

Dayananda Sagar College of Arts, Science & Commerce

Department of Master of Commerce

Add on course

Foundations of Digital Marketing and E-commerce

Duration-30 Hours

Students-M.Com II Sem 2019

Syllabus

Objectives of the course-

1. To explain the fundamentals of digital marketing and e-commerce
2. To define the field of digital marketing
3. To explain the goals of digital marketing and e-commerce strategies
4. To explain the concept of marketing funnel

Module 1. (8 Hours)

Meaning, definition, elements of digital marketing and e-commerce. Basics of digital marketing and e-commerce, necessary transferable skills, the tasks that people who work in these fields do, roles in digital marketing and e-commerce, tips for embarking. Quiz and assignment.


Module 2. (10 Hours)

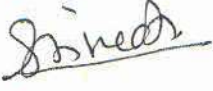
Values and work flow, organizations to create values, customers need identification, elements of a digital marketing strategy segmentation, targeting and promotion, marketing concept and funnel, customer journey, feedback and review, case study. Quiz and assignment.

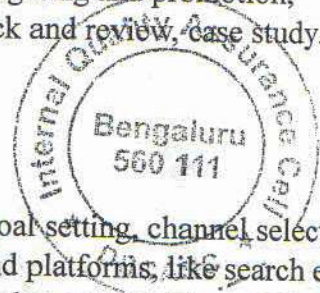
Module 3 (12 Hours)

Relationship between digital marketing and branding, , goal setting, channel selection and content planning, concept of commonly used channels and platforms, like search engine optimization (SEO), search engine marketing (SEM), display advertising, social media marketing, and email marketing. Measuring results and common metrics to track, usage of data to assess and improve performance. Quiz and assignment.


Course coordinator


IQAC Co-ordinator
IQAC Co-ordinator
Dayananda Sagar College of Arts,
Science & Commerce
Kumara Army Layout, Bengaluru - 560 111.


HOD



Add on course

Foundations of Digital Marketing and E-commerce

Duration-30 Hours

Students-M.Com II Sem 2019



Resource person-

Dr. Ameer Asra Ahmed

BE, MBA, Ph.D

Brief Profile

Dr. Ameer Asra Ahmed hails from a family of educationists and holds a PhD degree in the field of Organizational Behaviour and Human Resource Management from Jain University.

She also holds an MBA degree specialising in Human Resource Management. She is currently working as an **Associate Professor** at the **MBA Department in Dayananda Sagar College of Arts, Science and Commerce.**

She is an ardent researcher who has authored several original research papers in several National and International Journals both Scopus indexed as well as UGC care listed and other peer reviewed journals.

She holds more than **12 best paper awards** to her credit and has presented more than **40 papers in National and International conferences.**

She is also the **winner of the National case writing competition organized by Confederation of Indian Industries (CII)** and has published several cases.

She strongly believes that Business Schools should focus on inculcating a research culture among management students as most of the business problems in the current scenario can be overcome only through Research.




Dayananda Sagar College of Arts, Science & Commerce
Department of M.Com

CIRCULAR

Date: 2-5-2019

This is to inform to II semester M.Com students that add on course “ **Foundations of Digital Marketing and E-commerce** “ is scheduled from 13-5-2019 to 21-6-2019. Time table is attached with this circular. Students who have registered must attend the course. No fees are charged for this course. Utilize this opportunity. You will be receiving an e-certificate for this course.


Course coordinator


HOD



Dayananda Sagar College of Arts, Science & Commerce

Department of M.Com

2nd Semester 2019

Add on Certification Course

Foundations of Digital Marketing and E-commerce

Time Table

DATE	DAY	HOURS
13/5/2019	Monday	2.00 TO 4.00PM
16/5/2019	Thursday	2.00 TO 4.00PM
31/5/2019	Friday	2.00 TO 4.00PM
1/6/2019	Saturday	2.00 TO 4.00PM
3/6/2019	Monday	2.00 TO 4.00PM
4/6/2019	Tuesday	2.00 TO 4.00PM
11/6/2019	Tuesday	2.00 TO 4.00PM
12/6/2019	Wednesday	2.00 TO 4.00PM
13/6/2019	Thursday	2.00 TO 4.00PM
15/6/2019	Saturday	2.00 TO 4.00PM
17/6/2019	Monday	2.00 TO 4.00PM
19/6/2019	Wednesday	2.00 TO 4.00PM
20/6/2019	Thursday	2.00 TO 4.00PM
21/6/2019	Friday	2.00 TO 4.00PM


Course coordinator


HOD



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE
DEPARTMENT OF MASTER OF COMMERCE

**CERTIFICATE
OF ACHIEVEMENT**

The following award given to

APARNA P S

For Successfully completing Add on Course, duration 30 hrs on
“ Foundations of Digital Marketing and E-Commerce” from 13 May 2019 to
21 June 2019



Course Coordinator



HOD



IQAC

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE
DEPARTMENT OF MASTER OF COMMERCE

**CERTIFICATE
OF ACHIEVEMENT**

The following award given to

ARCHANA S

For Successfully completing Add on Course, duration 30 hrs on
“ Foundations of Digital Marketing and E-Commerce” from 13 May 2019 to
21 June 2019



Course Coordinator



HOD



IQAC

DAYANANDA SAGAR COLLEGE OF ARTS ,SCIENCE AND COMMERCE
DEPARTMENT OF MASTER OF COMMERCE

**CERTIFICATE
OF ACHIEVEMENT**

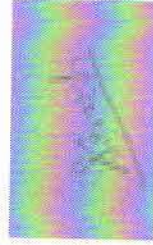
The following award given to

CHAITHRA N

For Successfully completing Add on Course, duration 30 hrs on
“ Foundations of Digital Marketing and E-Commerce” from 13 May 2019 to
21 June 2019



Course Coordinator



HOD



IQAC

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE
DEPARTMENT OF MASTER OF COMMERCE

**CERTIFICATE
OF ACHIEVEMENT**

The following award given to

CHAITRA V

For Successfully completing Add on Course, duration 30 hrs on
“ Foundations of Digital Marketing and E-Commerce” from 13 May 2019 to
21 June 2019



Course Coordinator



HOD



IQAC

ATTENDANCE

ASSESSMENT

Reg. No.	Name															Total %	Test					Assignment	Remarks																										
		1	2	3	4	5	6	7	8	9	10	11	12	13	14		15	16	T1	T2	T3			A1	A2	A3	A4	A5																					
		17	18	19	20	21	22	23	24	25	26	27	28	29	30																																		
8CQCOM002	APARNA P S	P	P	P	P	P	P	P	A	A	A	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P													
8CQCOM003	ARCHANA S	A	A	P	P	P	A	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P											
8CQCOM007	CHAITHRA N	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P										
8CQCOM008	CHAITRA V	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P									
8CQCOM012	KEERTHY C	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P									
8CQCOM014	LAVANYA N	P	P	A	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P							
8CQCOM017	MEGHASHREE R	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P							
8CQCOM018	NANDINI G	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P						
8CQCOM019	NANDINI N	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P						
8CQCOM021	NISHA N	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P					
8CQCOM026	REKHASHREE M	A	A	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P						
8CQCOM033	SHILPA G	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P					
No. of Absents																																																	
Initials																																																	

