

DEPARTMENT OF COMMERCE
CERTIFICATE COURSE ACADEMIC
YEAR
2022 -2023



GOVERNMENT DEGREE COLLEGE
PALAKONDA
PARVATHIPURAM MANYAM DISTRI

BROCHURE



**GOVERNMENT DEGREE COLLEGE
PALAKONDA-532440**

**Affiliated to Dr.B.R. Ambedkar University Srikakulam
Parvathipuram Manyam District, Andhra Pradesh**

Duration of the
Course: 40 hrs.
1ST December 2022
To
10th January 2023

CERTIFICATE COURSE ON DIGITAL MARKETING



Organized
by
Department of Commerce

Instructions to the Students:

- 75% course attendance compulsory to get the certificate.
- Student who will get 50% of marks in the examination and they will eligibility to get certificate.

Faculty Information:

Smt.P.Rajyalakshmi
Sri.T.Parvateeswararao
Sri.V.Phalguna Rao

Further Information, Contact
P.Rajyalakshmi
Course coordinator,
Department of Commerce

CIRCULAR

Date: 18/11/2022

The Department of Commerce is planning to organise Certificate Course on DIGITAL MARKETING STRATEGY. Hence, interested Candidates are advised to intimate the Head of the department, Smt.palla Rajyalakshmi or Other lecturer in Commerce Department. In this regard the registration fee is free. After completion of this course they will be given a online certificate those are secured 50% in final assessment.

I BCOM: P.R.L

II BCOM: P. Rajyalakshmi

III BCOM: V. Phani


PRINCIPAL
PRINCIPAL
GOVT. DEGREE COLLEGE
PALAKONDA
Harvathipuram Manyam Dist.

PERMISSION LETTER

PROPOSAL LETTER

To
The Principal,
Govt. Degree College- Palakonda,
Parvathipuram Manyam District.

palakonda
18-11-2022

Respected Sir,

We the Lectures in Commerce, Smt.PALLA RAJYALAKSHMI submits that we would like to conduct a two months duration certificate course on " DIGITAL MARKETING STRATEGY " for IInd and IVth semester students.

Hence we humbly request you to accord permission to initiate the certificate course in our Department of Commerce.

Thanking you Sir

Yours Faithfully

P. Rajesh
18/11/22


PRINCIPAL
GOVT. DEGREE COLLEGE
PALAKONDA

LECTURER
GOVT. DEGREE COLLEGE
PALAKONDA
PARVATHIPURAM MANYAM DIST

DEPARTMENT OF COMMERCE
DIGITAL MARKETING STRATEGY
(Total hours of teaching – 40 Hrs)
Starts from 1/12/2022 to 10/01/2023

Learning Outcomes:

On successful completion of this course, the students will be able to:

- **STUDENTS GOT THE KNOWLWDGE PRACTICALLY IN THE MATKET**
 - **STUDENTS PRACTICALLY DEMONSTRATE HOW TO EXPLAIN THE CUSTOMER NEEDS**
-

Unit-1

1. What is digital marketing strategy
2. Digital marketing strategy vs Digital marketing campaign
3. 5 Ds of Digital marketing

Unit-2

1. Basic principles of digital marketing-Principle 1
2. Basic principles of digital marketing-Principle 2
3. Basic principles of digital marketing-Principle 3

Unit-3

1. Digital marketing funnel
2. 4 Step Framework For Building
3. An Effective Digital Marketing Strategy
4. Analysis

Unit-4

1. Objectives
2. Segmentation
3. Buyer personas

STUDENT REGISTRATION/ ENROLLMENT COPY

Student enrolled 23

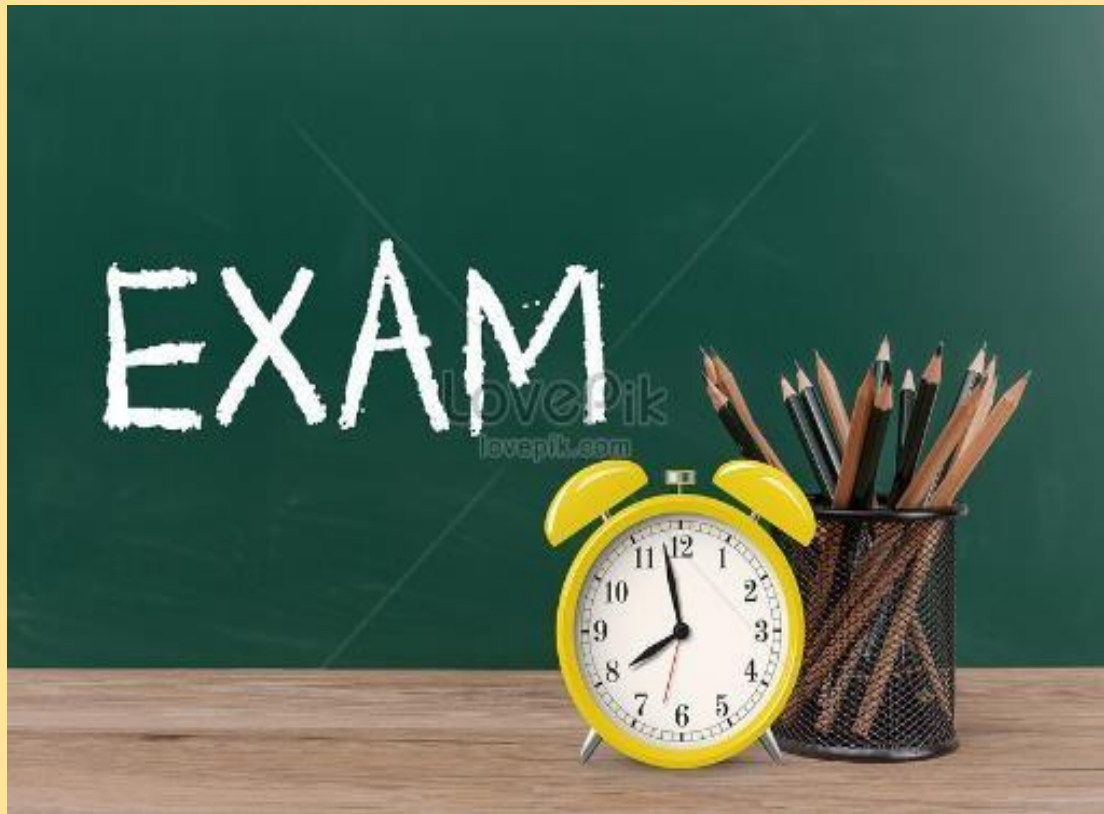
S.No	Register Number	Name of the student	Signature
1	2222008067002	B. Sowmya	B Sowmya
2	2222008067004	C. Vintha	C. Vintha
3	2222008067005	C. Sandhya Rani	C. Sandhyarani
4	2222008067006	C. SIVA	C. Siva
5	2222008067007	K. Pravalika	K. Pravalika
6	2222008067008	K. Daniyalu	K. Daniyalu
7	2222008067010	K. Sanyasi naidu	K. Sanyasinai
8	2222008067011	K. Tejeswari	K. Tejeswari
9	2222008067012	L. chandra sekher	L. chandra sekher
10	2222008067013	m. Aswini	m. Aswini
11	2222008067014	m. Ganesh	m. Ganesh
12	2222008067015	m. Lokeshwari	m. Lokeshwari
13	2222008067016	P. Raghava	P. Raghava
14	2222008067017	P. Shiva	P. Shiva
15	2222008067018	P. Ramodhara Rao	P. Demadhara
16	2222008067019	P. Swathi	P. Swathi
17	2222008067020	S. Janeswari	S. Janeswari
18	2222008067022	S. Raju	S. Raju
19	2222008067023	S. Umadevi	S. Umadevi
20	2222008067024	S. naga laxmi	S. naga laxmi
21	2122008067031	K. Bhavani	K. Bhani
22	2122008067035	M. Hymavathi	M. Hymavathi
23	2122008067036	M. Swetha	M. Swetha
24	2122008067037	M. Tejeswari	M. Tejeswari
25	2122008067039	M. Bhavani	M. Bhani
26	2122008067040	M. Shanmukha Rao	M. Shanmukha Rao
4	2122008067042	N. Swathi	N. Swathi

Attendance Sheet (Photo copy)

24

Attendance sheet

No	Register Number	Name	Signature
1	2222008067000 2222008067002	B. Sowmya	B. Sowmya
2	2222008067004	G. Vintha	G. Vintha
3	2222008067005	G. Sandhyarani	G. Sandhyarani
4	2222008067006	G. Siva	G. Siva
5	2222008067007	K. Pravalika	K. Pravalika
6	2222008067008	K. Daniyelu	K. Daniyelu
7	2222008067010	K. sanyasi vaidu	K. sanyasi vaidu
8	2222008067011	K. Tejeswari	K. Tejeswari
9	2222008067012	L. Chandra Sekher	L. Chandra Sekher
10	2222008067013	M. Aswini	M. Aswini
11	2222008067014	M. Ganesh	M. Ganesh
12	2222008067015	M. Lokeswari	M. Lokeswari
13	2222008067016	P. Raghava	P. Raghava
14	2222008067017	P. Shiva	P. Shiva
15	2222008067018	P. Damodhara Rao	P. Damodhara Rao
16	2222008067019	P. Swathi	P. Swathi
17	2222008067020	S. Janeswari	S. Janeswari
18	2222008067022	S. Raju	S. Raju
19	2222008067023	S. Uma dewi	S. Umadevi
20	2222008067024	S. Naga laxmi	S. Naga laxmi
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26	2122008067040	M. Shammukha Rao	M. Shree
27	2122008067042	N. Swathi	N. Swathi



EASSY QUESTION AND ANSWERS (5X10=50)

1. Digital marketing strategy is a series of actions which enables you to use various online marketing channels to achieve specific objective
2. Digital marketing campaign and digital marketing strategies are both different
3. Which among the following is part of the 5 d's of digital marketing?
4. Market segmentation can be done in which of the following ways
5. Different types of analysis are

CERTIFICATE



**GOVERNMENT DEGREE COLLEGE
PALAKONDA
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Participation Certificate

This is to Certify that G. Vinitha Studying in

G.D.C. palakonda Class I B.com

Certificate Course on
Digital Marketing Strategy
has Participated in _____ Completion on 10-01-2023

Gmms
PRINCIPAL
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PALAKONDA
Parvathipuram Manyam Dist.

P. Rachel
DEPT. OF COMMERCE
GOVT.
Parvathipuram Manyam Dist.



**GOVERNMENT DEGREE COLLEGE
PALAKONDA
PARVATHIPURAM MANYAM DISTRICT - 532440**



Participation Certificate

This is to Certify that K. Daniel Studying in

G.D.C. palakonda Class I B.com

Certificate course on
Digital Marketing Strategy
has Participated in _____ Completion on 10-01-2023

Gmms
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PALAKONDA
Parvathipuram Manyam Dist.

P. Rachel
DEPT. OF COMMERCE
PRINCIPAL
GOVT. DEGREE COLLEGE
PALAKONDA
Parvathipuram Manyam Dist.



GOVERNMENT DEGREE COLLEGE
PALAKONDA



PARVATHIPURAM MANYAM DISTRICT - 532440

Participation Certificate

This is to Certify that K. Tejeswari Studying in

G. D. C. palakonda Class I B. com

Certificate course on
has Participated in Digital Marketing Strategy Competition on 10-01-2023

Gms
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GOVT. DEGREE COLLEGE
PALAKONDA
Parvathipuram Manyam Dist.

p. Palak
DEPT. OF COMMERCE
PALAKONDA
Parvathipuram Manyam Dist.