

Dr. B. B. Hegde First Grade College, Kundapura

REGULATIONS GOVERNING CERTIFICATE COURSE

1. **Title:** The programme shall be called Certificate course in respective disciplines.
2. **Eligibility for Admission:** A candidate admitted to any degree in Dr. B. B. Hegde First Grade College is eligible for admission to certificate course.
3. **Duration:** Duration of the certificate course shall be minimum of 30 hours of instruction including practical and should be completed in an academic year.
4. **Medium of instruction:** Medium of instruction and examination shall be in English/Kannada.
5. **Attendance:** A candidate shall be considered to have a satisfied requirement of attendance for the programme, if he/ she attends not less than 75% of classes actually held in each subject computed for theory or practical where ever applicable. However, shortage of attendance of 60% is condoned by the coordinator of the certificate course or the Principal.
6. **Hours of instruction and examination:** 30 hours minimum instruction.

Hours: 2 hrs/ week

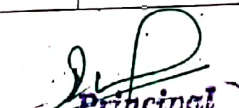
Duration of Exam: 3 hrs.

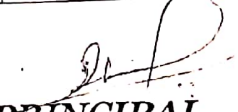
Max. Marks: 100/Subject

Min. Marks: 35%

Percentage of marks for declaration of grades: The grades are declared as following:

Aggregate percentage	Grade point	Alpha sign grade	Class
90% and above	9	O	First class with distinction
80% and above but below 90%	8	A ⁺⁺	
70% and above but below 80%	7	A ⁺	
60% and above but below 70%	6	A	First Class
55% and above but below 60%	5	B ⁺	High Second Class
50% and above but below 55%	4	B	Second Class
35% and above but below 50%	3	C	Pass Class
Below 35%	2	D	Fail


Principal
Dr. B.B. Hegde First Grade College
Kundapura -576201


PRINCIPAL
Principal
Dr. B.B. Hegde First Grade College
Kundapura -576201



GUIDELINES FOR CONDUCTING CERTIFICATE COURSE

IN

Dr. B. B. Hegde First Grade College, Kundapura

1. The Students are permitted to take up any number of certificate courses according to their wish during the regular study in the College.

2. Admission procedure for certificate course:

2.1 Each department should provide the detailed syllabus and examination pattern of certificate course by the last working day of academic year for admission in the next academic year for the programme to the coordinator of certificate course.

2.2 The Coordinator would prepare the list of all available certificate courses and publish it in the prospects of the College and publish in the College notice board for admission.

2.3 A student desired to admit to certificate course shall obtain application form from College office and submit it to the Head of the department of the concerned department organizing certificate course.

2.4 The Head of the department of departments should submit the application form to the coordinator.

2.5 The coordinator should publish the list of selected candidates and students should pay the fee within a week after publication of list.

2.6 The Head of the departments are required to enroll the students for classes after verifying fee paid receipt.

2.7 A student once joined the course is not permitted to discontinue for any reason and in no circumstances the fee paid will be refunded.

3. Examination:

3.1 After completion of course each department should submit the attendance particulars and details of class conducted to the coordinator, on approval of coordinator the examination process can be initiated.

3.2 Each department should prepare question paper in accordance with the regulations and conduct the examination.

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- 3.3 After the evaluation, mark sheet of students should be submitted to coordinator of the programme as per the schedule.
- 3.4 If student fails to get the minimum percentage of marks then they should appear for re-examination when it is offered.
- 3.5 The certificate will be issued by the coordinator through College office with seal and signature of the Principal.

4. Academic calendar for certificate course:

- 4.1 Admission to the course: Within 15 days after reopening of College/Semester.
- 4.2 Publication of selected course: First week after reopening of College/Semester.
- 4.3 Payment of fees: Within third week after reopening of College/Semester.
- 4.4 Submission of shortage of attendance and course completion form to coordinators: Two weeks before commencement of examination.
- 4.5 Examination: one week before last week of respective academic year/ semester.
- 4.6 Announcement of result: Before commencement of next academic year.
- 4.7 Issue of certificate: First week of next academic year/ semester.



Principal
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REMUNERATION AND FEES OF CERTIFICATE COURSE

1. Remuneration for the conductance of course should be approved by the coordinator of the course and the Principal of Dr. B. B. Hegde First Grade College, Kundapura.
2. Remuneration for teachers should be predecided in consultation with coordinator and the Principal by respective head of the departments or programme in-charge of respective course.
3. The fee for each course should be decided by the coordinator of the course with consultation of the Principal.
4. The fee would be collected by the college office and all the expenses will be paid by the office.
5. Except in the case of unavoidable conditions, expenses of the course should not exceed the income.


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Dr. B.B. Hegde First Grade College,
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**Documents to be submitted to the Coordinator of Certificate
course
by the HOD**

1. Application Form
2. Certificate Course Profile
3. Syllabus copy in prescribed format
4. Budget Form
5. List of students with allotted Register No.
6. Admission Register
7. Attendance Register
8. Attendance Shortage Form
9. Course Completion Form
10. Expense Form With Bills
11. Marks Card


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Dr. B. B. HEGDE FIRST GRADE COLLEGE
KUNDAPURA




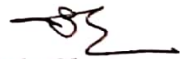
Certificate Course

DIGITAL MARKETING

This is to certify that Mr./Miss.....S.U.M.I.T.H....., I. B. Com 'B'.....

has successfully completed **Digital Marketing Certificate Course** during the year.....2021-22.....


Principal
Dr. B.B. Hegde First Grade College
Kundapura 576201


Satish Shetty
Chief Co-ordinator



Dr. B. B. HEGDE FIRST GRADE COLLEGE
KUNDAPURA





Certificate Course

DIGITAL MARKETING

This is to certify that Mr. Miss.....NIKANKA SANKHANA SURESH T. B. M. D.

has successfully completed Digital Marketing Certificate Course during the year.....2021-2022


Principal
Dr. B. B. Hegde First Grade College
Kundapura


Satish Shetty
Chief Co-ordinator

Dr. B. B. Hegde First Grade College, Kundapura

Application for Certificate Course : 2021-22

Name of the Student : SUMITH
Class & Section : I B.COM. B
Roll No. : CM21145
Father's Name : ESHWAR
Mother's Name : SUMANA
Guardian's Name : -
Contact Number : 8277407309
Email ID : sumithpoosanjy42@gmail.com
Permanent Address : hosmane hillu college Road
Changoli - 576216



Preference in Numbers from 1 to 12 :

- | | |
|-------------------------------------|--------------------------------|
| 1. Consumer Education | <input type="text" value="5"/> |
| 2. Functional English | <input type="text"/> |
| 3. Yakshagana | <input type="text"/> |
| 4. Event Management | <input type="text" value="4"/> |
| 5. Rural Marketing | <input type="text"/> |
| 6. Computer Fundamentals | <input type="text"/> |
| 7. Public Administration | <input type="text"/> |
| 8. Fashion Designing | <input type="text" value="2"/> |
| 9. Yoga and Meditation | <input type="text" value="1"/> |
| 10. Soft Skills Development * | <input type="text"/> |
| 11. Electrical Appliances & Repairs | <input type="text"/> |
| 12. Stock Marketing Operations | <input type="text" value="3"/> |

Undertaking :

I abide all the rules and regulations relating to the certificate courses offered by the Departments.

Sumitha
Signature of the Parent

Sumith
Signature of the Student

Date : 20-06-2022

Place : Kundapura.

(For office use only)

Admitted to Digital Marketing Certificate Course during the Academic Year 2021-22.

[Signature]
Coordinator

[Signature]
Principal
Dr. B.B. Hegde First Grade College
Kundapura -576201

Dr. B. B. Hegde First Grade College, Kundapura

Application for Certificate Course : 2021-22

Name of the Student : NIRANKAR.K.SHETTY
Class & Section : I B.Com 'B'
Roll No. : CM21137
Father's Name : KARUNAKAR SHETTY
Mother's Name : NAGARATHNA
Guardian's Name :
Contact Number : 8431726945
Email ID : nirankarshetty@gmail.com
Permanent Address : Uthoor Bhandar mane Kundapura



Preference in Numbers from 1 to 12 :

- | | |
|-------------------------------------|--------------------------------|
| 1. Consumer Education | <input type="text" value="3"/> |
| 2. Functional English | <input type="text"/> |
| 3. Yakshagana | <input type="text"/> |
| 4. Event Management | <input type="text" value="2"/> |
| 5. Rural Marketing | <input type="text" value="4"/> |
| 6. Computer Fundamentals | <input type="text" value="5"/> |
| 7. Public Administration | <input type="text"/> |
| 8. Fashion Designing | <input type="text"/> |
| 9. Yoga and Meditation | <input type="text"/> |
| 10. Soft Skills Development | <input type="text"/> |
| 11. Electrical Appliances & Repairs | <input type="text"/> |
| 12. Stock Marketing Operations | <input type="text" value="1"/> |

Undertaking :

I abide all the rules and regulations relating to the certificate courses offered by the Departments.

N. K. Shetty
Signature of the Parent

Nirankar
Signature of the Student

Date : 20/5/2022

Place : Kundapura

(For office use only)

Admitted to Digital marketing Certificate Course during the Academic Year 2021-22.

[Signature]
Coordinator

[Signature]
Principal
Dr. B.B. Hegde First Grade College
Kundapura -576201

Dr. B. B. Hegde First Grade College Kundapura

Certificate Courses: 2021-22

Result Sheet

Course Name : Digital Marketing (BBHCCDM)

Total Marks: 60

Co-ordinator : Ms. Vinaya V Shetty

Sl. No.	Name	Roll No.	Marks Obtained out of 60	Marks converted to 100	Grade point	Alpha Sign Grade
1	Akshaya	CM21007	48	80	8	A ⁺⁺
2	Koushek	CM21028	40	67	6	A
3	Nikhil Khasiv	CM21034	40	67	6	A
4	Sumeda	CM21063	45	75	7	A ⁺
5	Vegeth	CM21068	45	75	7	A ⁺
6	Vinay kumar shetty	CM21069	45	75	7	A ⁺
7	Vishwanath	CM21070	55	92	9	O
8	Vishwanath	CM21071	55	92	9	O
9	B skanda chathra	CM21085	40	67	6	A
10	Dhanush N	CM21094	40	67	6	A
11	Toel Shanol Dsaiza	CM21100	50	84	8	A ⁺⁺
12	Joyson D Almeida	CM21101	50	84	8	A ⁺⁺
13	Kashtek Poojary	CM21103	50	84	8	A ⁺⁺
14	Keesrthan M	CM21107	55	92	9	O
15	Koushik Mogaveera	CM21109	45	75	7	A ⁺
16	Pranson Jackson	CM21125	40	67	6	A
17	Rohith	CM21129	55	92	9	O
18	Sathvik V Poojary	CM21134	40	67	6	A
19	shetty Neerankar	CM21137	58	97	9	O
20	Sumeth	CM21145	55	92	9	O
21	Treesha Bk	CM21148	58	97	9	O
22	Abhegith	CM21156	45	75	7	A ⁺
23	Adesha	CM21159	45	75	7	A ⁺
24	Chethan	CM21169	50	84	8	A ⁺⁺
25	Dheeraj Khasiv	CM21173	45	75	7	A ⁺

Chief Coordinators

Coordinator

Principal

Principal

Dr. B.B. Hegde First Grade College
Kundapura -576201

Dr. B. B. Hegde First Grade College Kundapura

Certificate Courses: 2021-22

Result Sheet

Course Name : Digital Marketing(BBHCCDM)

Total Marks: 60

Co-ordinator : Ms. Vinaya V Shetty

Sl. No.	Name	Roll No.	Marks Obtained out of 60	Marks converted to 100	Grade point	Alpha Sign Grade
26	Ganesh S	CM21175	50	84	8	A++
27	Hithesh	CM21176	50	84	8	A++
28	Chethan	CM21169	50	84	8	A++
29	Dheeraj Khanvi	CM21173	50	84	8	A++
30	Ganesh S	CM21175	45	75	7	A+
31	Hithesh	CM21176	45	75	7	A+
32	Manikanta	CM21184	50	84	8	A++
33	Mohammed Sinar	CM21186	45	75	7	A+
34	Neerangan Tholan	CM21189	45	75	7	A+
35	Poojwal	CM21192	50	84	8	A++
36	Poojwal	CM21193	50	84	8	A++
37	Poojwal	CM21194	50	84	8	A++
38	Poojwal	CM21196	50	84	8	A++
39	Rashmitha	CM21204	55	92	9	O
40	Sashwath	CM21211	50	84	8	A++
41	Shwetha	CM21217	55	92	9	O
42	Suchith kumar	CM21219	50	84	8	A++
43	Thanush kumar	CM21229	55	92	9	O
44	K Agni George	SC21008	58	97	9	O
45	Vivek N Mestha	CM21232	58	97	9	O
46	Bhanuath kumar	SC21003	58	97	9	O
47	Harithesh	SC21007	58	97	9	O
48	Kanathik	SC21010	58	97	9	O
49	Poojwal Srinivasa	SC21015	58	97	9	O

Chief Coordinators

Coordinator

Principal

Principal
Dr. B.B. Hegde First Grade College
Kundapura -576201

Roll No

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Dr. B.B. HEGDE FIRST GRADE COLLEGE, KUNDAPURA
Certificate Course in Digital Marketing (BBHCCDM)
Final Examination – August 2022

Time: 2 hours

Maximum Marks: 60

SECTION A

Answer all the questions

(2 X 10 = 20)

1. a) What is Digital marketing?
- b) What is online market place analysis?
- c) Write the components of E-marketing environment?
- d) What is digital property?
- e) What is E-marketing management?
- f) What is E-marketing mix?
- g) What is customer value?
- h) What is E-Marketing research?
- i) What is marketing data base?
- j) What is marketing segmentation.

SECTION B

Answer any five questions

(8 X 5 = 40)

2. What are the advantages of Marketing research?
3. Explain the types of cyber crime.
4. Explain the features and importance of E-Marketing plan.
5. Explain the advantages and disadvantages of digital marketing.
6. Explain the types of positioning strategies.
7. Explain the factors affecting Marketing Segmentation.



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**Dr. B.B. Hegde First Grade College, Kundapura
Certificate Course - Digital Marketing: 2021-22**

Sl. No	Roll No	Class/ Section	Student Reg No	Student Name	Remarks
1	CM21007	I B.Com A	U05BB21C0028	AKSHAYA	
2	CM21028	I B.Com A	U05BB21C0038	KOUSHIK	
3	CM21034	I B.Com A	U05BB21C0138	NIKHIL KHARVI	
4	CM21063	I B.Com A	U05BB21C0044	SUMEDA	
5	CM21068	I B.Com A	U05BB21C0053	VIJETH	
6	CM21069	I B.Com A	U05BB21C0054	VINAY KUMAR SHETTY	
7	CM21070	I B.Com A	U05BB21C0132	VISHWANATH	
8	CM21071	I B.Com A	U05BB21C0073	VISHWANATH	
9	CM21085	I B.Com B	U05BB21C0018	B SKANDA N CHATRA	
10	CM21094	I B.Com B	U05BB21C0025	DHANUSH N	
11	CM21100	I B.Com B	U05BB21C0030	JOEL SHANOL D SOUZA	
12	CM21101	I B.Com B	U05BB21C0032	JOYSON D ALMEIDA	
13	CM21103	I B.Com B	U05BB21C0006	KARTHIK POOJARY	
14	CM21107	I B.Com B	U05BB21C0106	KEERTHAN M	
15	CM21109	I B.Com B	U05BB21C0020	KOUSHIK MOGAVEERA	
16	CM21125	I B.Com B	U05BB21C0120	PRINSON JACKSON FERNANDES	
17	CM21129	I B.Com B	U05BB21C0075	ROHITH	
18	CM21134	I B.Com B	U05BB21C0124	SATHVIK V POOJARY	
19	CM21137	I B.Com B	U05BB21C0125	SHETTY NIRANKAR KARUNAKAR	
20	CM21145	I B.Com B	U05BB21C0033	SUMITH	
21	CM21148	I B.Com B	U05BB21C0061	TREESHA B K	
22	CM21156	I B.Com C	U05BB21C0232	ABHIJITH	
23	CM21159	I B.Com C	U05BB21C0231	ADISHA	
24	CM21169	I B.Com C	U05BB21C0276	CHETHAN	
25	CM21173	I B.Com C	U05BB21C0150	DHEERAJ KHARVI	
26	CM21175	I B.Com C	U05BB21C0234	GANESH S	
27	CM21176	I B.Com C	U05BB21C0248	HITHESH	
28	CM21184	I B.Com C	U05BB21C0225	MANIKANTA	
29	CM21186	I B.Com C	U05BB21C0241	MOHAMMED SINAN G U	
30	CM21189	I B.Com C	U05BB21C0230	NIRANJAN N THOLAR	
31	CM21192	I B.Com C	U05BB21C0207	PRAJWAL	
32	CM21193	I B.Com C	U05BB21C0254	PRAJWAL	
33	CM21194	I B.Com C	U05BB21C0215	PRAJWAL	
34	CM21196	I B.Com C	U05BB21C0211	PRATHIK	
35	CM21204	I B.Com C	U05BB21C0239	RASHMITHA	
36	CM21211	I B.Com C	U05BB21C0218	SHASHWATH M C	
37	CM21217	I B.Com C	U05BB21C0183	SHWETHA	
38	CM21219	I B.Com C	U05BB21C0261	SUCHITH KUMAR SHETTY	
39	CM21229	I B.Com C	U05BB21C0198	THANUSH KHARVI	
40	CM21231	I B.Com C	U05BB21C0285	VINESH P	
41	CM21232	I B.Com C	U05BB21C0206	VIVEK N MESTHA	

42	CA21039	I BCA	U05BB21S0032	P MAHAMMED ABSIR	
43	CA21065	I BCA	U05BB21S0068	SUSHANTH S SHETTY	
44	CA21071	I BCA	U05BB21S0059	VIKRAM	
45	SC21003	I B.Sc	U05BB21S0070	BHARATH KUMAR	
46	SC21007	I B.Sc	U05BB21S0074	HRUTHISH	
47	SC21008	I B.Sc	U05BB21S0075	K AGIL GEORGE	
48	SC21010	I B.Sc	U05BB21S0098	KARTHIK	
49	SC21018	I B.Sc	U05BB21S0084	PRAJWAL SRINIVASA NAIKA	


PRINCIPAL
15/11/22

Principal
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Dr. B. B. HEGDE FIRST GRADE COLLEGE, KUNDAPURA

CERTIFICATE COURSE NAME : Digital Marketing

ROLL NO.	NAME OF THE STUDENT	DATE & MONTH																																
		14/5	14/5	14/5	21/5	21/5	21/5	28/5	28/5	28/5	4/6	4/6	4/6	11/6	11/6	11/6	18/6	18/6	18/6	2/7	2/7	2/7	9/7	9/7	9/7	16/7	16/7	16/7	23/7	23/7	23/7	30/7	30/7	30/7
PROGRESSIVE PERIOD NO.		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	
CM21007	Akshaya	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	24	24	24	25	26	27			
CM21088	Koushik	1	2	3	4	5	6	6	6	6	7	8	9	10	11	12	12	12	12	13	14	15	16	17	18	19	20	21	22	23	24			
CM21034	Nikhil Khavre	1	2	3	4	5	6	7	8	9	9	9	9	10	11	12	12	14	15	16	17	18	19	20	21	22	23	24	25	26	27			
CM21067	Sumeda	1	2	3	3	3	3	4	5	6	7	8	9	10	11	12	12	12	12	13	14	15	15	15	15	16	17	18	19	20	21			
CM21069	Vijeth	1	2	3	4	5	6	6	6	6	7	8	9	10	11	12	13	14	15	15	15	15	16	17	18	19	20	21	22	23	24			
CM21069	Vinay Kumar Shetty	0	0	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	15	15	15	16	17	18	19	20	21	22	23	24			
CM21070	Vishwanath	1	2	3	3	3	3	4	5	6	7	8	9	9	9	9	10	11	12	13	14	15	15	15	16	17	18	19	20	21	22	23	24	
CM21071	Vishwanath	1	2	3	4	5	6	6	6	6	7	8	9	10	11	12	12	12	12	13	14	15	15	15	16	17	18	18	18	19	20	21		
CM21085	B. Skanda Chattram	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	15	15	15	16	17	18	19	20	21	22	23	24	24	24	24			
CM21094	Dhanush N	1	2	3	4	5	6	6	6	6	7	8	9	10	11	12	13	14	15	15	15	15	16	17	18	19	20	21	22	23	24			
CM21100	Jeel Shanel Dsouza	1	2	3	4	5	6	7	8	9	10	11	12	12	12	12	13	14	15	16	17	18	19	20	20	20	20	21	22	23	24			
CM21101	Jayson D Almeida	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	23	23	23	24	25	26	27			
CM21103	Kaarthik Poojary	1	2	3	4	5	6	7	8	9	10	11	12	12	12	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27			
CM21107	Keerthana M	1	2	3	4	5	6	6	6	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	20	20	20	21	22	23	24			
CM21109	Kaushik Mavareera	1	2	3	3	3	3	4	5	6	7	8	9	10	11	12	13	14	15	15	15	15	16	17	18	19	20	21	22	23	24			
CM21125	Prison Jackson	1	2	3	4	5	6	6	6	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27			
CM21129	Robith	1	2	3	3	3	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27			
CM21134	Sathvik V Poojary	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	15	15	15	16	17	18	19	20	21	22	23	24	25	26	27			
CM21137	Shetty Niranjan	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	24	24	24	25	26	27			
CM21145	Sumith	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	15	15	15	16	17	18	19	20	21	22	23	24	25	26	27			
CM21148	Tanisha B K	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	15	15	15	16	17	18	19	20	21	22	23	24	25	26	27			
CM21156	Abhijeth	1	2	3	3	3	3	4	5	6	7	8	9	10	11	12	12	12	12	13	14	15	16	17	18	18	18	18	19	20	21			
CM21159	Adisha	1	2	3	3	3	3	4	5	6	7	8	9	9	9	9	10	11	12	13	14	15	16	17	18	18	18	18	19	20	21			
CM21169	Chethan	1	2	3	4	5	6	6	6	6	7	8	9	10	11	12	13	14	15	15	15	15	16	17	18	19	20	21	22	23	24			
CM21173	Dhruv Khavre	1	2	3	4	5	6	6	6	6	7	8	9	10	11	12	12	12	12	13	14	15	16	17	18	19	20	21	21	21	21			
CM21175	Ganesh S	1	2	3	4	5	6	7	8	9	9	9	9	10	11	12	12	12	12	13	14	15	16	17	18	19	20	21	22	23	24			
CM21176	Hethesh	1	2	3	4	5	6	7	8	9	9	9	9	10	11	12	13	14	15	16	17	18	19	20	21	21	21	21	22	23	24			
CM21169	Chethan	1	2	3	4	5	6	7	8	9	9	9	9	10	11	12	13	14	15	15	15	15	16	17	18	19	20	21	22	23	24			
CM21173	Dhruv Khavre	1	2	3	4	5	6	7	8	9	9	9	9	10	11	12	13	14	15	15	15	15	16	17	18	19	20	21	21	21	21			
CM21175	Ganesh S	1	2	3	4	5	6	7	8	9	9	9	9	10	11	12	13	14	15	15	15	15	16	17	18	19	20	21	22	23	24			
CM21176	Hethesh	1	2	3	4	5	6	7	8	9	9	9	9	10	11	12	13	14	15	15	15	15	16	17	18	19	20	21	22	23	24			

Initial of the Faculty

Dr. B. B. HEGDE FIRST GRADE COLLEGE, KUNDAPURA

CERTIFICATE COURSE NAME :

ROLL NO.	NAME OF THE STUDENT	DATE & MONTH																															
		14/15	14/15	14/15	15/15	21/15	21/15	21/15	25/15	25/15	25/15	4/16	4/16	4/16	11/16	11/16	11/16	18/16	18/16	18/16	27/16	27/16	11/17	16/17	16/17	16/17	23/17	30/17	30/17	30/17	30/17	31	32
CM21184	Manikanta	1	2	3	4	5	6	6	6	6	7	8	9	10	11	12	13	14	15	16	17	18	18	18	18	19	20	21	22	23	24		
CM21186	Mohammed siran	1	2	3	4	5	6	6	6	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	21	21	21	22	23	24		
CM21189	Narayanan Thalan	1	2	3	4	5	6	6	6	6	7	8	9	10	11	12	12	12	12	13	14	15	15	15	15	14	17	18	19	20	21		
CM21192	Pragwal	1	2	3	4	5	6	7	8	9	9	9	9	10	11	12	13	14	15	16	17	18	18	18	18	19	20	21	22	23	24		
CM21193	Pragwal	1	2	3	3	3	3	4	5	6	7	8	9	10	11	12	12	12	12	13	14	15	16	17	18	18	18	18	19	20	21		
CM21194	Pragwal	1	2	3	4	5	6	6	6	6	7	8	9	10	11	12	12	12	12	13	14	15	16	17	18	19	20	21	22	23	24		
CM21196	Prathak	1	2	3	4	5	6	7	8	9	9	9	9	10	11	12	13	14	15	16	17	18	19	20	21	21	21	21	22	23	24		
CM21204	Prashmetha	1	2	3	4	5	6	6	6	6	7	8	9	9	9	9	10	11	12	13	14	15	15	15	15	16	17	18	19	20	21		
CM21211	Shashwath	1	2	3	4	5	6	7	8	9	9	9	9	10	11	12	13	14	15	15	15	15	16	17	18	19	20	21	22	23	24		
CM21217	Shwetha	1	2	3	4	5	6	6	6	6	7	8	9	10	11	12	13	14	15	15	15	15	16	17	18	19	20	21	22	23	24		
CM21219	Suchith kumoo	1	2	3	4	5	6	6	6	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27		
CM21229	Thanush kharu	1	2	3	4	5	6	6	6	6	7	8	9	10	11	12	13	14	15	15	15	15	16	17	18	19	20	21	22	23	24		
SC21008	K Agg George P	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
CM21232	Vijay N Mestha	1	2	3	4	5	6	7	8	9	9	9	9	10	11	12	13	14	15	16	17	18	19	20	21	22	22	22	22	23	24		
SC21003	Bharath kumar	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
SC21007	Haruthash	1	2	3	4	5	6	6	6	6	7	8	9	10	11	12	13	14	15	16	16	16	16	17	18	19	20	21	22	23	24		
SC21010	Karthik	1	2	3	4	5	6	7	8	9	9	9	9	10	11	12	13	14	15	16	17	18	19	20	21	21	21	21	22	23	24		
SC21018	Pragwal Srinivas	1	2	3	4	5	6	6	6	6	7	8	9	9	9	9	10	11	12	12	12	12	13	14	15	16	17	18	19	20	21		

Initial of the Faculty

Venka

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Dr. B. B. Hegde First Grade College,
Kundapura - 576201

Dr. B. B. Hegde First Grade College, Kundapura

Department of Commerce

CERTIFICATE COURSE

DIGITAL MARKETING (BBHCDM)

SYLLABUS – 2021-22

Objectives :

On completion of course student will be able to

- To understand the important concepts related to e-marketing.
- To learn the use of different electronic media for designing marketing activities.
- To acquaint the students with the latest techniques of e-marketing.

Total class hours : 30

UNIT 1 : INTRODUCTION TO DIGITAL MARKETING :

8 Hours

Introduction, Meaning of Digital Marketing, Online market place analysis, The Internet Micro and Macro Environment, E-Marketing Environment, E- marketing Plan, wireless Internet access, The Digital Divide, Privacy, Digital Property, Cyber Security, Cyber Crime.

UNIT 2 : E-MARKETING RESEARCH :

8 Hours

Meaning of E-Marketing Research, Monitoring Social Media, Marketing Database, Consumer Behaviors Online, Segmentation, Targeting, Differentiation, Positioning Strategies, Tracking and Collecting data, Analyzing Data, Advantages and Challenges.

UNIT 3: E-MARKETING MANAGEMENT

8 Hours

Meaning of Product, Products on Internet, Creating Customer Value Online, Product Benefits, Price, Pricing Strategies, Payment Options, Distribution, Distribution Channel Functions, Channel Management.

UNIT -4: PRACTICAL COMPONENT

6 Hours

REFERENCE BOOKS:

Fundamentals of Digital Marketing – Prof. Moloy Ghoshal

Digital Marketing – Kailash Chandra Upadhyay

Modern Marketing – R.S.N . Pillai Bagavathi


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Dr .B.B HEGDE FIRST GRADE COLLEGE KUNDAPURA

DEPARTMENT OF COMMERCE

CERTIFICATE COURSE ON DIGITAL MARKETING

BUDGET FOR THE YEAR 2021-22

Receipts	Rs	Payments	Rs
Collection from students (49x250 each)	12250	Photocopy and Material	4800
		Remuneration to the staff	3000
		Certificate	1500
		Refreshment	1950
		Miscellaneous	1000
	12250		12250

Vinaya
Sil

Co-ordinator sign



Principal sign

Principal
Dr. B.B. Hegde First Grade College
Kundapura -576201

DIGITAL MARKETING

MEANING

Digital Marketing is the promotion of brands using all forms of digital advertising channels to reach consumers. This now includes Television, Radio, Internet, Mobile, social media marketing and any other form of digital media. It is a form of marketing that utilises digital media.

DIGITAL MMRKETING ACTIVITIES

- › Search Engine Mmarketing
- › E-Commerce Marketing
- › Social Marketing
- › Campaign Marketing
- › E-Mail Marketing

ADVANTAGES OF DIGITAL MARKETING

- › It's reach is so large
- › Easy to access as well it can be accessed any time any place.
- › Consumers are exposed to the brand and the product that being advertised directly.

LIMITATIONS OF DIGITAL MARKETING

- › Highly dependent on the internet.
- › Internet is subject to a lot of clutter.
- › Useful for specific categories of products.
- › Some consumers lack trust online
- › It is costly method.

DIGITAL MEDIA INDUSTRIES

- › Entertainment
- › Technoogy
- › E-Commerce
- › Education
- › Sports
- › Television