



Indra Ganesan

COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai
Accredited by NAAC with 'B+' Grade, 2(f) & 12B Status Institution by UGC

IG Valley, Madurai Main Road, Manikandam, Tiruchirappalli - 620012

NAAC DOCUMENTS

QUALITY INDICATOR FRAME WORK

CRITERION – 1

CURRICULAR ASPECTS

SUBMITTED BY

IQAC

INTERNAL QUALITY ASSURANCE CELL

INDRA GANESAN COLLEGE OF ENGINEERING





DEPARTMENT OF MANAGEMENT STUDIES
ACADEMIC YEAR 2019-2020 / ODD SEMESTER

Academic Flexibility (30)

Number of Certificate/Value added courses offered and online courses of MOOCs, SWAYAM, NPTEL etc. (where the students of the institution have enrolled and successfully completed during the last five years)

AND

Percentage of students enrolled in Certificate/ Value added courses and also completed online courses of MOOCs, SWAYAM, NPTEL etc. as against the total number of students during the last five years

VAC Title:	Special Training on Digital Marketing				
Resource Person:	Mr.V.Arunkumar , MD M/s White & Black Digital Marketing Trichy				
Date of conduct from:	24.06.2019	To:	28.06.2019	Duration:	30 Hours
Organized Department:	MANAGEMENT STUDIES				
Participant Year:	II MBA	Semester:	ODD	No. of Students Registered:	42
Venue:	MBA Seminar Hall				

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Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli - 620 012
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DEPARTMENT OF MANAGEMENT STUDIES
Academic Year 2019-2020 – Odd Semester 18.06.2019

Ref: IGCE/MBA/2019-20/VAC/01

DEPARTMENT CIRCULAR

Department of Management Studies and IQAC, IGCE in association with M/s White & Black Digital Marketing organizing "Special Training on Digital Marketing" Value Added Course for all II MBA students from 24.06.2019 to 28.06.2019. Certificates will be issued to all eligible students at the end of the Course.

Interested students can register their names with the VAC Co-ordinator Mrs.N.Minipirya on or before 21st June 2019.

Resource Person:	Mr.V.Arunkumar Managing Director M/s.White & Black Digital Marketing Trichy.
Venue:	MBA Seminar Hall

B. T. Logan
HOD/MBA

[Signature]
Dr. G. Balakrishnan, M.E., Ph.D.,
Principal

[Signature]
PRINCIPAL

Cc:

- Principal Office
- IQAC Co-Ordinator
- HoD/ MBA
- II -Year MBA Students
- Notice Board

Indra Ganesan College of Engineering
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Value Added Course on "Special Training on Digital Marketing"

SYLLABUS

S.NO	TOPIC COVERED	DURATION (in hours)	DATE
1	Introduction To Digital Marketing	3	24.06.2019
2	Website Planning & Analysis	3	24.06.2019
3	Search Engine Optimization and Marketing	3	25.06.2019
4	Social Media Marketing	3	25.06.2019
5	Web Analytics / Marketing & Sales Automation	3	26.06.2019
6	Display Advertising and Video Advertising	3	26.06.2019
7	Mobile Marketing / App Store Optimization	3	27.06.2019.
8	Content Marketing & Blogging	3	27.06.2019
9	Affiliate Marketing / Email Marketing	3	28.06.2019
10	Influencer Marketing / Growth Hacking	3	28.06.2019
11	Exam	1	28.06.2019
Total Hours		30	-

B. Theer
HOD/MBA

Dr. G. Balakrishnan
Dr. G. Balakrishnan, M.E., Ph.D.,

Principal

Indra Ganesan College of Engineering
IG Valley, Madurai Main Road
Manikandan, Trichy-620 012.

Principal
PRINCIPAL



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STUDENTS PARTICIPATION LIST

VAC PROGRAM- Special Training on Digital Marketing

Dr. G. Balakrishnan, M.E., Ph.D.,

Principal

Indra Ganesan College of Engineering

IG Valley, Madurai Main Road

Manikandam, Trichy-620 012.

S.No.	Reg.No	Student's Name	Year/ Branch
1	811218631001	AJITHKUMAR.S	II MBA
2	811218631002	ARUNACHALAM.C	II MBA
3	811218631003	ARUN KUMAR.G	II MBA
4	811218631005	BHARATHI PRIYA.R	II MBA
5	811218631006	CHELLAMMAL.M	II MBA
6	811218631007	CHINDRALLA.V	II MBA
7	811218631008	DHANISHKA.R	II MBA
8	811218631009	DHANUSUYA.T	II MBA
9	811218631010	EBINRAJA	II MBA
10	811218631011	ELAKKIYA.S	II MBA
11	811218631012	GOMATHI.M	II MBA
12	811218631013	GOPALA KRISHNAN.A	II MBA
13	811218631014	JENIFER.M	II MBA
14	811218631015	JESSIE JENIFER.E	II MBA
15	811218631016	JOTHIKA.R	II MBA
16	811218631017	JULIYANA MARY.S	II MBA
17	811218631018	KARPAGAM.S	II MBA
18	811218631019	KARUNANIDHI.P	II MBA
19	811218631020	KIRUTHIGA.S	II MBA
20	811218631021	KUMARESAN.G	II MBA
21	811218631022	MANIVEL.M	II MBA
22	811218631023	MURUGAN.N	II MBA
23	811218631024	MUTHUKRISHNAN.V	II MBA
24	811218631025	NEELAMBARI.L	II MBA
25	811218631029	PRAVEEN KUMAR.T	II MBA



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S.No.	Reg.No	Student's Name	Year/ Branch
26	811218631030	PUSHPANJALI.B	II MBA
27	811218631032	RAJESHWARI.R	II MBA
28	811218631034	RANJITHA.A	II MBA
29	811218631035	RENUKA.M	II MBA
30	811218631036	SADAM HUSEN.H	II MBA
31	811218631037	SANGAVI.K	II MBA
32	811218631038	SATHISH.S	II MBA
33	811218631039	SHOBANA.A	II MBA
34	811218631040	SOPHIA ESCRADER.G	II MBA
35	811218631041	SUBA.P	II MBA
36	811218631042	SUBALAKSHMI.M	II MBA
37	811218631043	SUJITHA.J.C	II MBA
38	811218631044	SUNDHAR R.K	II MBA
39	811218631046	SURYA. K	II MBA
40	811218631047	VIJAY BHARATH.D	II MBA
41	811218631048	YOSIYA SAHAYA RANI. A	II MBA
42	811218631049	SAKTHIVEL.P	II MBA


VAC Coordinator


HoD/MBA


Dr. G. Balakrishnan, M.E., Ph.D.,
Principal
Indra Ganesan College of Engineering
IG Valley, Madurai Main Road
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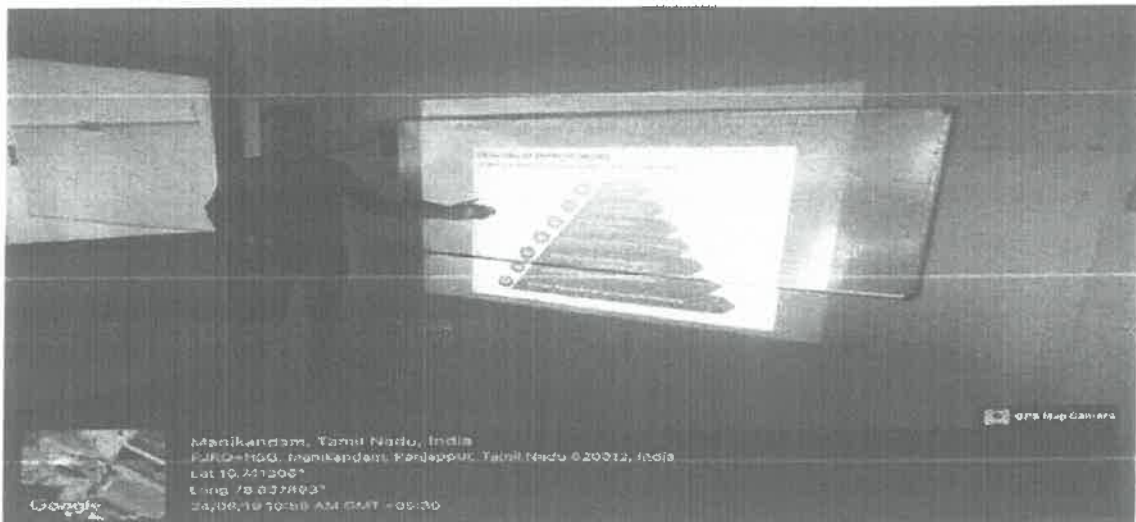
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Report on Value Added Course

Title:	Special Training on Digital Marketing				
Resource Person:	Mr.V.Arunkumar MD M/s White & Black Digital Marketing Trichy.				
Date of conduct from :	24.06.2019	To:	28.06.2019	Duration:	30 Hours
Organized Department :	MANAGEMENT STUDIES				
Participant Year:	2 Year MBA	No. of Students Registered :	42		
Venue:	MBA Seminar Hall &				

Sample Photo



N. Vijay
VAC Coordinator

B. Itan
HoD/MBA

[Signature]
Principal

[Signature]
Dr. G. Balakrishnan, M.E., Ph.D.,
Principal
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Report on Value Added Course

Title: **Special Training on Digital Marketing**

Resource Person: Mr. V. Arunkumar
MD
M/s White & Black Digital Marketing
Trichy.

Date of conduct from : 24.06.2019 To: 28.06.2019 Duration: 30 Hours

Organized Department : MANAGEMENT STUDIES

Participant Year: 2 Year MBA No. of Students Registered : 42

Venue: MBA – Seminar Hall

Outcome of Value Added Course (VAC): At the end of the Course, Students can able to

- Creating a successful digital marketing strategy
- Gaining insight into search engine operations.
- Overview of Microsoft AdCenter
- Techniques for achieving high user engagement on social media
- Analyzing and gaining insights from website data
- Familiarizing with different ad formats for video advertising.

Assessment Process

- Students, who are securing more than 70% on total score and secured more than 75% in attendance is eligible to receive the certificate for the VAC course conducted
- Total Score = $(0.5 * \text{Attendance in VAC out of 100 percentage} + 0.5 * \text{Test mark in VAC out of 100 marks})$


VAC Coordinator


HoD/MBA


Principal


Dr. G. Balakrishnan, M.E., Ph.D.,
Principal

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Name of the Student : Murugan, N

22/95

Year/Sem: II MBA

AU Register Number: 811218631023

Value Added Course on "Special Training on Digital Marketing"

MCO QUESTIONS (25X4 = 100 Marks)

1. The customer review of a product on an E-Commerce website.
a) Awareness about the brand b) Awareness about the product
c) Experience the product d) Both a&c
2. The main objective of digital marketing is to ___ buying relevant keyword and Paid search marketing is about bidding
 a) True b) False c) May be d) May not
3. People who had earlier visited the site is ___ Customising advertisement to.
 a) Search retargeting b) Contextual marketing
c) Remarketing d) None
4. This aims at influencing users who have begun their research on search engines, but not needed that they have visited a brand site.
 a) Contextual marketing b) Search retargeting
c) Remarketing d) Both a&b
5. Which platform can be used by advertisers and purchase ad impressions across ad exchanges?
a) demand-side platform b) supply side platform
c) Ad network d) None
6. Real-time bidding is a form of programmatic buying
 a) True b) False c) Partially True d) None
7. Which capabilities are offered by Web Content Management Tools?
 a) Centralized version control b) Simplification through templates
c) Integration with enterprise applications d) all
8. Which design approaches help in building sites that are optimized for various screen sizes?
a) Mobile optimized design b) Responsive web design
c) Progressive enhancement d) Adaptive web design
9. Site designing for mobile is very similar to the web
a) True b) False c) May be d) May not
10. Profits related to a new product in its introductory stage of profit related to new product
 A) negative B. positive C. higher D. declining
11. ___ classified by decoding, feedback, encoding and response are together in communication process.
 A) communication tools B. communication channels
C. communication parties D. communication function
12. Product development comes from ___ source of idea.
A. internal sources B. external sources

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Principal

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Name of the Student : Suba.P

20/25 Year/Sem: II MCB

AU Register Number: 811218631061

Value Added Course on "Special Training on Digital Marketing"

MCO QUESTIONS (25X4 = 100 Marks)

- The customer review of a product on an E-Commerce website
a) Awareness about the brand b) Awareness about the product
c) Experience the product d) Both a&c
- The main objective of digital marketing is to ___ buying relevant keyword and Paid search marketing is about bidding
 a) True b) False c) May be d) May not
- People who had earlier visited the site is ___ Customising advertisement to.
 a) Search retargeting b) Contextual marketing
 c) Remarketing d) None
- This aims at influencing users who have begun their research on search engines, but not needed that they have visited a brand site.
a) Contextual marketing b) Search retargeting
 c) Remarketing d) Both a&b
- Which platform can be used by advertisers and purchase ad impressions across ad exchanges?
 a) demand-side platform b) supply side platform
c) Ad network d) None
- Real-time bidding is a form of programmatic buying
 a) True b) False c) Partially True d) None
- Which capabilities are offered by Web Content Management Tools?
 a) Centralized version control b) Simplification through templates
c) Integration with enterprise applications d) all
- Which design approaches help in building sites that are optimized for various screen sizes?
 a) Mobile optimized design b) Responsive web design
c) Progressive enhancement d) Adaptive web design
- Site designing for mobile is very similar to the web
a) True b) False c) May be d) May not
- Profits related to a new product in its introductory stage of profit related to new product
A. negative B. positive C. higher D. declining
- ___ classified by decoding, feedback, encoding and response are together in communication process.
 A. communication tools B. communication channels
C. communication parties D. communication function
- Product development comes from ___ source of idea.
A. internal sources B. external sources


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Name of the Student : *Gomathi. M*

Year/Sem: *D MBA*

AU Register Number: *811218631013*

Value Added Course on "Special Training on Digital Marketing"

21/25

MCO QUESTIONS (25X4 = 100 Marks)

1. The customer review of a product on an E-Commerce website.

- a) Awareness about the brand b) Awareness about the product
c) Experience the product d) Both a&c

2. The main objective of digital marketing is to ___ buying relevant keyword and Paid search marketing is about bidding

- a) True b) False c) May be d) May not

3. People who had earlier visited the site is ___ Customising advertisement to

- a) Search retargeting b) Contextual marketing
c) Remarketing d) None

4. This aims at influencing users who have begun their research on search engines, but not needed that they have visited a brand site.

- a) Contextual marketing b) Search retargeting
 c) Remarketing d) Both a&b

5. Which platform can be used by advertisers and purchase ad impressions across ad exchanges?

- a) demand-side platform b) supply side platform
 c) Ad network d) None

6. Real-time bidding is a form of programmatic buying

- a) True b) False c) Partially True d) None

7. Which capabilities are offered by Web Content Management Tools?

- a) Centralized version control b) Simplification through templates
c) Integration with enterprise applications d) all

8. Which design approaches help in building sites that are optimized for various screen sizes?

- a) Mobile optimized design b) Responsive web design
c) Progressive enhancement d) Adaptive web design

9. Site designing for mobile is very similar to the web

- a) True b) False c) May be d) May not

10. Profits related to a new product in its introductory stage of profit related to new product

- A. negative B. positive C. higher D. declining

11. ___ classified by decoding, feedback, encoding and response are together in communication process.

- A. communication tools B. communication channels
C. communication parties D. communication function

12. Product development comes from ___ source of idea. A. internal sources B. external sources

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(2019-20 Odd)

Value Added Course on "Special Training on Digital Marketing"

ANSWER KEY

1	B	6	A	11	A	16	A	21	B
2	A	7	A	12	D	17	C	22	C
3	A	8	D	13	D	18	A	23	A
4	C	9	B	14	B	19	B	24	D
5	B	10	B	15	B	20	A	25	D


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Principal

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Manikandam, Tiruchirappalli- 620 012.

STUDENTS EVALUATION

MARK SHEET FOR VALUE ADDED COURSE PROGRAM - Special Training on Digital Marketing

S.No.	Reg.No	Student's Name	Year/ Branch	Attendance Details		VAC-MCQ TEST		OVERALL MARK(100) (50% of A + 50% of B)
				No. of Session Attended	Attendance Mark(100) (A)	No of Correct Answers	MCQ Mark(100) (B)	
1	811218631001	AJITHKUMAR.S	II/MBA	30	100	19	76	88
2	811218631002	ARUNACHALAM.C	II/MBA	27	90	18	72	81
3	811218631003	ARUN KUMAR.G	II/MBA	30	100	20	80	90
4	811218631005	BHARATHI PRIYA.R	II/MBA	30	100	22	88	94
5	811218631006	CHELLAMMAL.M	II/MBA	30	100	21	84	92
6	811218631007	CHINDRALLA.V	II/MBA	30	100	20	80	90
7	811218631008	DHANISHKA.R	II/MBA	30	100	21	84	92
8	811218631009	DHANUSUYA.T	II/MBA	30	100	20	80	90
9	811218631010	EBINRAJA	II/MBA	30	100	20	80	90
10	811218631011	ELAKKIYA.S	II/MBA	30	100	21	84	92
11	811218631012	GOMATHI.M	II/MBA	30	100	21	84	92
12	811218631013	GOPALA KRISHNAN.A	II/MBA	30	100	21	84	92
13	811218631014	JENIFER.M	II/MBA	27	90	22	88	89
14	811218631015	JESSIE JENIFER.E	II/MBA	27	90	22	88	89
15	811218631016	JOTHIKA.R	II/MBA	27	90	23	92	91
16	811218631017	JULIYANA MARY.S	II/MBA	30	100	24	96	98
17	811218631018	KARPAGAM.S	II/MBA	30	100	21	84	92
18	811218631019	KARUNANIDHI.P	II/MBA	27	90	22	88	89



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Dr. G. Balakrishnan, M.E., Ph.D.,

Principal

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IG Valley, Madurai Main Road

Manikandam, Trichy-620 012.

19	811218631020	KIRUTHIGA.S	II/MBA	30	100	22	88	94
20	811218631021	KUMARESAN.G	II/MBA	30	100	23	90	95
21	811218631022	MANIVEL.M	II/MBA	27	90	21	84	87
22	811218631023	MURUGAN.N	II/MBA	24	80	22	88	84
23	811218631024	MUTHUKRISHNAN.V	II/MBA	27	90	21	84	87
24	811218631025	NEELAMBARI.L	II/MBA	30	100	22	88	94
25	811218631029	PRAVEEN KUMAR.T	II/MBA	24	80	22	88	84
26	811218631030	PUSHPANJALI.B	II/MBA	30	100	21	84	92
27	811218631032	RAJESHWARI.R	II/MBA	27	90	20	80	85
28	811218631034	RANJITHA.A	II/MBA	24	80	21	84	82
29	811218631035	RENUKA.M	II/MBA	30	100	20	80	90
30	811218631036	SADAM HUSEN.H	II/MBA	30	100	19	76	88
31	811218631037	SANGAVI.K	II/MBA	30	100	18	72	86
32	811218631038	SATHISH.S	II/MBA	30	100	21	84	92
33	811218631039	SHOBANA.A	II/MBA	30	100	20	80	90
34	811218631040	SOPHIA ESCRADER.G	II/MBA	30	100	23	90	95
35	811218631041	SUBA.P	II/MBA	30	100	20	80	90
36	811218631042	SUBALAKSHMI.M	II/MBA	27	90	19	76	83
37	811218631043	SUJITHA.J.C	II/MBA	27	90	21	84	87
38	811218631044	SUNDHAR R.K	II/MBA	30	100	20	80	90
39	811218631046	SURYA. K	II/MBA	30	100	18	72	86
40	811218631047	VIJAY BHARATH.D	II/MBA	30	100	20	80	90
41	811218631048	YOSIYA SAHAYA RANI. A	II/MBA	30	100	20	80	90
42	811218631049	SAKTHIVEL.P	II/MBA	27	90	19	76	83

(Signature)
VAC Coordinator

(Signature)
HoD/MBA



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CERTIFICATE OF COMPLETION

This is to certify that Mr/Ms EBIN RAJA of II Year has successfully completed the Value Added Course “Special Training on Digital Marketing” Conducted by Department of MASTER OF BUSINESS ADMINISTRATION from 24.06.2019 to 28.06.2019 during the Academic Year 2019-2020.

B. Raja
HoD / MBA


Dr. G. Balakrishnan, M.E., Ph.D.,
Principal
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Manikandam, Trichy-620 012.

[Signature]
PRINCIPAL



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CERTIFICATE OF COMPLETION

This is to certify that Mr/Ms JOTHIKA R of II Year has successfully completed the Value Added Course “Special Training on Digital Marketing” Conducted by Department of MASTER OF BUSINESS ADMINISTRATION from 24.06.2019 to 28.06.2019 during the Academic Year 2019-2020.

HoD / MBA

Dr. G. Balakrishnan, M.E., Ph.D.,
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CERTIFICATE OF COMPLETION

This is to certify that Mr/Ms KARPAGAMS of II Year has successfully completed the Value Added Course "Special Training on Digital Marketing" Conducted by Department of MASTER OF BUSINESS ADMINISTRATION from 24.06.2019 to 28.06.2019 during the Academic Year 2019-2020.


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Dr. G. Balakrishnan, M.E., Ph.D.,
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CERTIFICATE OF COMPLETION

This is to certify that Mr/Ms SURYA K of II Year has successfully completed the Value Added Course "Special Training on Digital Marketing" Conducted by Department of MASTER OF BUSINESS ADMINISTRATION from 24.06.2019 to 28.06.2019 during the Academic Year 2019-2020.


HoD / MBA


Dr. G. Balakrishnan, M.E., Ph.D.,
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COLLEGE OF ENGINEERING

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Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

CERTIFICATE OF COMPLETION

This is to certify that Mr/Ms RENUKA M of II Year has successfully completed the Value Added Course "Special Training on Digital Marketing" Conducted by Department of MASTER OF BUSINESS ADMINISTRATION from 24.06.2019 to 28.06.2019 during the Academic Year 2019-2020.

B. E.

HoD / MBA

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