

KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107



KASC ACADEMY OF EXCELLENCE
Academic Year 2020 - 2021

DEPARTMENT OF TRAINING AND PLACEMENT CELL

Offers

**VALUE ADDED COURSE ON
ASSOCIATE DIGITAL MARKETING IN
BPM (INFOSYS)**

**Infosys[®]
BPM**

Course Content

**DIGITAL MARKETING
ONLINE MARKETING
E-MAIL MARKETING
MOBILE & FACEBOOK
MARKETING**

Course Duration

40 Hours (Theory)

Eligibility

**All Final Year UG
students**

Course Outcomes

On Completion of this course the students will be able to:
Gain knowledge about digital marketing techniques and concepts used in digital marketing industry.
Apply for entry-level job opportunities in digital marketing industry.
Obtain a learning experience of essential digital marketing skills, including SEO, SEM, social media, display ads, email marketing, mobile and Facebook marketing.

Coordinator: Mr. K.K.Sureshkumar

Assistant Professor & Placement Officer



KONGU
Assuring the best

Dr. N. RAMAN

PRINCIPAL,
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