



KONGU ARTS AND SCIENCE COLLEGE

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

ERODE – 638 107

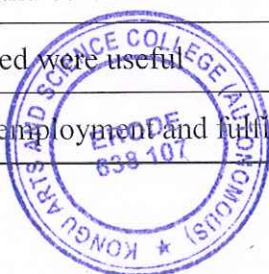
DEPARTMENT OF TRAINING AND PLACEMENT CELL

21VPCDM – ASSOCIATE DIGITAL MARKETING IN BPM (INFOSYS) - REPORT

Name of the Value Added Course	ASSOCIATE DIGITAL MARKETING IN BPM (INFOSYS)
Course code	21VPCDM
Course Coordinator	Mr. SURESHKUMAR K.K Assistant Professor, Computer Science (P.G) & Placement Officer
Date	Starting Date: 23.10.2021 Ending Date: 20.01.2022
Duration of the Course	40 Hours
Total participants Enrolled	98
Successfully Completed	86
Type of Assessment	Multiple Choice Questions
Course Outcome	On Completion of this course the students will be able to <ul style="list-style-type: none"> 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.
Outcome Attainment	82 out of 86 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,
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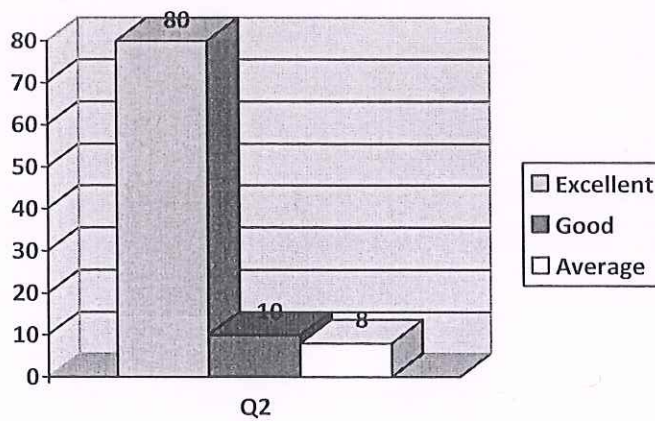
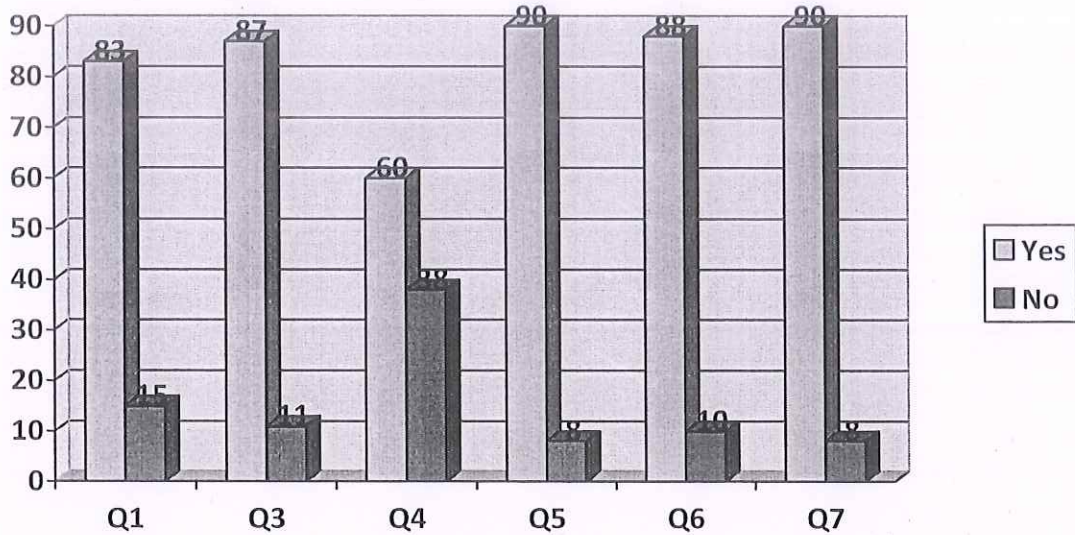


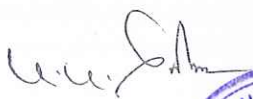
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FEEDBACK RATINGS




Course Coordinator




Placement Officer/Training and Placement Cell

Mr. K.K. SURESHKUMAR
PLACEMENT OFFICER
TRAINING AND PLACEMENT CELL
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Dr. N. RAMAN
PRINCIPAL,
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Principal
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