



SHRIMATI INDIRA GANDHI COLLEGE

Nationally Accredited at 'A' Grade (3rd Cycle) by NAAC

Tiruchirappalli-620 002

Organises

Value added course in **DIGITAL MARKETING**



DATE : 26/07/2021 onwards

DURATION : 40 Hours

TIME : 1.15p.m. to 2.15p.m.

MODE : Online



Students from any major can participate

Digital Marketing

Course Outline

The contents of this course are designed to support the course objectives. The following focus areas are included in this course:

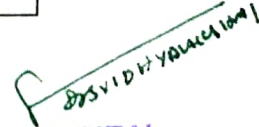
- Module 1: Introduction to Digital Marketing
 - i. About Digital Marketing
 - ii. Types of Marketing
 - iii. Importance of Digital Marketing
 - iv. Career in Digital Marketing
 - v. Pros and Cons of Digital Marketing
- Module 2: Market Research
 - i. Introduction & Purpose of Market Research
 - ii. Market Research Tools
 - iii. Google Form creation
 - iv. Microsoft Form creation
 - v. Digital Marketing Tools: Similarweb, Google Trends, Alexa, CANVA
- Module 3: Website Design
 - i. What is Website & Why it is important for business?
 - ii. What is Domain & How to purchase Domain?
 - iii. What is Hosting, Types of Hosting & How to purchase?
 - iv. Website creation using WIX Website builder
 - v. Blog creation
 - vi. Website creation using WordPress
 - vii. Ecommerce Website creation using Shopify
- Module 4: Search Engine Optimization (SEO)
 - i. Introduction to Search Engine Optimization & how does it works?
 - ii. Web search Market Share and Volume
 - iii. How to rank a website
 - iv. Keywords Research Tools: Keyword Generator, Keyword Surfer, Soovle, Word Stream
 - v. SEO Links
- Module 5: Search Engine Marketing (SEM)
 - i. Introduction to Search Engine Marketing
 - ii. Difference between SEO & SEM
 - iii. Introduction to Google Ads
- Module 6: Analytics
 - i. Introduction to Google Analytics
- Module 7: Social Media Marketing
 - i. Importance of Social Media Marketing
 - ii. How to Advertise in Facebook?
 - iii. How to Advertise in YouTube?
 - iv. How to Advertise in Instagram?

Essentials of Digital Marketing(Batch ID-B1595)

Date: 26-7-2021 to15-10-2021

Total Hours: 40 Hours (including assesment)

S.No	Students ID	Students Name	Attended
1	S1595100	ABINA JERONCY V	Yes
2	S1595101	ABINAYA G	Yes
3	S1595102	AGNES SHELCHIYA V	Yes
4	S1595103	AISHWARYA G	Yes
5	S1595104	ALPHONSE ANDRIYA A	Yes
6	S1595105	ANGELIN AARTHI V	Yes
7	S1595106	ANGILA NANCY R	Yes
8	S1595107	ANTONIET VIDHYA A	Yes
9	S1595108	AROKIA VINCY T	Yes
10	S1595109	ARUNA R	Yes
11	S1595110	BHARATHI K	Yes
12	S1595111	BHARKAVI K	Yes
13	S1595112	BRINDHA T	Yes
14	S1595113	DHAYALALAKSHMI A	Yes
15	S1595114	DHEVAYANI R K	Yes
16	S1595115	DIVYA R	Yes
17	S1595116	EDHAZHI P	Yes
18	S1595117	GOPIKA T	Yes
19	S1595118	HEMA SRI M	Yes
20	S1595119	JAMUNAA K	Yes
21	S1595120	JANANI SEKAR	Yes
22	S1595121	JASMINE CLARA A	Yes
23	S1595122	JEYASRI K	Yes
24	S1595123	JOHNIA JEBA PEARLIN R	Yes
25	S1595124	KALAIVANI K	Yes
26	S1595125	KAVIPRIYA M	Yes
27	S1595126	KAVIYA RAJAN R	Yes
28	S1595127	LAKSHMI PRIYA S	Yes
29	S1595128	LOGAVARSHINI S	Yes
30	S1595129	LOGESWARI B	Yes
31	S1595130	LOGESWARI S	Yes
32	S1595131	MADHUMITHA P	Yes
33	S1595132	MAHESHYA B	Yes
34	S1595133	MANISHWARI D	Yes
35	S1595134	NANTHANA R	Yes
36	S1595135	NARAYANEE P	Yes
37	S1595136	NARGHESE BEGAM J	Yes
38	S1595137	NARMATHA S	Yes
39	S1595138	NISHA R	Yes
40	S1595139	PANDISELVI G	Yes
41	S1595140	PARAMESWARI S	Yes
42	S1595141	PAVITHRA B S	Yes
43	S1595142	PIYARENA GILBERT S	Yes
44	S1595143	PONJEEVA S	Yes


PRINCIPAL
 Shrimati Indira Gandhi College
 Tiruchirappalli-2.

S.No	Students ID	Students Name	Attended
45	S1595144	PRAGATHI M	Yes
46	S1595145	PRICILLA F	Yes
47	S1595146	PRIYADHARSHINI S	Yes
48	S1595147	PRIYANKA K	Yes
49	S1595148	RAJAPRIYA B	Yes
50	S1595149	RAJASRI P	Yes
51	S1595150	S BAVADHARANI	Yes
52	S1595151	SELVABHARATHI S	Yes
53	S1595152	SHARMILA S	Yes
54	S1595153	SINDU R	Yes
55	S1595154	SNEHA S	Yes
56	S1595155	SONAALI K A	Yes
57	S1595156	SUBRAJA S	Yes
58	S1595157	SUGANYA K	Yes
59	S1595158	THRISHA T	Yes
60	S1595159	VALLIAMMAI K	Yes
61	S1595160	VANMATHI M	Yes
62	S1595161	VARSHINI A	Yes
63	S1595162	VIDHYAVEENA K	Yes
64	S1595163	VINOTHA S	Yes
65	S1595164	YASMINE S	Yes
66	S1595165	ABINAYA SELVARAJ	Yes
67	S1595166	ADHITHYA.K.S	Yes
68	S1595167	AISWARYA C.E	Yes
69	S1595168	AKHILANDESWARI .M.K	Yes
70	S1595169	AKILA .R	Yes
71	S1595170	AKILA RANI.R	Yes
72	S1595171	AKSHAYA.A	Yes
73	S1595172	AMIRTHA PRIYANKA.R	Yes
74	S1595173	ANANTHI. R	Yes
75	S1595174	ARTHI. K	Yes
76	S1595175	BADIBI SHABANA.W	Yes
77	S1595176	BHUVANESWARI.M	Yes
78	S1595177	BRINDHA .A	Yes
79	S1595178	DEEPTHI.V	Yes
80	S1595179	DIVYA PRIYA .M	Yes
81	S1595180	EZHILARASI .V	Yes
82	S1595181	GAYATHRI.C	Yes
83	S1595182	GAYATHRI .P	Yes
84	S1595183	GAYATHRI .R	Yes
85	S1595184	HARINI .M	Yes
86	S1595185	HARINI .S(22.06.2001)	Yes
87	S1595186	HARINI .S(18.07.2002)	Yes
88	S1595187	INDHUMATHI .S	Yes
89	S1595188	JANANI SRI .M	Yes
90	S1595189	JENET SILVIA.A	Yes
91	S1595190	KALAISELVI.A	Yes

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Certificate of Participation

C. No: S22-19598

Date: 15 Oct 2021

This is to certify that

ABINA JERONCY V

of **Shrimati Indira Gandhi College, Trichy** bearing ID **S1595100**

has participated in 12 Hours training program on

ESSENTIALS OF DIGITAL MARKETING

Hari Balachandran
Chief Executive Officer
ICT Academy



Certificate of Participation

C. No: S22-19599

Date: 15 Oct 2021

This is to certify that

ABINAYA G

of **Shrimati Indira Gandhi College, Trichy** bearing ID **S1595101**

has participated in 12 Hours training program on

ESSENTIALS OF DIGITAL MARKETING

Hari Balachandran
Chief Executive Officer
ICT Academy



Certificate of Participation

C. No: S22-19600

Date: 15 Oct 2021

This is to certify that

AGNES SHELCIYA V

of **Shrimati Indira Gandhi College, Trichy** bearing ID **S1595102**

has participated in 12 Hours training program on

ESSENTIALS OF DIGITAL MARKETING

Hari Balachandran
Chief Executive Officer
ICT Academy



Certificate of Participation

C. No: S22-19601

Date: 15 Oct 2021

This is to certify that

AISHWARYA G

of **Shrimati Indira Gandhi College, Trichy** bearing ID **S1595103**

has participated in 12 Hours training program on

ESSENTIALS OF DIGITAL MARKETING

Hari Balachandran
Chief Executive Officer
ICT Academy



Certificate of Participation

C. No: S22-19602

Date: 15 Oct 2021

This is to certify that

ALPHONSE ANDRIYA A

of Shrimati Indira Gandhi College, Trichy bearing ID S1595104

has participated in 12 Hours training program on

ESSENTIALS OF DIGITAL MARKETING

Hari Balachandran
Chief Executive Officer
ICT Academy

