



Dayananda Sagar College of Arts, Science & Commerce

MBA-BU Department

**Shavige Malleshwara Hills, Kumaraswamy layout
Bangalore – 560 111**

C I R C U L A R

Date: 26-07-2022

All the students of the batch 2020-2022 of MBA-BU are required to attend the 30 hours Add on certification course on “Digital Marketing” from 01.08.2022 to 05.09.2022 on the scheduled dates. The time table for the Add on certification course is attached along with the circular. All the participating students kindly make a note of the dates and attend the certification course accordingly. No absenteeism will be permitted on the said dates.

All the participating students will be receiving an e-certificate for the same. Please note that there is no fees for attending this certification course. Hence all the Marketing students are expected to make the best use of this opportunity.

Director/ Principal

DIRECTOR

Dayananda Sagar College
of Arts, Science & Commerce
Shavige Malleshwara Hills
Kumaraswamy Layout
BANGALORE - 560 111

Dayananda Sagar College of Arts, Science & Commerce

Department of MBA – BU

Add on Certification program on Digital Marketing

Batch 2020-2022

Time Table

Date	Day	Hours
1/08/2022	Monday	2.30 PM – 4.30 PM
3/08/2022	Wednesday	1.30 PM – 3.30 PM
5/08/2022	Friday	1.30 PM – 3.30 PM
8/08/2022	Monday	2.30 PM – 4.30 PM
10/08/2022	Wednesday	1.30 PM – 3.30 PM
12/08/2022	Friday	1.30 PM – 3.30 PM
17/08/2022	Monday	2.30 PM – 4.30 PM
19/08/2022	Wednesday	1.30 PM – 3.30 PM
22/08/2022	Friday	1.30 PM – 3.30 PM
24/08/2022	Monday	2.30 PM – 4.30 PM
26/08/2022	Wednesday	1.30 PM – 3.30 PM
29/08/2022	Friday	1.30 PM – 3.30 PM
31/08/2022	Monday	2.30 PM – 4.30 PM
2/09/2022	Wednesday	1.30 PM – 3.30 PM
5/09/2022	Friday	1.30 PM – 3.30 PM

J. J. J.

Faculty Co-Ordinator

N. S. S.

Director

DIRECTOR

Dayananda Sagar College
of Arts, Science & Commerce
Shree Siddheshwara Hills
Kengeraswamy Layout
BANGALORE - 560 077

DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore-560082

Internal Quality Assurance Cell (IQAC)**Department of Management Studies (MBA-BU)****Add on Certification Course on Digital Marketing**

Department: MBA-BU

Date: 07-09-2022

Sl. No.	Particulars	Event related details			
1.	Event	Add on Certification Course			
2.	Title of the Event	Add on Certification Course on Digital Marketing			
3.	Date	1/08/2022 to 5/09/2022			
4.	Time	Monday – 2.30 PM – 4.30 PM Wednesday – 1.30 PM – 3.30 PM Friday- 1.30 PM – 3.30 PM			
5.	Venue	MBA Classroom 505 (Building No 13, 5 th Floor)			
6.	Resource Person 1 Details** (Profile to be enclosed)	Dr. C B Venkata Krishna Prasad Professor, Department of MBA – BU, Dayananda Sagar College of Arts, Science & Commerce Email: cbvkprasad@dayanandasagar.edu Phone No: 9885429867			
7.	Topics Covered	<ul style="list-style-type: none">• Introduction to Digital Marketing• Social Media Marketing• E- Commerce			
8.	Resource Person 2 Details** (Profile to be enclosed)	NA			
9.	Topics Covered	NA			
10.	No. Faculty Participants(Enclose a copy of names with signatures)	Internal:	NA	External:	NA
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	16	External:	NA

Sl. No.	Particulars	Event related details
12.	Faculty Coordinator/s	Dr. Sumera Aluru Assistant Professor, MBA-BU
13.	Student Coordinator/s	NA
14.	Total Expenditure (Details to be enclosed)	NA
15.	Sponsors and Amount (if any)	NA
16.	Agenda of the Event (Enclose a copy)	NA
17.	Report uploaded on college website? If yes, give details:	
18.	Report sent to media? If yes, give details:	NO
19.	Report uploaded in Social Media? If yes, give details:	NA
20.	Certificates Printed? (Enclose a copy***)	NO
21.	Feedback Collected? (Enclose a copy***)	NO
22.	Summary of the Event (Minimum 100 words)	Digital Marketing is a significant source of generating leads in today's time. All businesses dedicate a good chunk of their overall marketing budget to Digital Marketing. Digital marketing knowledge are very essential for all professionals and lot more important for marketing specialization of MBA graduates. This add on certification program provided students, with the required exposure to digital era of marketing along with social media platforms, e-commerce. The course was scheduled for 30 hours three days a week. It commenced on 21 st March 2023 and concluded on 20 th April 2023.
23.	Photographs of the Event (At least 10 relevant, clear, and appropriate photos with title and explanation. The	Enclosed

Sl. No.	Particulars	Event related details
	jpg files need to be attached)	

Notes:

* Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.

** Name / Organization / Designation / Area of Expertise

*** Format Copy need to be attached and hard copy need to be filed

PS: Whichever column is not applicable, write as NA.



Event Coordinator



HOD/Director



IQAC



Principal

Photos of the Event



Figure 1 – During the session

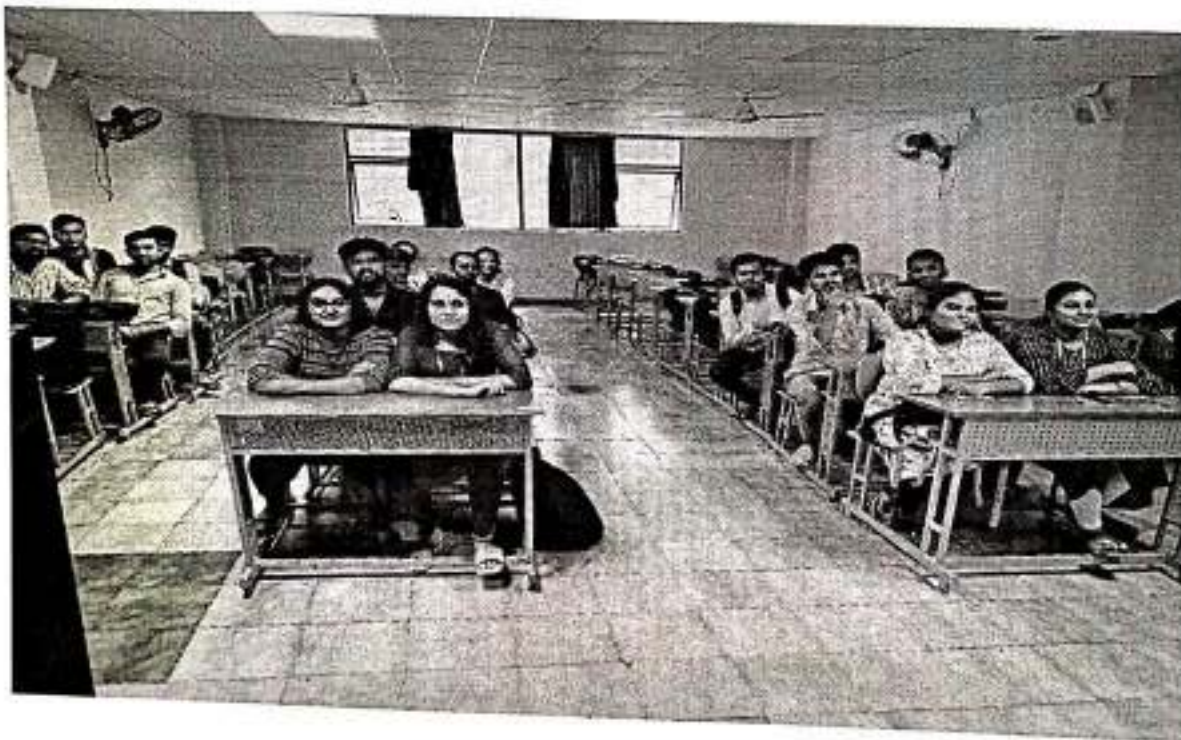


Figure 2 – Participants



Dayananda Sagar College of Arts, Science & Commerce
Department of MBA – BU
Add on Certification Program on Digital Marketing
Attendance Sheet

Sl. No	Register No.	Name of the Student	1/8/22	3/8/22	5/8/22	8/8/22	10/8/22	12/8/22	14/8/22	16/8/22	18/8/22	20/8/22	22/8/22	24/8/22	26/8/22	28/8/22	30/8/22	Signature
1	20CQCMD023	B M PRAJWAL	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
2	20CQCMD038	DAN UBOLD	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	<i>[Signature]</i>
3	20CQCMD041	DARSHAN KULKARNI	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
4	20CQCMD046	GANESH R	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	<i>[Signature]</i>
5	20CQCMD064	KRUTIKA K MUMBARADDI	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	<i>[Signature]</i>
6	20CQCMD068	MANJUNATH ASHOK PATIL	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	<i>[Signature]</i>
7	20CQCMD070	MAYANK SONI	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	<i>[Signature]</i>
8	20CQCMD115	SABILAHMED S MUJAWAR	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	<i>[Signature]</i>
9	20CQCMD118	SANDESH S DABGAR	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	<i>[Signature]</i>
10	20CQCMD120	SHAIK JAKIR SHARIEF	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	<i>[Signature]</i>
11	20CQCMD147	SUSHMITHA M	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
12	20CQCMD157	V. YASH KISHORE	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
13	20CQCMD161	VENU SANKAR BANDLA	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
14	20CQCMD164	VIDASAGAR T	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	<i>[Signature]</i>
15	20CQCMD174	AKULA BHARATH CHANDRA	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
16	20CQVMD175	BINDU P S	P	P	P	P	R	P	P	R	P	P	A	P	P	P	P	<i>[Signature]</i>
Faculty Co-ordinator Signature			<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	

[Signature]
Director
DIRECTOR
Dayananda Sagar College
of Arts, Science & Commerce
Shree Siddaganga Hills
Kuvempu Campus, Mysore
MYSORE - 570017



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE &
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**Shavige Malleshwara Hills, Kumaraswamy Layout,
Bangalore - 560111**

**C E R T I F I C A T E
O F C O U R S E C O M P L E T I O N**

THIS CERTIFICATE IS PROUDLY PRESENTED TO

SUSHMITHA

**ADD ON CERTIFICATION COURSE ON
"DIGITAL MARKETING"**

From 1st August 2022 to 5th September 2022

Resource Person

Director - MBA BU



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MANJUNATH PATIL

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KRUTIKA K M

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THIS CERTIFICATE IS PROUDLY PRESENTED TO

SABILAHMED S M

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THIS CERTIFICATE IS PROUDLY PRESENTED TO

SANDESH S DABGAR

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THIS CERTIFICATE IS PROUDLY PRESENTED TO

MAYANK SONI

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THIS CERTIFICATE IS PROUDLY PRESENTED TO

SHAIK JAKIR SHARIEF

ADD ON CERTIFICATION COURSE ON
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B M PRAJWAL

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THIS CERTIFICATE IS PROUDLY PRESENTED TO

DAN UBOLD

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