



Ref. No.: SVSU/DOMS/2019/

Date: 09/05/2019

### Notice

**Subject: Commencement of Value Added Course of session 2018-19 from 13-05-2019.**

All the students of BBA, MBA are, herewith, informed that for making the students aware about the industry oriented program, Value added courses are going to be started from 13-05-2019.

Student, who have been registered in the course, are advised to attend their classes as per the schedule. The Registration fee per student for each Value Added Course is Rs. 50/- .

Kindly contact to your concerned VAC faculty for further queries.

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

Name of the value-added courses	Course Code	Program	Year	Faculty	No. of Registered Students	Date	Total No. of Hours	Room No.
E - Commerce	ET-VA-02	MBA	I	Dr. Gaurab Kumar Sharma	09	18-23 May,2019	30	LT - 05
Digital Marketing	ET - VA - 05	MBA & BBA	I	Dr. Princi Gupta	12+6=18	13-17 May,2019	30	LT - 05

*Amrinder*  
Head

Department of Management Studies

HEAD

DOMS, SITE

Cc to: Swami Vivekanand Subharti University

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



**COURSE CONTENTS**

**Digital Marketing**

**Course Code: ET-VA-05**

**Session: 2018-19**

**Time duration: 30 Hr.**

- Introduction to the Course and Work plan • Introduction of the digital marketing • Digital vs. Real Marketing • Digital Marketing Channels • Creating initial digital marketing plan • Content management • SWOT analysis • Target group analysis • EXERCISE: Define a target group (working in groups)
  - Web design • Optimization of Web sites • MS Expression Web • EXERCISE: Creating web sites, MS Expression (working in groups)
  - SEO Optimization • Writing the SEO content • Exercise: Writing the SEO content (working in groups)
  - Google AdWords- creating accounts • Google AdWords- types • Exercise: Google AdWords (working in groups)
  - Introduction to CRM • CRM platform • CRM models • Exercise: CRM strategy (working in groups)
- Introduction to Web analytics • Web analytics - levels • Introduction of Social Media Marketing • Exercise: Social Media Marketing plan (working in groups)
- Creating business accounts on YouTube • YouTube Advertising • YouTube Analytics • Facebook Ads • Creating Facebook Ads • Ads Visibility
- E-mail marketing • E-mail marketing plan • E-mail marketing campaign analysis • Keeping up with conversions Recapitulation: - lessons learned - student satisfaction survey - closing Digital Marketing Budgeting - resource planning - cost estimating - cost budgeting - cost control.

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



Acharya Vishnu Gupt

# Subharti Institute of Management & Commerce

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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)



### Report

25 May, 2019

on

Value Added Course

Session: 2018-19

Program: BBA, MBA

Date: 13-17 May, 2019

Course Name: Digital Marketing

Course Code: ET- VA- 05

No. of Students Enrolled in the Course in the year: 19

Resource Person: Dr. 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.



Students during value added course


  
Faculty Signature

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

# Attendance sheet

Department of Management Studies							
Subharti Institute of Technology and Engineering							
Attendance Record of students enrolled in Value Added Course of Odd Semester (2018-19)							
Session: 2018-19		Program: BBA & MBA					
Course: Digital Marketing							
No. of Students Enrolled in the Course in the year: 12 (MBA)+ 07(BBA)=19							
Program Date: 13-17 May,2019		5/13/2019	5/14/2019	5/15/2019	5/16/2019	5/17/2019	
sl no.	Name of the student	Class	Signature	Signature	Signature	Signature	Signature
1	Himani Tyagi	MBA	P	P	P	P	P
2	Shivni	MBA	A	P	P	P	P
3	Shalu Singh	MBA	P	P	P	P	P
4	Uma Shankar Morya	MBA	P	P	A	P	P
5	Shivam Yadav	MBA	P	P	P	P	P
6	Arpit Kumar	MBA	P	P	A	P	P
7	Ajay Kumar	MBA	A	P	P	P	P
8	Ashutosh Srivastava	MBA	P	P	P	A	P
9	Akanksha Singhal	MBA	P	A	P	P	P
10	Ugyen Yangzom	MBA	P	P	P	A	P
11	Vipul Kumar	MBA	P	P	P	P	P
12	Swati Malik	MBA	P	P	P	P	P
13	Shivani Kashyap	BBA	P	P	A	P	P
14	Kajal Kashyap	BBA	A	P	P	P	P
15	Aishwarya Kamboj	BBA	P	P	P	P	P
16	Dipanshi	BBA	P	P	P	P	P
17	Kuldeep Hudda	BBA	P	P	P	P	P
18	Jatin	BBA	P	P	P	P	P
19	Ayushi Tyagi	BBA	P	P	P	P	P

Faculty Signature 

Head, DOMS, SITE 

HEAD  
DOMS,  
Swami Vivekanand Subharti Institute  
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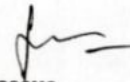
Where Education is Passion.....

Certificate of Participation

This is to certify that Mr./Ms Shwani of BBA program/course of I semester has actively Participated in Value Added Course on Digital Marketing Conducted/organized by Acharya Vihnu Gupta Subharti College of Management & Commerce, Swami Vivekanand Subharti University, on 13-17 May, 2019

*We wish success and good luck in your future Endeavour.*

  
VAC Course Coordinator

  
Principal, AVGSCMC





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Certificate of Participation

This is to certify that Mr./Ms Vipul Kumar of BBA program/course of I semester has actively Participated in Value Added Course on DIGITAL MARKETING Conducted/organized by Acharya Vihnu Gupta Subharti College of Management & Commerce, Swami Vivekanand Subharti University, on 13<sup>th</sup> - 17<sup>th</sup> May, 2019

*We wish success and good luck in your future Endeavour.*

  
VAC Course Coordinator  
Dr. Princi Gupta

  
Principal, AVGSCMC



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Certificate of Participation

This is to certify that Mr./Ms. Ashutosh Srivastava of MBA program/course of II semester has actively Participated in Value Added Course

on DIGITAL MARKETING Conducted/organized by

Acharya Vihnu Gupt Subharti College of Management & Commerce, Swami Vivekanand Subharti University, on 13<sup>th</sup> - 17<sup>th</sup> May, 2019

*Wewish success and good luck in your future Endeavour.*

VAC Course Coordinator

Dr. Princi Gupta

Principal, AVGSCMC



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Certificate of Participation

This is to certify that Mr./Ms. Shake Singh of BBA program/course of IV semester has actively Participated in Value Added Course

on DIGITAL MARKETING Conducted/organized by

Acharya Vihnu Gupt Subharti College of Management & Commerce, Swami Vivekanand Subharti University, on 13 - 17 May, 2019

*Wewish success and good luck in your future Endeavour.*

VAC Course Coordinator

Dr. Princi Gupta

Principal, AVGSCMC



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Registrar  
Swami Vivekanand  
Subharti University  
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