

KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)



NANJANAPURAM , ERODE-638 107
KASC ACADEMY OF EXCELLENCE
ACADEMIC YEAR 2018-2019

VALUE ADDED COURSE ON

E-MARKETING



COURSE CONTENT

- Strategic planning in business
- E-business models
- FIFA story
- Digital divide
- Data drive strategy
- CRM building blocks

COURSE OUTCOMES

- To recognize the role of E-marketing plans as a component of corporate-level plans
- To know about the importance of E-marketing
- It analyze planning option and offer constructive and practicals alternative solutions
- Explain the use of search engine marketing and online advertising
- Communicate effectively with E-marketing in written and oral reports

COURSE DURATION

THEORY - 40 HOURS

FOR WHOM

All the UG Students

ORGANISED BY

DEPARTMENT OF COMMERCE

Coordinator **Dr. N. RAMAN**
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Assuring the Best