



# KONGU ARTS AND SCIENCE COLLEGE

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

ERODE - 638 107

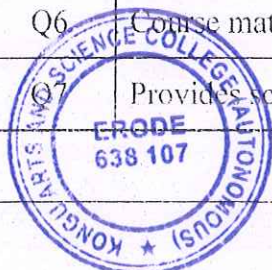
## DEPARTMENT OF COMMERCE

### 20VCMDM- DIGITAL MARKETING - REPORT

Name of the Value Added Course	<b>DIGITAL MARKETING</b>
Course code	<b>20VCMDM</b>
Course Coordinator	<b>Ms. KALAIVANI K.</b> Assistant Professor, Commerce
Date	Starting Date: 23.10.2021      Ending Date: 20.01.2022
Duration of the Course	40 Hours
Total participants Enrolled	65
Successfully Completed	59
Type of Assessment	<b>Objective and Descriptive</b>
Course Outcome	On Completion of this course the students will be able to <ul style="list-style-type: none"><li>❖ Know Digital Marketing Communication campaign and the evolution of digital marketing online activities</li><li>❖ Digital Marketing tools as a basic level</li><li>❖ Know about structure of Digital Marketing, Opportunities, applications, and business models and challenges</li></ul>
Outcome Attainment	48 out of 59 Students scored above <b>60%</b> 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
	Provides scope for self-employment and fulfills the industrial needs



**Dr. N. RAMAN**  
PRINCIPAL,

KONGU ARTS AND SCIENCE COLLEGE  
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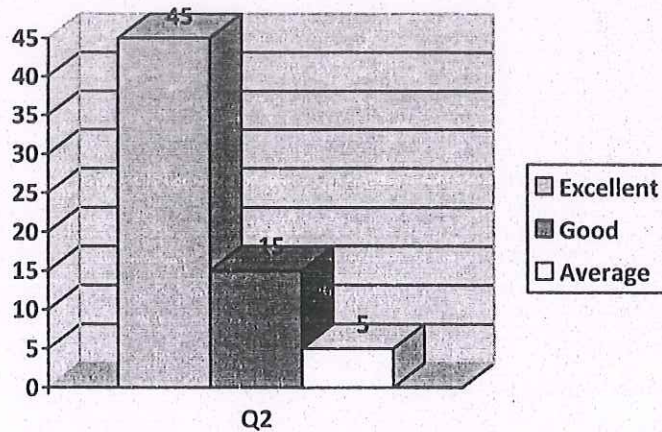
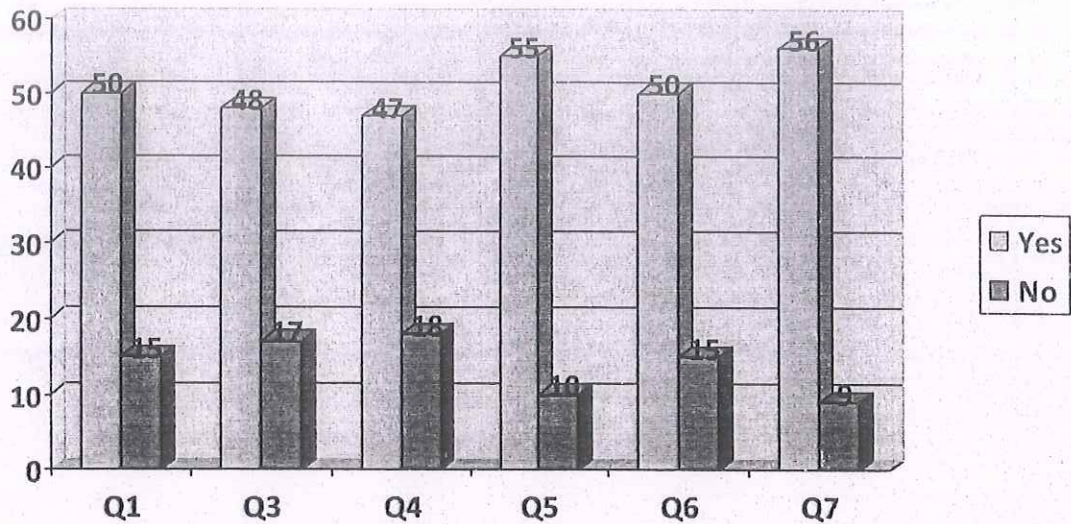


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## FEEDBACK RATINGS



*K.K.*  
Course Coordinator

*Dr. N. RAMAN*  
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*(Signature)*  
Head of the Department

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*(Signature)*  
Principal  
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