮೩೮೫ (೦) ೨೨೬೪೪೩ (ಫ್ಯಾಕ್ಸ್) ೨೨೮೪೪೩

(ಮೊ) ೯೮೮೬೨೧೨೬೯೨

DECLARATION ON SYLLABUS COVERED

This is to certify that, the syllabus of the Add-on course in Digital Marketing has been fully covered by conducting classes for 30 hours, with 2 hours of instruction per day. Based on the syllabus covered, exams were conducted for the students, and marks have been allotted.


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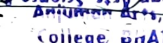
ATTENDANCE SHEET FOR THE COURSE ON DIGITAL MARKETING 2022-23

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	Syad	Syad	Syad	Syad	Syad	Syad	Syad	Syad	Syad	Syad	Syad	Syad	Syad	Syad	Syad

Course Coordinator : 

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13	Sujeet Dodddayya Devadig															
14	Mohammed Ismail															
15	Mohammed Shoaib															
16	Sayed Asim															
17	Naveen Mooka Gond										Ab		Ab			Ab
18	Husain Mawaz															
19	Mohammed Zuwain Belli															
20	Abu Sufiyan															
21	Mohammed Mustanir															
22	Ahmed Sadeem															
23	Mohammed Umair															

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