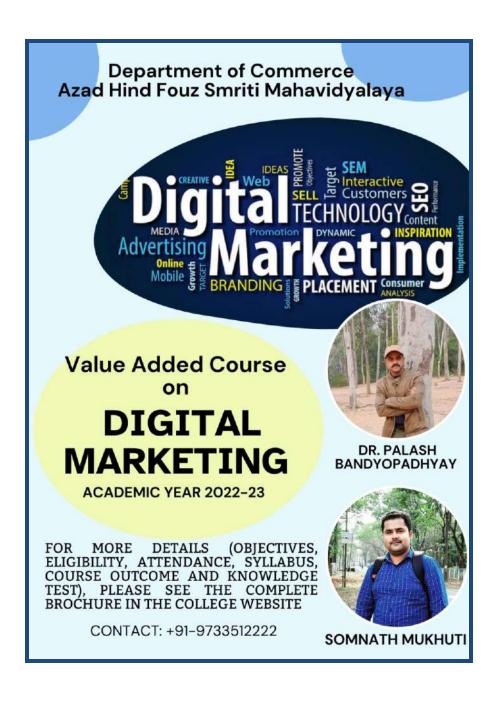


# Azad Hind Fouz Smriti Mahavidyalaya Domjur, Howrah

### DEPARTMENT OF COMMERCE

Value-Added Course (2022-23)



# 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	30 Hours
	compulsory for all.	

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.

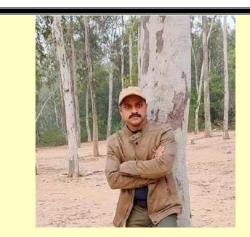
Questions of the final assessment will be MCQ pattern.

# **Course Syllabus**

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

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

# **Teachers:**



Dr. Palash Bandyopadhyay



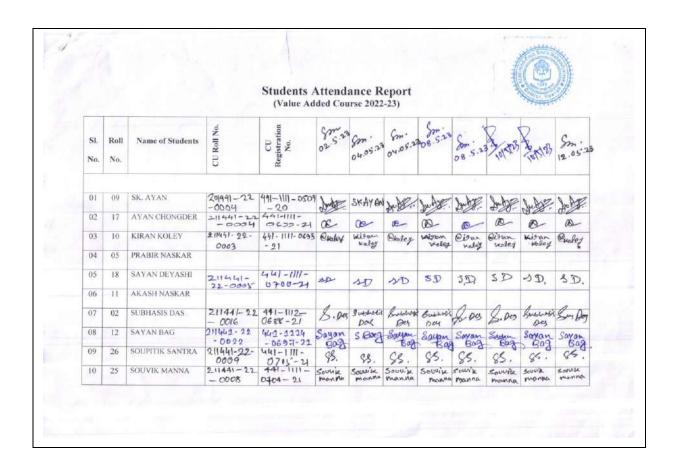
Somnath Mukhuti

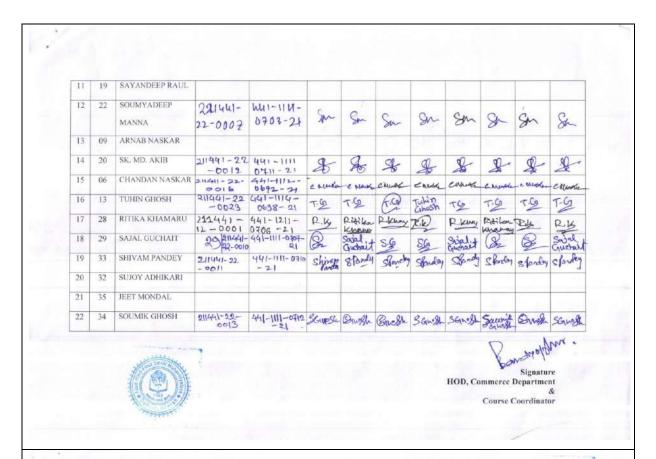
# **Course Coordinator:**

# Dr. Palash Bandyopadhyay

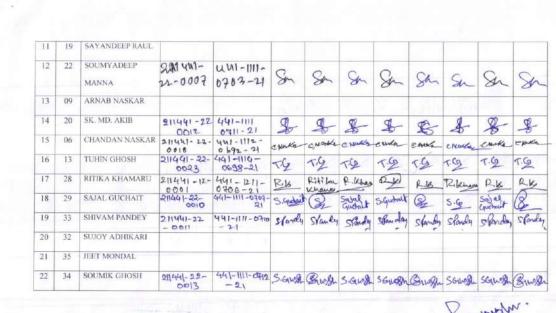
Associate Professor and Head of the Department Department of Commerce Azad Hind Fouz Smriti Mahavidyalaya Domjur, Howrah, West Bengal

# **ATTENDANCE** (Samples):





### Students Attendance Report (Value Added Course 2022-23) CU Registrati No. SI. Roll Name of Students Roll Sm No. No. 5 201441-22 441-1111-059 A 01 SK, AYAN 02 17 AYAN CHONGDER æ 10\_ 00 On 00-A 441-1111-0695 @wdey 03 KIRAN KOLEY 211441-22-10 Quelax Proley Proley Qualey ( boley Poly Queley -21 04 05 PRABIR NASKAR 72-000 B3 05 SAYAN DEYASHI 18 8D. 3D. SD AD. 8D. SD 3 D. 8D 06 11 AKASH NASKAR Susures Susures 5,000 8.00 07 02 SUBHASIS DAS 211441-22-8. Des Busines 8.94 0688-21 440-3134 -0699-21 Dus Soyan 08 12 SAYAN BAG 211441-22 Sayan Bog 3.608 Bof -0022 309 Bag 300 211441 - 22 441 - 111 -09 26 SOUPITIK SANTRA 85. 85 85. 85. CS. SOUDIA Manno 8. 85 SOUVIK MANNA SOUNK 10 25 Souvik SOULIK nous Frencis S- bearing 0704-21 0008

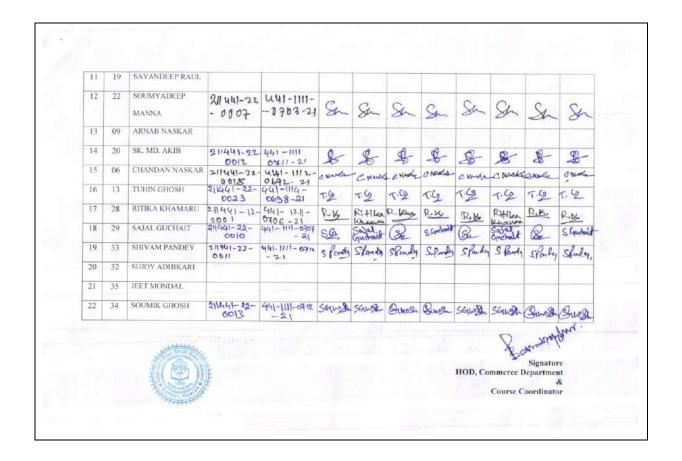






### Students Attendance Report (Value Added Course 2022-23)





# VAC EVALUATION QUESTION PAPER:

### **Assessment for Value Added Course**

(For Commerce)

### Academic Session 2022-23

**Subject: Digital Marketing** 

Full Marks: 40 Time: 2 Hours

30)	, 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
	are used in digital marketing. a. Electronic devices b. Internet c. Both A and
	B d. None of the above
200	is/are the main component(s) of digital marketing. a. SEO b. SMO c. SEM d.
	All of the above
i.e.	What is the full form of SEO? a. Search Engine Optimal b. Social Engine Optimization c.
	Search Engine Optimization d. Social Engine Optimal
7//	What is the full form of SEM? a. Social Engine Marketing b. Search Engine Marketing $\boldsymbol{c}$ .
	Search Engine Management d. Social Engine Management
7/2	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
	The meta tags provide information about the, a. Page b. Author c. When it was
	last updated d. All of the above
56	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
	doesn't fall under the category of digital marketing. a. TV b. Billboard c. Radio
	d. All of the above
0.	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.
1.	How many types of pillars do we have in digital marketing? a. 1 b. 2 c. 3 d. 4
2.	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
- 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

SI. 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	
0	18	SAYAN DEYASHI	211441-22-0005	441-1111-0700-21	10	18	28	56%	
1	11	AKASH NASKAR	211441-22-0020	441-1112-0696-21	Absent	Absent	Absent	Absent	
7	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 GUCHAIT	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%	



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):**



This is presented to:

AYAN CHONGDER, B.COM. (GENERAL)

completed a value added course on 'Digital Marketing' organised by the department of commerce, Azad Hind Fouz Smriti Mahavidyalaya in Academic Year 2022-23

Adit Sengusta.

IQAC Co-ordinator
AHFSM

Pangaolopus

Course Co-ordinator
AHFSM

P.P. Mukely --/

Principal/TIC
AHFSM

Principal
Azad Hind Fouz Smriti Mahavidyalaya
Domjur, Howrah