



DEPARTMENT : BUSINESS ADMINISTRATION

ACTIVITY : VALUE-ADDED COURSE

YEAR : 2023-2024

DEPARTMENT OF BUSINESS ADMINISTRATION

DATE(S)	TIME	VENUE	MODE
02.08.2023 to 05.10.2023	3:00 p.m. to 4:00 p.m.	III BBA Classroom E.M.G. Yadava Women's College	Offline
Theme	Empowering the Digital Era		
Nature of the Activity	Value-Added Course		
Title	Digital Marketing		
Coordinator	Mrs. S.Divya Assistant Professor of BBA EMGYWC		
No. of Participants	Students - 21		

VALUE-ADDED COURSE ON "DIGITAL MARKETING"

Objectives:

1. To provide a comprehensive understanding of digital marketing and online marketing platforms.
2. To equip students with knowledge of Search Engine Optimization (SEO) techniques for improving online visibility.
3. To familiarize students with Search Engine Marketing (SEM) strategies for driving targeted traffic and enhancing online campaigns.

Programme Outcomes:

1. Students gained insights into emerging trends in digital marketing, enabling them to stay ahead in the rapidly evolving digital landscape.
2. They developed the ability to critically assess and apply digital marketing tools using relevant marketing theories and frameworks.

E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE

3. The course enhanced students' analytical and practical skills, preparing them to design and implement effective digital marketing strategies in real-world scenarios.
4. Participants were empowered to leverage SEO and SEM to optimize online presence and achieve measurable marketing objectives.

Enclosures:

a. Invitation:



E.M.G YADAVA WOMEN'S COLLEGE, MADURAI-14
(An Autonomous Institution - Affiliated to Madurai Kamaraj University)
Re - accredited (3rd Cycle) with Grade A+ & CGPA 3.51 by NAAC

DEPARTMENT OF BUSINESS ADMINISTRATION

Offers **VALUE ADDED COURSE**
On
DIGITAL MARKETING

Eligibility - III Year Students of BBA
Duration - 30 Hours

Course Objective:

- ★ To develop an overall understanding of digital marketing / online marketing platforms
- ★ To understand the Search Engine Optimization (SEO)
- ★ To know about the Search Engine Marketing (SEM)
- ★ To acquire themselves with the latest development in the field of Social Media Marketing (SMM)

Course Outcome

- ★ Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.
- ★ Emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks

Made with

E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE

b. Nominal Roll of Participants:

1. Student participants of EMGYWC:

 E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014. (An Autonomous Institution – Affiliated to Madurai Kamaraj University) Re-accredited (3 rd Cycle) with Grade A ⁺ and CGPA 3.51 by NAAC			
Digital Marketing 02.08.2023 to 05.10.2023			
S.No.	REGISTER NUMBER	NAME	DEPARTMENT
1.	21BBA01	Aarthi.A	BBA
2.	21BBA03	Anupriyadharshini.S	BBA
3.	21BBA04	Dhalal Asmi.R	BBA
4.	21BBA05	Durgadevi.S	BBA
5.	21BBA06	Gayathri.M	BBA
6.	21BBA07	Gokulrani.S	BBA
7.	21BBA08	Hemalatha.M	BBA
8.	21BBA09	Ishwarya.T	BBA
9.	21BBA11	Lavanya.K	BBA
10.	21BBA12	Madhumitha.K	BBA
11.	21BBA13	Parkavi.B	BBA
12.	21BBA14	Pavithra.S	BBA
13.	21BBA15	Ponsaranya.C	BBA
14.	21BBA16	Preethi.S	BBA
15.	21BBA17	Reshma.M	BBA
16.	21BBA18	Shivaranjani.P	BBA
17.	21BBA19	Sivapriya.M	BBA
18.	21BBA20	Sujitha.K	BBA
19.	21BBA21	Veenus Williyam.A	BBA
20.	21BBA23	Yogalakshmi.B	BBA
21.	18BBA52	Vimala Devi. A (Repeat Semester)	BBA