



# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE - 638 107

DEPARTMENT OF COMMERCE

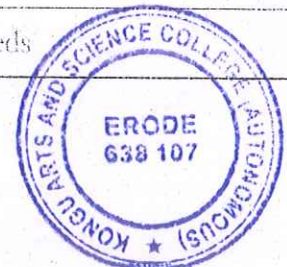
17VCMEM - E-MARKETING - REPORT

Name of the Value Added Course	E-MARKETING
Course code	17VCMEM
Course Coordinator	K.Sangeetha Assistant Professor, Commerce
Date	Starting Date: 09.07.2018 Ending Date: 27.09.2018
Duration of the Course	40 Hours
Total participants Enrolled	101
Successfully Completed	98
Type of Assessment	Objective and Descriptive
Course Outcome	On Completion of this course the students will be able to <ul style="list-style-type: none"><li>• To know about the importance of e-marketing.</li><li>• Explain the use of search engine marketing and online advertising.</li><li>• To recognize the role of e-marketing plans as a component of corporate-level plans.</li><li>• It analyze planning options and offer constructive and practical alternative solutions.</li><li>• Communicate effectively with e-marketing in written and oral reports.</li></ul>
Outcome Attainment	83 out of 98 Students scored above 60% of Marks

## Feedback Question Analysis - Questions Asked

Q. No.	Parameters
Q1	The Course content was in line with my expectations
Q2	General content of the Course
Q3	The Course provided additional knowledge and skill
Q4	Well-designed Practical sessions
Q5	Schedule of the classes and other relevant details have been informed promptly
Q6	Course materials provided were useful
Q7	Provides scope for self-employment and fulfills the industrial needs

**Dr. N. RAMAN**  
PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
NANJANAPURAM, ERODE - 638 107.



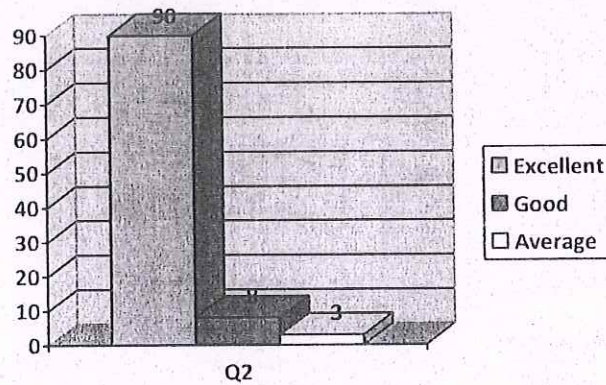
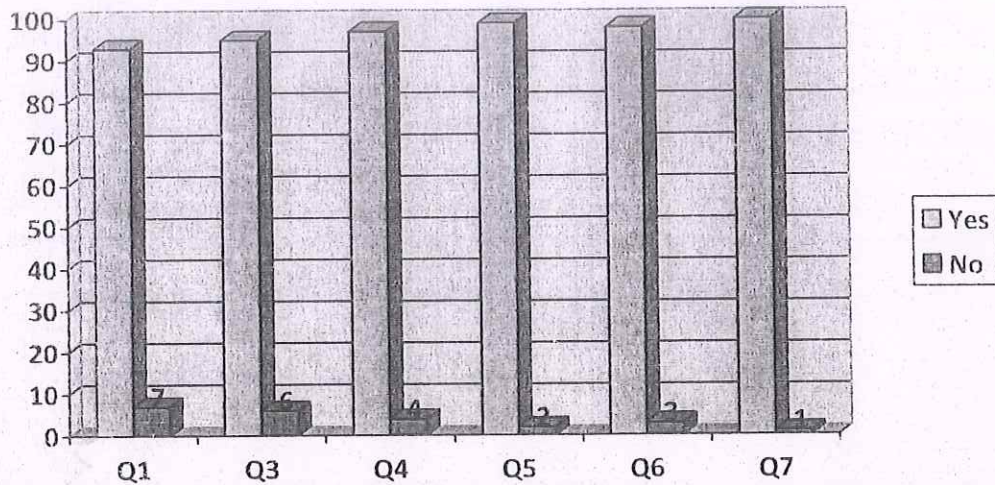


# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE - 638 107

## FEEDBACK RATINGS



*hune*  
Course Coordinator

*Dr. N. RAMAN*  
PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
NANJANAPURAM, ERODE - 638 107.

*Amr*  
Head of the Department  
HEAD OF THE DEPARTMENT  
DEPARTMENT OF COMMERCE  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
ERODE - 638 107.

*Principal*  
PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
NANJANAPURAM, ERODE - 638 107.

