





Azad Hind Fouz Smriti Mahavidyalaya
Domjur, Howrah

DEPARTMENT OF COMMERCE
Value-Added Course (2022-23)


Department of Commerce
Azad Hind Fouz Smriti Mahavidyalaya



Value Added Course
on
**DIGITAL
MARKETING**
ACADEMIC YEAR 2022-23



**DR. PALASH
BANDYOPADHYAY**



SOMNATH MUKHUTI

FOR MORE DETAILS (OBJECTIVES,
ELIGIBILITY, ATTENDANCE, SYLLABUS,
COURSE OUTCOME AND KNOWLEDGE
TEST), PLEASE SEE THE COMPLETE
BROCHURE IN THE COLLEGE WEBSITE

CONTACT: +91-9733512222

Value-Added Course
On
‘Digital Marketing’
Academic Session 2022-23

Course Objectives:

A value-added course on digital marketing aims to provide students and participants with comprehensive knowledge and skills necessary to excel in the digital landscape. Here are some objectives typically associated with such a course:

- Understanding Digital Marketing Fundamentals
- Strategic Thinking
- Website Optimization and User Experience
- Content Creation and Marketing
- Social Media Marketing
- Paid Advertising
- Email Marketing
- Analytics and Data-driven Decision Making
- Mobile Marketing
- Emerging Trends and Technologies
- Ethical and Legal Considerations

Overall, the objective of a value-added course on digital marketing is to prepare participants with the knowledge, skills, and tools they need to thrive in today's digital economy and contribute effectively to the success of businesses and organizations.

Eligibility Criteria	Attendance	Course Duration
B.Com. (General)	Minimum 75% attendance is compulsory for all.	30 Hours

The value-added course on digital marketing will start on and from 02.05.2023

Final Assessment:

Students will be evaluated based on attendance and final examination.

Attendance Score 10 Marks and Final Assessment 40 Marks.

Questions of the final assessment will be MCQ pattern.

Course Syllabus

The complete syllabus is divided into five separate units which are mentioned in the table below:

Units	Name of Units	Details of Units	Credit Hours
Unit-I	Digital Marketing: An Introduction	Concept and Definition of Digital Marketing, Evolution and Significance of digital marketing in the modern business landscape, Key terminology and concepts in digital marketing, Attract and Engage Customers with Digital Marketing.	6 Hrs.
Unit-II	E-Commerce	Concept and Definition of E-Commerce, e-commerce business models, E-marketplace, Digital Payment [Debit Card, Credit Card, Smart Cards, e-Money], Electronic or Digital Wallet, Digital Signature (Procedures, Working and Legal Provisions), Payment Gateways [Core Banking Solution or CBS, Mobile Payment, UPI, NCPI, International Payments], Online banking	8 Hrs.
Unit-III	Customer Lifecycle	Engagement, Conversion, On boarding, Retention, Expansion	3 Hrs.
Unit-IV	Marketing Technology	Customer Relationship Management, Content Management, Analytics, Google Advertisement and social media, Customer Experience Software	8 Hrs
Unit-V	Artificial Intelligence in Digital Marketing	What is AI in Digital Marketing? AI Digital Marketing Tools, Examples of AI in Digital Marketing, how to use AI in Digital Marketing	5 Hrs.
Total			30 Hrs.

Teachers:



Dr. Palash Bandyopadhyay



Somnath Mukhuti

Course Coordinator:

Dr. Palash Bandyopadhyay

Associate Professor and Head of the Department
Department of Commerce
Azad Hind Fouz Smriti Mahavidyalaya
Domjur, Howrah,
West Bengal

11	19	SAYANDEEP RAUL										
12	22	SOUMYADEEP MANNA	211441-22-0007	441-1111-0703-21	Sm	Sm	Sm	Sm	Sm	Sm	Sm	Sm
13	09	ARNAB NASKAR										
14	20	SK. MD. AKIB	211441-22-0012	441-1111-0711-21	S	S	S	S	S	S	S	S
15	06	CHANDAN NASKAR	211441-22-0018	441-1112-0692-21	C NASKAR	C NASKAR	C NASKAR	C NASKAR	C NASKAR	C NASKAR	C NASKAR	C NASKAR
16	13	TUHIN GHOSH	211441-22-0023	441-1114-0698-21	T.G	T.G	T.G	T.G	T.G	T.G	T.G	T.G
17	28	RITIKA KHAMARU	211441-22-0001	441-1211-0706-21	R.K	Ritika Khamaru	R.K	R.K	R.K	Ritika Khamaru	R.K	R.K
18	29	SAJAL GUHAIT	211441-22-0010	441-1111-0707-21	S.G	Sajal Guhait	S.G	S.G	S.G	Sajal Guhait	S.G	S.G
19	33	SHIVAM PANDEY	211441-22-0011	441-1111-0710-21	S.Pandey	S.Pandey	S.Pandey	S.Pandey	S.Pandey	S.Pandey	S.Pandey	S.Pandey
20	32	SUJOY ADHIKARI										
21	35	JEET MONDAL										
22	34	SOUMIK GHOSH	211441-22-0013	441-1111-0712-21	S.Ghosh	S.Ghosh	S.Ghosh	S.Ghosh	S.Ghosh	S.Ghosh	S.Ghosh	S.Ghosh



Signature
HOD, Commerce Department
&
Course Coordinator

VAC EVALUATION QUESTION PAPER:**Assessment for Value Added Course****(For Commerce)****Academic Session 2022-23****Subject: Digital Marketing****Full Marks: 40****Time: 2 Hours****A. Answer the Following Multiple Choice Questions: (Any Ten) 10X2=20**

1. _____, social media, mobile apps, and other digital channels are all examples of digital marketing used by companies and companies. a. Search Engines b. Websites c. Emails d. All of the above
2. _____ are used in digital marketing. a. Electronic devices b. Internet c. Both A and B d. None of the above
3. _____ is/are the main component(s) of digital marketing. a. SEO b. SMO c. SEM d. All of the above
4. What is the full form of SEO? a. Search Engine Optimal b. Social Engine Optimization c. Search Engine Optimization d. Social Engine Optimal
5. What is the full form of SEM? a. Social Engine Marketing b. Search Engine Marketing c. Search Engine Management d. Social Engine Management
6. In recent years, digital marketing has also become more reliant on _____. a. Email b. Affiliate c. Both A and B d. None of the above
7. The meta tags provide information about the _____. a. Page b. Author c. When it was last updated d. All of the above
8. Which of the following is the correct depiction of Digital Marketing? a. E-mail Marketing b. Social Media Marketing c. Web Marketing d. All of the above
9. _____ doesn't fall under the category of digital marketing. a. TV b. Billboard c. Radio d. All of the above
10. Which of the following is incorrect about digital marketing? a. Digital marketing can only be done offline b. Digital marketing cannot be done offline. c. Digital marketing requires electronic devices for promoting goods and services. d. In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing.
11. How many types of pillars do we have in digital marketing? a. 1 b. 2 c. 3 d. 4
12. What is the name of the process in which marketing is achieved by incorporating tools, techniques, electronic devices, technologies, or systems? a. Internet Marketing b. Direct Marketing c. Electronic Marketing d. Interactive Marketing

B. Answer the Following Multiple Choice Questions: (Any Ten)

1. Which of the following describes e-commerce?
a. Doing business electronically b. Doing business c. Sale of goods d. All of the above
2. Which of the following is part of the four main types for e-commerce?
a. B2B b. B2C c. C2B d. All of the above
3. Which type of e-commerce focuses on consumers dealing with each other?
a. B2B b. B2C c. C2B d. C2C
4. In which website Global Easy Buy is facilitated?
a. Ebay.com b. Amazon.com c. Yepme.com d. None of these
5. The best products to sell in B2C e-commerce are:
a. Small products b. Digital products c. Specialty products d. Fresh products
6. Which products are people most likely to be more uncomfortable buying on the Internet?
a. Books b. Furniture c. Movies d. All of the above
7. Which products are people most likely to be comfortable buying on the Internet?
a. Books b. PCs c. CDs d. All of the above
8. The solution for all business needs is
a. EDI b. ERP c. SCM d. None of the above
9. All of the following are techniques B2C e-commerce companies use to attract customers, except:
a. Registering with search engines b. Viral marketing c. Online ads d. Virtual marketing
10. Which is a function of E-commerce
a. marketing b. advertising c. warehousing d. all of the above
11. Advertisements appear on _____ results pages in Google's search network.
a. Websites b. Browsers c. Web pages d. Search Engine
12. Ads are displayed on websites that have given space to Google for advertising in the _____ network.
a. Search Engine b. Display c. Both A and B d. None of the above
13. Sending a commercial message by email to a group of people, usually, potential customers referred to as _____ marketing.
a. Email b. Affiliate c. Both A and B d. None of the above
14. The different types of machine learning are?
a. Supervised b. Unsupervised c. Reinforcement d. All of the above

SCORE SHEET:

Score Sheet of Final Assessment
Value Added Course
Academic Session 2022-23

Sl. No.	Roll No.	Name of Students Or Participants	CU Roll No.	CU Registration No.	Attendance Score (10)	Final Assessment Score (40)	Total Score (10+40=50)	Result (%)	Remarks
1	03	ANKON GHOSH	221441-22-0003	441-1111-0470-22	10	22	32	64%	
2	09	KUSHAL NASKAR	221441-22-0008	441-1112-0476-22	Absent	Absent	Absent	Absent	
3	06	SK. SAKERUL ISLAM	221441-22-0005	441-1111-0473-22	10	18	28	56%	
4	08	SUNAYNA MAITY	221441-12-0001	441-1211-0475-22	10	16	26	52%	
5	07	RUPESH PODDAR	221441-22-0006	441-1111-0474-22	10	18	28	56%	
6	09	SK. AYAN	201441-22-0004	441-1111-0509-20	10	16	26	52%	
7	17	AYAN CHONGDER	211441-22-0004	441-1111-0699-21	10	16	26	52%	
8	10	KIRAN KOLEY	211441-22-0003	441-1111-0695-21	10	24	34	68%	
9	05	PRABIR NASKAR	211441-22-0017	441-1112-0691-21	Absent	Absent	Absent	Absent	
10	18	SAYAN DEYASHI	211441-22-0005	441-1111-0700-21	10	18	28	56%	
11	11	AKASH NASKAR	211441-22-0020	441-1112-0696-21	Absent	Absent	Absent	Absent	
12	02	SUBHASIS DAS	211441-22-0016	441-1112-0688-21	10	20	30	60%	



13	12	SAYAN BAG	211441-22-0022	441-1114-0697-21	10	18	28	56%	
14	26	SOUPITIK SANTRA	211441-22-0009	441-1111-0705-21	10	20	30	60%	
15	25	SOUVIK MANNA	211441-22-0008	441-1111-0704-21	10	24	34	68%	
16	19	SAYANDEEP RAUL	211441-22-0024	441-1114-0701-21	Absent	Absent	Absent	Absent	
17	22	SOUMYADEEP MANNA	211441-22-0007	441-1111-0703-21	10	18	28	56%	
18	09	ARNAB NASKAR	211441-22-0019	441-1112-0694-21	Absent	Absent	Absent	Absent	
19	20	SK. MD. AKIB	211441-22-0012	441-1111-0711-21	10	18	28	56%	
20	06	CHANDAN NASKAR	211441-22-0018	441-1112-0692-21	10	20	30	60%	
21	13	TUHIN GHOSH	211441-22-0023	441-1114-0698-21	10	18	28	56%	
22	28	RITIKA KHAMARU	211441-12-0001	441-1211-0706-21	10	18	28	56%	
23	29	SAJAL GUHAIT	211441-22-0010	441-1111-0707-21	10	16	26	52%	
24	33	SHIVAM PANDEY	211441-22-0011	441-1111-0710-21	10	18	28	56%	
25	32	SUJOY ADHIKARI	-	-	Absent	Absent	Absent	Absent	
26	35	JEET MONDAL	211441-22-0021	441-1112-0713-21	Absent	Absent	Absent	Absent	
27	34	SOUMIK GHOSH	211441-22-0013	441-1111-0712-21	10	20	30	60%	



P. Banerjee
 Signature
 HOD, Commerce Department
 &
 Course Coordinator

COURSE OUTCOMES:

The complete program outcomes of a value-added course on digital marketing are the specific measurable achievements or competencies that students or participants are expected to attain upon completing the course. Here are some typical program outcomes:

- Proficiency in Digital Marketing Concepts
- Ability to Develop Digital Marketing Strategies
- Skill in Implementing Digital Marketing Tactics
- Capability in Content Creation and Distribution
- Proficiency in Social Media Management
- Understanding of Digital Advertising
- Knowledge of Email Marketing Best Practices
- Ability to Analyse and Interpret Data
- Awareness of Ethical and Legal Considerations
- Capability to Adapt to Emerging Trends

These program outcomes collectively aim to ensure that participants of the value-added course on digital marketing possess the necessary knowledge, skills, and competencies to excel in the field of digital marketing and contribute effectively to the success of businesses and organizations.

COURSE COMPLETE CERTIFICATE (Sample):



S. Chakravorty
Principal
Azad Hind Fouz Smriti Mahavidyalaya
Domjur, Howrah