

Digital Marketing

VACP-1703



**SWAMI VIVEKANAND
SUBHARTI
UNIVERSITY**
Meerut



Where Education is a Passion...

Information Brochure

ADMISSION OPEN
"VALUE ADDED COURSE FOR ODD SEMESTER"
(Session: 2017-18)

"KNOWLEDGE OF VALUE ADDED COURSE WILL IMPROVE
EMPLOYABILITY OF THE STUDENTS"

Organised by
Acharya Vishnu Gupt Subharti College of Management and Commerce
Swami Vivekanand Subharti University, Meerut (U.P.)



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About Swami Vivekanand Subharti University

Swami Vivekanand Subharti University is a University under the section 2(f) of the University Grants Commission Act, 1956, set up under the Swami Vivekanand Subharti Vishwavidyalaya Uttar Pradesh Adhiniyam, 2008 (U.P. Act No. 29 of 2008) as passed by the Uttar Pradesh Legislature and assented to by the Honorable Governor of Uttar Pradesh in September 2008.

The University has been established under the aegis of Mahayana Theravada Vajrayana Buddhist Religious and Charitable trust (formerly known as Subharti K.K.B. Charitable Trust) Meerut, which has acquired a commendable record of service in the field of Education, Religion, Health care and Social Welfare.

The main campus of the University is in the National Capital Region, strategically situated on National Highway 58, Delhi-Haridwar bypass road, Meerut. The campus aptly called 'Subhartipuram', is spread over a sprawling area of about 250 acres of land comprising of magnificent buildings, lush green lawns and vibrant surroundings with over 5000 people, determined to make this a 'Jewel in the Crown' of the nation.

The University boasts of highly qualified, dedicated and competent faculty from all walks of life, world class infrastructure, fully equipped Laboratories with latest state-of-the-art equipments and a huge library with recent knowledge resources including e-resources.

The Uniqueness of Subharti University lies in providing an environment fully conducive to the overall development of students, thus maintaining a balance between academic excellence and moral perfection.

- The University has been awarded the membership of Association of Indian Universities in 2013.
- The University has more than 32 MOUS and has won numerous national and International awards.
- The University has also started a number of courses through Distance Education, approved by Distance Education Bureau of UGC (Formerly by Joint committee of UGC-AICTE-DEC).
- The University has been accorded grade 'A' by NAAC in 2016.

About Acharya Vishnu Gupt Subharti College of Management & Commerce

The unique privilege to be a constituent college of the prestigious Swami Vivekanand Subharti University. AVGSCMC, focuses on Management & Commerce Education; with the commitment of transforming leadership skill with a sound understanding of domestic and global business complexity, the approach to pedagogy combines role playing, case studies, fieldwork, live business projects and instrumented feedback with a strong emphasis on theoretical concepts. The intent is to encourage rational inquisitiveness and open minds to the explorations of ideas, research and innovation in global perspective.

Our collaborative approach involves inputs from various departments which gives the benefit of a much wider view and deeper understanding. This is indicated by the success of our alumni who are in positions of leadership in industries & governments across the world. The strong alumni network, gives students' unmatched access to information, mentors and careers. Our industry integrated management & commerce program are the most sought after programs.

AVGSCMC rewards initiative, innovation and thinking outside the box. Our students are individualists of enormous intellectual energy with a talent for collaboration and teamwork. We are a diverse lot, possessing flair and dynamism that develops in NCR, and thrives on challenges both inside and outside the classroom.

Corporate recruiters value our graduates for their intellectual abilities, their collaborative mind-set, their individuality and their ability to hit the ground running.



What is a Value Added Course?

Employment scene today requires that a student wanting a job be an all-rounder, with several skills. Pursuing multiple long-winding degree programs is no answer to this. Rather than spending a lifetime seeking higher cations, Value Added Courses give you the chance to update your skill set in only a fraction of the time and money. But, the value they create is very high.

Why should I do a Value Added Course?

Value added courses are the fine way to fill the gaps in your knowledge and add competitive edge to your job prospects. As systems, programs and practices change, making it critical for job-seekers to have a range of competencies, Value Added Courses can help you to be a winner. Starting off with a Value Added Course helps you to have a foundation on which to build your career. Many these courses may lead you on to your own enterprise or to further qualification, if needed.

Who can take admission to a Value Added Course?

There are two types of courses being offered – General Interest Courses that are open to all and Subject specific Courses. You can pursue these courses as per your requirement. Apart from the Subharti University students, even others – students from anywhere, working men and women, or the self-employed – can register for these courses.

How many courses can I do?

As the basic idea is to make ample opportunities available to students, there are no restrictions on how many courses a student can offer. Many of these courses are offered more than once a year and thus one can acquire several certifications during the period of a degree program.

Will I get a Job because of Value Added Courses?

The purpose of the Value Added Courses is to make you industry-ready. Providing the finishing touches to the knowledge you gain in your degree program, Value Added Courses will polish your skills and enhance your employability. What is more, you may even acquire enough tricks to start your own business! The College has a Placement Cell to assist you with your placement. You can register with this Cell and receive further guidance and some assistance in seeking jobs. The Cell also facilitates On or Off campus interviews.

How to register for a Course?

The Courses are run by many departments, including some private Educational Service Providers. Each course has a Coordinator whose names are prominently displayed in the Brochure. You may contact these coordinators in person.

Eligibility: Courses are open for all M.B.A. /M. Com. /B.B.A. /B. Com. / B. Com.(H) Students.

Schedule of Value Added Courses of Odd Semester offered by AVGSCMC (Session: 2017-18)

S. No.	Name of the value-added courses	Course Code	Program	Year	Faculty	Date	Total No. of Hours
1	Real Estate Valuation	VACP-1701	PG-MBA	2017-18	Mr. Kavish Sharma	02 – 09 Dec, 2017	30
2	Digital Marketing	VACP-1703	PG-MBA	2017-18	Ms. Princi Gupta	11 – 18 Dec, 2017	30
3	Sectoral Services	VACP-1704	UG-BBA	2017-18	Dr. Gaurab Sharma	11 – 18 Dec, 2017	30
4	Commercial Banking and corporate banking	VACP-1705	UG-B. Com.	2017-18	Ms. Sapna Malik	02 – 09 Dec, 2017	30



Ref. No.: SVSU/AVGSCMC/2017/

Date: 01/12/2017

Notice

Subject: Commencement of Value Added Course for Odd Semester of session 2017-18 from 02-12-2017.

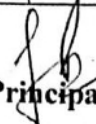
All the students of MBA, BBA, B.Com, B.Com(H) & M.Com are, herewith, informed that for making the students aware about the industry oriented program, Value added courses are going to be started from 02-12-2017.

Student, who have been registered in the course, are advised to attend their classes as per the schedule.

Kindly contact to your concerned VAC faculty for further queries.

The list of Value Added courses, which would be running, is given below:

S. No.	Name of the value-added courses	Course Code	Program	Year	Faculty	No. of Registered Students	Date	Total No. of Hours	Room No.
1	Real Estate Valuation	VACP-1701	PG-MBA	2017-18	Mr. Kavish Sharma	21	02-09 Dec, 2017	30	LT-01
2	Digital Marketing	VACP-1703	PG-MBA	2017-18	Ms. Princi Gupta	24	11-18 Dec, 2017	30	LT-01
3	Sectoral Services	VACP-1704	UG-BBA	2017-18	Dr. Gaurab Sharma	12	11-18 Dec, 2017	30	LT-02
4	Commercial Banking and corporate banking	VACP-1705	UG-B.Com.	2017-18	Ms. Sapna Malik	11	02-09 Dec, 2017	30	LT-03


Principal – AVGSCMC
PRINCIPAL

Cc to: Acharya Vishnu Gupt
Subharti Institute of Management & Commerce
SVSU, ME

1. Student Notice Board
2. Class Coordinators
3. VAC Faculty
4. Office File


Registrar
Swami Vivekanand
Subharti University
MEERUT



Acharya Vishnu Gupt
Subharti College of Management & Commerce
Website: management.subharti.org, e-mail: management@subharti.org, Ph: 0121-3058039, Extn-2841, Telefax: 0121-3058030, 24;
A constituent college of
SWAMI VIVEKANAND SUBHARTI UNIVERSITY
(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)



Acharya Vishnu Gupt Subharti College of Management and Commerce

Course Contents

Digital Marketing

VACP-1703

Session: 2017-18

Total 30 Hours

Introduction of the Digital Marketing

Creating initial Digital Marketing Plan

SWOT Analysis

Target Group Analysis

Content management

Optimization of Web Sites

MS Expression; SEO Optimization

CRM platform; Google Analytics

Social Media Marketing; Budgeting

Define a Target Group

Creating Web Sites

Writing the SEO content

SEO Optimization

ms. Purni Gupta

Faculty Name and Signature

Registrar
Swami Vivekanand
Subharti University
MEERUT



Acharya Vishnu Gupt

Subharti Institute of Management & Commerce

Website: management.subharti.org, e-mail: management@subharti.org, Ph: 0121-3058039, Extn-2841, Telefax: 0121-3058030, 243
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Report

20 Dec, 2017

on

Value Added Course

Session: 2017-18

Program: MBA

Date: 11-18 Dec, 2017

Course Name: Digital Marketing

Course Code: VACP-1703

No. of Students Enrolled in the Course in the year: 23

Resource Person: Princi Gupta

Objective of Value Added Course: The objective of conducting the VAC was to enhance the knowledge of the students and make them aware about competitive edge to their job prospects.

Outcome of Value Added Course: Value added courses are the fine way to fill the gaps in the knowledge of students and add competitive edge to their job prospects. As systems, programs and practices change, making it critical for job-seekers to have a range of competencies, Value Added Courses helped the students to be a winner. The purpose of the Value Added Courses is to make you industry-ready and that was fulfilled very effectively. Starting off with a Value Added Course helped the students to have a foundation on which to build their career.



Faculty Signature

PRINCIPAL
Acharya Vishnu Gupt
Subharti Institute of Management & Commerce
S.V.S.U., MEERUT

Acharya Vishnu Gupt Subharti College of Management and Commerce
Attendace Record of students enrolled in Value Added Course of Odd Semester (2017-18)

Session: 2017-18		Program: MBA	Year: II						
Course: Digital Marketing			Course Code: VACP-1703						
No. of Students Enrolled in the Couse in the year: 23			Faculty Coordinator: Ms. Princi Gupta						
Program Date: 11 – 18 Dec, 2017									
sl no.	Student Unique Enrolment ID	Name of the student	12/11/2017	12/12/2017	12/13/2017	12/14/2017	12/15/2017	12/16/2017	12/18/2017
1	1607020001668	Abhash Kumar	P	P	P	P	P	P	P
2	1607020001669	ABHIMANYU SINGH	P	P	P	P	P	P	P
3	1607020001670	ABHISHEK KAUSHIK	P	A	P	P	P	P	P
4	1607020001681	JAVED ALAM	P	P	A	P	P	P	P
5	1607020001682	JOYSON RONGMEI	P	P	P	P	P	P	P
6	1607020001683	KAJAL BHARDWAJ	P	P	P	P	P	P	P
7	1607020001684	KHUSHBOO MANDAL	P	A	P	P	P	P	P
8	1607020001693	MEGHA	P	P	P	P	P	P	P
9	1607020001694	MOHD TABISH	P	P	P	P	P	P	P
10	1607020001695	MOHIT KUMAR SAXENA	A	P	P	P	P	P	P
11	1607020001698	NIKITA SINGH	P	P	P	P	A	P	P
12	1607020001704	SATENDRA KUMAR	P	P	P	P	P	P	P
13	1607020001709	SHUBHAM TOMAR	P	P	P	P	P	P	P
14	1607020001710	SHUBHANGI BHATNAGAR	P	P	A	P	P	P	P
15	1607020001714	VINIT KUMAR	P	P	P	P	P	P	P
16	1607020001719	YASHDEEP KUMAR SAURANA	P	P	P	P	P	P	P
17	1607020002412	NEETU MISHRA	P	P	P	P	A	P	P
18	1607020002414	NGAIRENGA	P	P	P	P	P	P	P
19	1607020001726	VAISHALI CHAUDHARY	P	P	P	P	P	P	P
20	1607020001701	RASHIKA	P	A	P	P	P	P	P
21	160702530400045	Arun Kumar	P	P	P	P	P	P	P
22	160702530400046	Saurabh Niyal	P	P	P	A	P	P	P
23	160702530400059	Vishakha Bharadwaj	P	P	P	P	P	P	P

Faculty Signature

Principal, AVGSCMC

PRINCIPAL
Acharya Vishnu Gupt
Subharti Institute of Management & Commerce
S.V.S.U., MEERUT




List of students enrolled in Value Added Course of Odd Semester (2017-18)

Session: 2017-18
Program: MBA
Year: II
Course: Digital Marketing
Course Code: VACP-1703
No. of Students Enrolled in the Course in the year: 23
Faculty Coordinator: Ms. Princi Gupta
Program Date: 11 – 18 Dec, 2017

sl no.	Student Unique Enrolment ID	Name of the student
1	1607020001668	Abhash Kumar
2	1607020001669	Abhimanyu Singh
3	1607020001670	Abhishek Kaushik
4	1607020001681	Javed Alam
5	1607020001682	Joyson Rongmei
6	1607020001683	Kajal Bhardwaj
7	1607020001684	Khushboo Mandal
8	1607020001693	Megha
9	1607020001694	Mohd Tabish
10	1607020001695	Mohit Kumar Saxena
11	1607020001698	Nikita Singh
12	1607020001704	Satendra Kumar
13	1607020001709	Shubham Tomar
14	1607020001710	Shubhangi Bhatnagar
15	1607020001714	Vinit Kumar
16	1607020001719	Yashdeep Kumar Saurana
17	1607020002412	Neetu Mishra
18	1607020002414	Ngairenga
19	1607020001726	Vaishali Chaudhary
20	1607020001701	Rashika
21	160702530400045	Arun Kumar
22	160702530400046	Saurabh Uniyal
23	160702530400059	Vishakha Bharadwaj


Registrar
Swami Vivekanand
Subharti University
MEERUT


Principal, AVGSCMC
PRINCIPAL
Acharya Vishnu Gupta
Subharti Institute of Management & Commerce
S.V.S.U., MEERUT



Swami Vivekanand Subharti University



Certificate

Session 2017-18

Ms./Mr. Shubhangi Bhatnagar has Successfully Completed
the 30 hour Value Added Course

on

Digital Marketing (VACP-1703)

Organized by

Faculty of Management and Commerce

This certificate is hence awarded on successful completion of the Value Added Course.

Princi
Ms. Princi Gupta
Course Coordinator

[Signature]
Head of Institution

[Signature]

Registrar
Swami Vivekanand
Subharti University
MEERUT



Swami Vivekanand Subharti University



Certificate

Session 2017-18

Ms./Mr. Abhimanyu Singh has Successfully Completed
the 30 hour Value Added Course

on

Digital Marketing (VACP-1703)

Organized by

Faculty of Management and Commerce

This certificate is hence awarded on successful completion of the Value Added Course.

Princi
Ms. Princi Gupta
Course Coordinator

[Signature]
Head of Institution



Swami Vivekanand Subharti University



Certificate

Session 2017-18

Ms./Mr. Nikita Singh has Successfully Completed

the 30 hour Value Added Course

on
Digital Marketing (VACP-1703)

Organized by

Faculty of Management and Commerce

This certificate is hence awarded on successful completion of the Value Added Course.

Princy
Ms. Princy Gupta
Course Coordinator

[Signature]
Head of Institution

[Signature]

Registrar
Swami Vivekanand
Subharti University,
MEERUT



Swami Vivekanand Subharti University



Certificate

Session 2017-18

Ms./Mr. Javed Alam has Successfully Completed

the 30 hour Value Added Course

on
Digital Marketing (VACP-1703)

Organized by

Faculty of Management and Commerce

This certificate is hence awarded on successful completion of the Value Added Course.

Princy
Ms. Princy Gupta
Course Coordinator

[Signature]
Head of Institution