



KONGU ARTS AND SCIENCE COLLEGE

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

ERODE - 638 107

DEPARTMENT OF COMMERCE

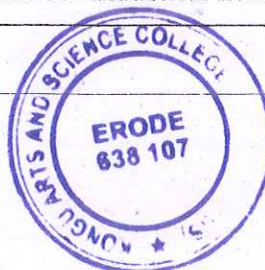
19VCMDM- DIGITAL MARKETING - REPORT

Name of the Value Added Course	DIGITAL MARKETING
Course code	19VCMDM
Course Coordinator	Dr. SANGEETHA T.A. Assistant Professor, Commerce
Date	Starting Date: 08.07.2019 Ending Date: 25.09.2019
Duration of the Course	40 Hours
Total participants Enrolled	60
Successfully Completed	53
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">❖ 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
Outcome Attainment	4 out of 53 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
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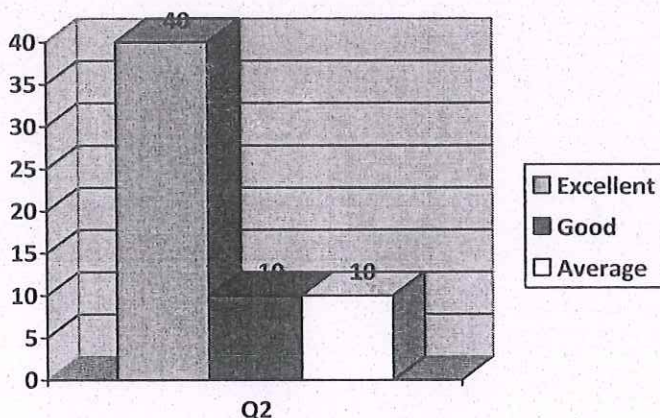
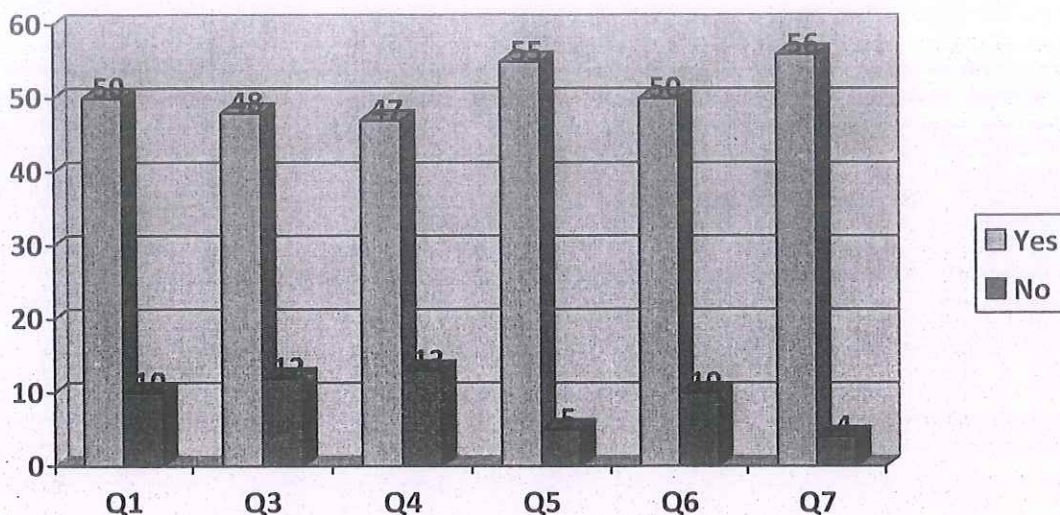


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FEEDBACK RATINGS




Course Coordinator


Head of the Department
HEAD OF THE DEPARTMENT
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Principal
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