

KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

NANJANAPURAM , ERODE-638 107

KASC ACADEMY OF EXCELLENCE

ACADEMIC YEAR 2020-2021



VALUE ADDED COURSE ON

DIGITAL MARKETING



COURSE CONTENT

- Basic concept of Digital Marketing
- Search Engine Optimization
- Pay Per Click
- Digital Display Advertising
- E-Mail Marketing
- Social Media Marketing
- Google Analytics
- Digital Market Plan

COURSE DURATION

THEORY - 40 HOURS

FOR WHOM

All the UG Students

ORGANISED BY

DEPARTMENT OF COMMERCE

COURSE OUTCOMES

Students will be able to

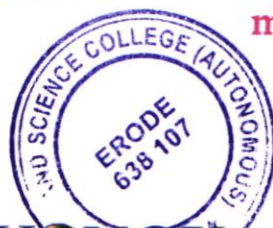
- Know Digital Marketing Communication campaign and the evolution of digital marketing online activities
- Digital Marketing tools as a basic level
- Know about structure of Digital Marketing, Opportunities, Applications and Business models and challenges

COORDINATOR

Ms. K. Kalaivani
Assistant Professor

Department of Commerce

Dr. N. RAMAN
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KONGU
Assuring the Best