

Department of Computer
Shaheed Udham Singh
Government College Sunam

Certificate Course in
Digital Marketing.

Session:-2018-2019



Shaheed Udham Singh
Government College Sunam.
Near Bhai Mool Chand Smadh, Sunam.

To,

The Principal,
S.U.S. Govt. College,
Sunam.

Subject: Proposal for certificate course in Digital Marketing for the session 2018-19.

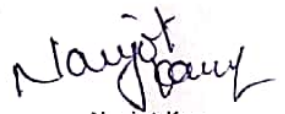
Respected Sir,

I am writing to present a proposal for a comprehensive certificate course in Digital Marketing by the department of HEIS of our college. This course aims to equip participants with the essential skills and knowledge required to thrive in today's digital driven business landscape. As Digital Marketing continues to shape the way business connect with their audience, it is crucial to empower professionals, entrepreneurs, and students with the expertise needed to navigate this dynamic field successfully.

We believe that our certificate course in Digital Marketing will be an invaluable opportunity for individuals seeking to acquire the necessary skills to excel in the Digital Marketing landscape. By imparting practical knowledge and fostering a collaborative learning environment, we are confident that participants emerge as proficient digital marketers capable of driving meaningful results.

We kindly request your support in reviewing and approving this proposal, as well as providing necessary resources or funding required for the successful launch and execution of the certificate course. We look forward to take the opportunity to contribute to the professional development and success of individuals in the field of digital marketing. Thank you for considering our proposal.

Yours Faithfully



Navjot Kaur

HEIS Department

Date: 16-01-2019



S.U.S. Govt. College, Sunam

Established in 1969, NAAC Accredited-Grade B (CGPA 2.72) Affiliated to: Punjabi University, Patiala
E-mail:gcsunam@gmail.com, College website: www.susgcsunam.com, Tel: 01676-220134

Basic information of proposed certificate course

Name of the Course	: Certificate Course in Digital Marketing.
Name of the Department	: HEIS
Duration of the Course	: 30 Hrs.
Target Group	:-Postgraduate Students of M.sc. IT.
Medium of instruction	:English
Number of candidates to be admitted	:45

Teaching Methodology:

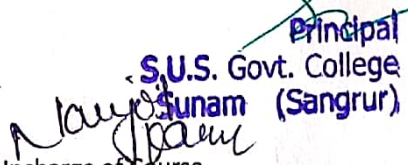
To ensure an engaging and effective learning experience, the course will employ a blend of interactive lectures, Group projects, hands-on exercises and discussions.

Information of Faculty:

Navjot Kaur, Assistant Professor of HEIS Department having M.Tech. Qualification and 7 years of teaching experience

Learning Resources:

Participants will receive a comprehensive pack that includes lecture Notes, recommended reading books from college library and online resources.


Principal
S.U.S. Govt. College
(Sangrur)
Incharge of Course

Department of HEIS



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Department of HEIS

Certificate Course in Digital Marketing (Session 2018-2019)

Total Marks: 50

Pass Marks: 18

Teaching Hours: 30

Objectives of the course:-

The primary objectives of our certificate course in Digital Marketing is to provide participants with a solid foundation and practical understanding of key concepts, strategies and tools used in Digital Marketing. By the end of the course, students will be able to do:

1. Develop and implement effective marketing campaigns across various platforms
2. Utilize search engine optimization (SEO) techniques to improve online visibility and organic traffic.
3. Understand and analyse web analytics to make data-driven marketing decisions.
4. Create compelling content that resonated with the target audience.
5. Harness email marketing and automation to nurture customer relationships.
6. Employ pay-per-click (PPC) advertising and conversion rate optimization (CRO) strategies for better campaign performance.

Nanjot Kaur



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Syllabus

UNIT-1

Introduction to Digital Marketing & its Significance

- Overview of Digital Marketing and its application
- Traditional Marketing vs Digital Marketing
- Digital Marketing Process

Website Planning and Development

- Types of websites
- Keywords
- Understanding Domain and Webhosting
- Building Website/Blog using CMS WordPress
- Using WordPress Plug-ins

Search Engine Optimization (SEO)

- Introduction to Search Engine Optimization
- Keyword Planner Tools
- On Page SEO Techniques-Indexing and Key Word Placement
- On Page SEO Techniques- Content Optimization
- On Page SEO: Yoast SEO Plug-in
- Off –Page SEO Techniques



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UNIT-2

Email Marketing

- Email Marketing- Introduction and Significance
- Designing e-mail marketing campaigns using Mail Chimp
- Building E-mail List and Signup Forms
- Email Marketing Strategy and Monitoring
- Email –Automization

UNIT-3

Pay Per Click Advertising

- Pay Per Click Advertising: Introduction
- Pay Per Click Advertising: Google Adword
- Types of Bidding strategies

UNIT-4

Google Analytics

- Google Analytics: Introduction and Significance
- Google Analytics Interface and Setup
- Understanding Goals and Conversions

UNIT-5

Social Media Marketing

- Monitoring Traffic Behaviour and preparing Reports
- Social Media Marketing: Introduction and Significance
- Facebook Marketing: Introduction Types of Various Ad Formats
- Setting up Facebook Advertising Account
- Understanding Facebook Audience and its Types
- Designing Facebook Advertising Campaigns

Nayotpan



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Notice

Date 21.01.2019

All the students of M.Sc IT are hereby informed that the department of HEIS is going to organize a certificate course of Digital Marketing. The purpose of this course is to equip participants with the essential skills and knowledge required to thrive in today's Digital driven business landscape. As Digital marketing continues to shape the way business connect with their audience, it is crucial to empower professional, entrepreneurs, and students with the expertise needed to navigate this dynamic field successfully. This course aims:

- **Enhanced career prospects:** participants will gain a competitive edge in the job market with-in demand digital marketing skills sought by employers across industries.
- **Entrepreneurial opportunities:** The course equips aspiring entrepreneurs with the knowledge and tools needed to establish and grow their own successful digital marketing venture.
- **Expanded professional Network:** Participants will have the opportunity to connect and collaborate with industry professional, opening doors for potential partnerships and Mentorship.
- **Up-to-date industry insights:** The course content is regularly updated to reflect the latest trends and best practices in digital marketing, ensuring participants stay ahead of the curve.

Students willing to join the course register their names with the teacher incharge Prof Navjot Kaur before 25.01.2019.


Principal
S.U.S. Govt. College
Sunam (Sangrur)

S.U.S. Government College, Sunam

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Patiala E-mail: gcsunam@gmail.com, College website: www.susgcsunam.com, Tel: 01676-220134

Department of Computer Certificate Course in Digital Marketing. Admitted Students List Session 2018-19

S.No	Class	Name	Students Enrollment no
1	MscIT 1 st	Amarjeet Kaur	5001
2	MscIT 1 st	Suman Lata	5002
3	MscIT 1 st	Harsimranjeet Kaur	5003
4	MscIT 1 st	Rajinder Sharma	5005
5	MscIT 1 st	Priyanka	5006
6	MscIT 1 st	Meenu	5007
7	MscIT 1 st	Harpreet Kaur	5008
8	MscIT 1 st	Asha Rani	5009
9	MscIT 1 st	Beant Kaur	5010
10	MscIT 1 st	Amandeep Singh	5011
11	MscIT 1 st	Jasveer Kaur	5012
12	MscIT 1 st	Yadwinder Singh	5013
13	MscIT 1 st	Arshvir Singh	5014
14	MscIT 1 st	Vishali	5015
15	MscIT 1 st	Nisha Rani	5016
16	MscIT 1 st	Baljinder Singh	5017
17	MscIT 1 st	Damanpreet Singh	5018
18	MscIT 1 st	Amritpal Singh	5019
19	MscIT 1 st	Gurpreet kaur	5020
20	MscIT 1 st	Neha	5021
21	MscIT 1 st	Pooja Bansal	5022
22	MscIT 1 st	Jaspreet Kaur	5023
23	MscIT 2 nd	Jagdeep kaur	5101
24	MscIT 2 nd	Kushkiran Kaur	5102
25	MscIT 2 nd	Anjali Rani	5103
26	MscIT 2 nd	Mukesh Bansal	5104
27	MscIT 2 nd	Rohit Kumar	5105
28	MscIT 2 nd	Amandeep Kaur	5106
29	MscIT 2 nd	Jujhar Singh	5107
30	MscIT 2 nd	Rajinder Kumar	5108
31	MscIT 2 nd	Ramandeep	5109
32	MscIT 2 nd	Amandeep Kaur	5110

S.No	Class	Name	Students Enrollment no
33	MscIT 2 nd	Preeti	5111
34	MscIT 2 nd	Pardeep	5112
35	MscIT 2 nd	Harpreet Singh	5113
36	MscIT LE	Jyoti Rani	5201
37	MscIT LE	Rimpy Kaur	5202
38	MscIT LE	Jaspreet kaur	5203
39	MscIT LE	Deepti Rani	5204
40	MscIT LE	Rajni Rani	5205
41	MscIT LE	Ramandeep	5206
42	MscIT LE	Kanchain Jain	5207
43	MscIT LE	Yogita Rani	5208
44	MscIT LE	Sandeep Kaur	5209
45	MscIT LE	Gurpreet Kaur	5210

Principal
S.U.S. Govt College
Sunam (Sangrur)
Mayot
Kaur

ਕੰਪਿਊਟਰ ਵਿਭਾਗ
ਹਾਜ਼ਰੀ ਰਜਿਸਟਰ

ਸ਼ਹੀਦ ਊਧਮ ਸਿੰਘ ਸਰਕਾਰੀ ਕਾਲਜ, ਮੁਕਾਮ

ਕੁੱਲੀ ਨੰ:	ਨਾਮ	ਮਿਤੀ 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
5111	Preeti	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
5112	Paandeep	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
5113	Harpreet Singh	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
5201	Jyoti Rani	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
5202	Rimpy Kaur	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
5203	Jaspreet Kaur	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
5204	Deepiti Rani	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
5205	Rajni Rani	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
5206	Ramandeep	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
5207	Kamran Jain	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
5208	Yogita Rani	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
5209	Sakdeep Kaur	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
5210	Gurpreet Kaur	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P

ਫੋਨ ਨੰਬਰ #9688438004

ਸੈਸ਼ਨ 2018-2019 ਖੋ: NAVJOT KAUR
ਸ਼੍ਰੇਣੀ: MS: ITI/TITLE ਵਿਸ਼ਾ: Digital Marketing Feb/March 2019

16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	ਚਾਲੂ	ਪਿਛਲੇ	ਜੋੜ	ਵਿਸ਼ੇਸ਼
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P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		29			
P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		29			
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P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		29			

Navjot Kaur

ਕੰਪਿਊਟਰ ਵਿਭਾਗ
ਹਾਜ਼ਰੀ ਰਜਿਸਟਰ

Examination Record.

ਸ਼ਹੀਦ ਊਧਮ ਸਿੰਘ ਸਰਕਾਰੀ ਕਾਲਜ, ਮੁਕਾਮ

ਲੜੀ ਨੰ:	ਨਾਮ	ਮਿਤੀ	2	3	4	5	6	7	8	9	10	11	12	13	14	15
		1														

Certificate issued Record.

Sr. no	Roll no	Name	Class	Marks out of 50	Signature
1	5001	Amarjeet Kaur	MscIT 1 st	46	Amarjeet Kaur
2	5002	Suman Lata	MscIT 1 st	45	Suman Lata
3	5003	Harsimranjeet Kaur	MscIT 1 st	42	Harsimranjeet Kaur
4	5005	Rajinder Sharma	MscIT 1 st	43	Rajinder Sharma
5	5006	Priyanka	MscIT 1 st	47	Priyanka
6	5007	Meenu	MscIT 1 st	40	Meenu
7	5008	Harpreet Kaur	MscIT 1 st	41	Harpreet Kaur
8	5009	Asha Rani	MscIT 1 st	40	Asha Rani
9	5010	Beant Kaur	MscIT 1 st	43	Beant Kaur
10	5011	Amandeep Singh	MscIT 1 st	44	Amandeep Singh
11	5012	Jasveer Kaur	MscIT 1 st	42	Jasveer Kaur
12	5013	Yadwinder Singh	MscIT 1 st	41	Yadwinder Singh
13	5014	Arshvir Singh	MscIT 1 st	41	Arshvir Singh
14	5015	Vishali	MscIT 1 st	42	Vishali
15	5016	Nisha Rani	MscIT 1 st	45	Nisha Rani
16	5017	Baljinder Singh	MscIT 1 st	42	Baljinder Singh
17	5018	Damanpreet Singh	MscIT 1 st	45	Damanpreet Singh
18	5019	Amritpal Singh	MscIT 1 st	43	Amritpal Singh
19	5020	Gurpreet kaur	MscIT 1 st	47	Gurpreet kaur
20	5021	Neha	MscIT 1 st	47	Neha
21	5022	Pooja Bansal	MscIT 1 st	46	Pooja Bansal
22	5023	Jaspreet Kaur	MscIT 1 st	45	Jaspreet Kaur
23	5101	Jagdeep kaur	MscIT 2 nd	46	Jagdeep Kaur
24	5102	Kushkiran Kaur	MscIT 2 nd	46	Kushkiran Kaur
25	5103	Anjali Rani	MscIT 2 nd	43	Anjali Rani
26	5104	Mukesh Bansal	MscIT 2 nd	42	Mukesh Bansal
27	5105	Rohit Kumar	MscIT 2 nd	44	Rohit Kumar
28	5106	Amandeep Kaur	MscIT 2 nd	45	Amandeep Kaur
29	5107	Jujhar Singh	MscIT 2 nd	43	Jujhar Singh
30	5108	Rajinder Kumar	MscIT 2 nd	44	Rajinder Kumar
31	5109	Ramandeep	MscIT 2 nd	45	Ramandeep
32	5110	Amandeep Kaur	MscIT 2 nd	46	Amandeep Kaur
33	5111	Preeti	MscIT 2 nd	42	Preeti
34	5112	Pardeep	MscIT 2 nd	44	Pardeep
35	5113	Harpreet Singh	MscIT 2 nd	43	Harpreet Singh
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39	5204	Deepti Rani	MscIT LE	43	Deepti Rani
40	5205	Rajni Rani	MscIT LE	44	Rajni Rani
41	5206	Ramandeep	MscIT LE	43	Ramandeep
42	5207	Kanehain Jain	MscIT LE	47	Kanehain Jain
43	5208	Yogita Rani	MscIT LE	47	Yogita Rani
44	5209	Sandeep Kaur	MscIT LE	45	Sandeep Kaur
45	5210	Gurpreet Kaur	MscIT LE	46	Gurpreet Kaur



ਸ਼ਹੀਦ ਉਧਮ ਸਿੰਘ ਸਰਕਾਰੀ ਕਾਲਜ, ਸੁਨਾਮ ਉਧਮ ਸਿੰਘ ਵਾਲਾ
S.U.S. GOVT. COLLEGE, SUNAM UDHAM SINGH WALA

Certificate of Completion

Department of H.E.I.S

Session: 20.18.. - 20.19..

This is to certify that Mr./Miss Kanchain Jain

Class MSc.IT(LE) Roll No. 5207 has successfully completed

Add on/Certificate/Diploma Course in Digital Marketing

with the duration of 30 hrs.

Najot
In-Charge

[Signature]
Principal
S.U.S. Govt. College
Sunam (Sangrur)
Principal