

SRI VENKATESWARA COLLEGE
ACTIVITY REPORT
CERTIFICATE COURSE 2020-2021

FACULTY: COMMERCE DEPARTMENT/ COMMITTEE: COMMERCE/ ADD ON COMMITTEE IQAC ACTIVITY No: SVC/2020-21 COM/AK/1

NAME OF THE ACTIVITY: Add on Course on Digital Marketing			
DATE	FACULTY	DEPARTMENT/COMMITTEE	COORDINATOR NAME
16 th Jan,2021- 3 rd April,2021	COMMERCE	COMMERCE/ ADD ON COMMITTEE	DR. MAMTA ARORA & DR. ARPITA KAUL
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor
	GOOGLE MEET	26 STUDENTS	Indoor
SUPPORT/ASSISTANCE:	SRI VENKATESWARA COLLEGE		

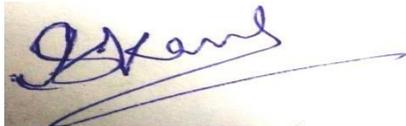
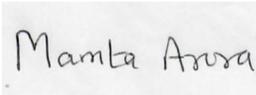
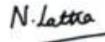
BRIEF INFORMATION ABOUT THE ACTIVITY: (CRITERION NO. - I)

TOPIC/SUBJECT OF THE ACTIVITY	ADD ON COURSE ON DIGITAL MARKETING
OBJECTIVES	The objective was to provide a course on Digital Marketing (which is a very significant subject in today's scenario) keeping in mind the advancement of digital technology and the pandemic at an affordable rate to students of different colleges and industry.
METHODOLOGY	The syllabus was designed with the help of Industry experts and online classes were held on Google Meet Platform.
OUTCOMES	The enrolled students learnt about Google Search, App and YouTube, Google Display Ads, Shopping campaigns using Facebook and Instagram Advertising, Reporting Visualization Tools and Google Analytics etc.

PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):

Notice & Letters√	Student list of participation √	Activity report √	Photos √	Feedback form√
Feedback analysis	News clip with details	Certificate	Any other√	

IQAC Document No: IQAC/CERTIFICATE Courses/	Criterion No: I/VII	Metric No:
Departmental file no	IQAC file No; 2020-2021	

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
DR. ARPITA KAUL(CONVENER) 	DR. MAMTA ARORA (TIC & CONVENER) 	 Dr. N. Latha Coordinator, IQAC Coordinator, IQAC Sri Venkateswara College (University of Delhi) Dhaula Kuan, New Delhi-110021

For Reference

Criterion I	Curricular Aspects (planning & Implementation)	Criterion V	Student Support & Progression
Criterion II	Teaching Learning & Evaluation	Criterion VI	Governance
Criterion III	Research, Innovations & Extension	Criterion VII	Institutional Values & Best Practices
Criterion IV	Learning Resources and Infrastructure		

PROOFS

Pictures



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(University of Delhi)
Benito Juarez Road, Dhaulta Kuan, New Delhi- 110021

Convener : Dr. Mamta Arora & Dr. Arpita Kaul
Maximum number of Participants: 40
Course Duration: 16th January, 2021 – 3rd April, 2021
Fee Structure: Rs. 3500/-

Eligibility: Students of all streams of Sri Venkateswara College are eligible. Outsiders are also eligible. Selection of the participants will be on first come first basis. Certificates shall be awarded based on the assessment.

Highlights of the Add-on Course

1. Basic knowledge in the area of Digital Marketing.
2. Topics include Google Search, App and Youtube, Google Display Ads, shopping campaigns using Facebook and Instagram Advertising, Reporting Visualization Tools and Google Analytics etc.
3. Lectures by renowned industry experts.
4. Discussion of relevant case studies and screening of relevant movie clippings.
5. Industry interaction.
6. Evaluation an integral part of the curriculum.

For Admission related queries, please contact

Mamta Arora
Dr. Mamta Arora
9811332984
Course Convener

Arpita Kaul
Dr. Arpita Kaul
9873609207
Course Convener

Principal
Principal

DIGITAL MARKETING

(Add - On Course Report)

By:

Department of Commerce

Sri Venkateswara College

16th January 2021 – 3rd April, 2021

ACKNOWLEDGEMENT

We consider it a great privilege to be a part of this prestigious institution Sri Venkateswara College. Not only academically but the college has always excelled in all the fields and it feels extremely great to be a part of one such initiative. We would like to express our special gratitude to our Principal Madam, **Prof. C. Sheela Reddy** for fostering great values in the college environment and inspiring us to do new things.

We are also grateful to the current Vice Principal **Dr. S. Venkata Kumar** who was also the Acting principal back when the course was initiated and started.

We are also very grateful to the resource persons **Mr. Pradeep Singh**, Marketing Head, Zyxel Technology India Pvt Ltd., Zyxel Communications and **Ms. Neeti Sirohi**, Senior Media Planner in Publicis Sapient.

We also thank **Ms. Sunita Chhabra and Dr. Shruti Mathur** for always keeping our morale high and guiding us from time to time. Special mention goes to our team members, **Dr. Sindhumani Bag, Ms. Shilpa, Mr Ajit Singh and Ms. Mohini Yadav** who played a vital role in the fruitful completion of the course.

Last but not the least, a special thanks to all administrative, accounting and ICT department for their cooperation throughout this beautiful journey.

(Dr. Mamta Arora) & (Dr. Arpita Kaul)

(Course Convener)

FROM THE PRINCIPAL'S DESK



It give me immense pleasure to note that the Department of Commerce, this year has offered an Add on Course on Digital Marketing. Since 2019, the Department has been offering an Add on Course on Entrepreneurship but this year keeping up with the industry trend and demand the Department has gone ahead and offered the students of the University of Delhi the opportunity to learn the technicalities of Digital Marketing. Keeping in mind the changes brought in the business environment due to the pandemic the subject has gained a lot of weight, therefore, this subject has been offered this year.

The industry experts Mr. Pradeep Singh and Ms. Neeti Sirohi, as resource persons have helped bridge the gap between theory and practice. This initiative of the Department aims at making students industry ready by learning the art of Digital Marketing.

I congratulate the two Conveners Dr. Mamta Arora and Dr. Arpita Kaul for shouldering this responsibility together with the other team members Dr. Sindhumani Bag, Ms. Shilpa, Mr. Ajit Singh and Ms. Mohini Yadav. Hope the Department will continue the trend of offering more such meaningful and significant courses to the student fraternity.

Prof C. Sheela Reddy

Principal

MESSAGE FROM THE VICE PRINCIPAL



It gives immense pleasure on learning about the successful completion of the Add on Course “**DIGITAL MARKETING**” an initiative of the Department of Commerce.

I commend the efforts of **Dr. Mamta Arora** and **Dr. Arpita Kaul** in particular and their wonderful team comprising other teachers from the **Department of Commerce** for their thought to start this new Add on Course in online mode.

The dynamics of the COVID PANDEMIC has seen phenomenal distortions as well as opportunities. With no chance of physical marketing and the fear of meeting people, however, has not taken away the spirit to buy. It was this dilemma which led to leaning towards the online marketing and consequentially digital transactions has increased significantly.

DIGITAL PLATFORM, has evolved as the meeting place for both the buyer and seller, necessitating the sellers to showcase their products and complete the sale in virtual mode.

I am sure that this 36 hour course spanning over three months would have immensely benefited the students. Hopefully the interaction with both **Mr. Pradeep Singh** and **Ms. Neeti Sirohi**, experts in their fields and the learned resource persons for this course, has enhanced the knowledge of every student in the development of IT networks and designing the appropriate media for advertising. This digital literacy is in sync with the Honble. Prime Minister’s call for more digital financial transactions which also is the need of the hour.

Dr. S. Venkata Kumar
Vice Principal

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1. INTRODUCTION

In the current times of Coronavirus pandemic, face to face marketing has lost its meaning and importance. Digital Marketing has become the need of the hour for businesses to promote their products and services. Even though Digital Marketing is not a new concept but our Honorable Prime Minister's Digital India Campaign and the Coronavirus pandemic have been two primary reasons for the growing interest of industry in this concept.

The **Department of Commerce, Sri Venkateswara College**, under the able guidance of our Acting Principal, **Dr. S. Venkata Kumar** understood the need of the hour and therefore took the initiative of starting an add – course on 'Digital Marketing' for the students. This course aimed at infusing the digital marketing skills, which can help our students to understand the key requirements of the business environment. The students also learnt about Facebook campaigns, Instagram advertisements, Google ads, reporting and Google analytics. They also gained insights in analyzing and generating leads.

Expected Learning outcomes

The students who took up this course learnt:

- The art of marketing digitally through platforms like Facebook, Instagram & Google ads
- Creating value digital advertisements in the online space
- Promoting the products and services on online platforms
- Understanding, reporting and analyzing data generated online

Course Duration

This was a three months course with a 36 hour duration which started on 16th January, 2021 and ended on 3rd April, 2021. The classes were held on Saturdays and Sundays.

Twenty six students from different courses of different colleges of University of Delhi enrolled for the course. Students were from different courses like BA Programme, B.Sc. Biochemistry (Hons), B.Com (Hons), B.Com and B.Sc. Statistics (Hons). The students were from following colleges

1. Sri Venkateswara College (University of Delhi)
2. Gargi College (University of Delhi)
3. Miranda House (University of Delhi)
4. Shyama Prasad Mukherjee College (University of Delhi)
5. P.G.D.A.V College

2. TEAM BEHIND THE COURSE

COURSE CONVENERS



TEAM MEMBERS



The journey of this add on course on **Digital Marketing** right from idea inception to materialization, would not have been possible without the collective initiative taken by the team conveners and its members, in terms of creativity, techno-savvy skills, diligence and patience. **Dr. Mamta Arora, the Teacher In Charge** who has always supported new initiative and creative ideas of the Department colleagues has added another feather in her cap by supporting the idea of offering this course. The course was started at the initiative of **Dr. Arpita Kaul** who was fully supported by **Dr. Mamta Arora**. **Dr. Sindhumani Bag** (Assistant Professor), **Ms. Shilpa** (Assistant Professor **Mr. Ajit Singh** (Assistant Professor) and **Ms. Mohini Yadav** (Assistant Professor) also deserve a special mention for their valuable inputs and untiring efforts for the successful completion of this program.

3. RESOURCE PERSONS

Our resource persons included two eminent industry experts.



Mr. Pradeep Singh, Marketing Head, Zyxel Technology India Pvt Ltd., Zyxel Communications is the World's largest manufacturer for IT Networking Devices. Prior to that, he has held the various marketing positions at different Multi National Companies. He is also a leading public speaker and career consultant.

Mr. Singh is an MBA from GGSIPU and certificate holder from IIT Delhi. He has attended general management program conducted by Ross School of Business, University of Michigan. Mr. Singh has been associated with the IT industry both in India and overseas for more than 10 years. He has handled assignments in General Management, Marketing, Corporate Planning and International Operations. Prior to his current assignment he has worked with BenQ, Barco, IBM and ESSAR in India.

As the Marketing Head of Zyxel India, India's premier Networking products and services company, Mr. Singh spearheaded the growth of IT Networking deployment in India. He is actively involved with various professional bodies associated with the Indian Networking and Marketing industry. He is currently member of FICCI Committee. He is also former member of Marketing Association and was honored with Fellowship in the year 2018. He has also been honored and acknowledged by several leading media houses for his pioneering contribution to the Indian Marketing Industry by creating awareness and demonstrating benefits of this wonderful tool in different walks of life in India.



Ms. Neeti Sirohi, is a Senior Media Planner in Publicis Sapient. She is an accomplished Digital Marketing Manager offering over 9+ years of experience driving revenue through building and maintaining client relationships. She has worked in various verticals (Airlines, Hotels, Education, E-Commerce, B2B, Pharma) and understood their nuances and go to strategy. Creative and dynamic marketer with proven expertise in consistently penetrating new markets to ensure sustainable revenue growth. Responsible for workflow management of the Account Managers and Account growth. Strategize marketing activities for clients on basis of KPI. Identifying new needs of the business and granting solution to them. Worked closely with automation (machine learning) team to create new solutions via machine learning/API to make client's campaign more efficient and cost saving. **The resource persons used interactive pedagogy including group discussions, case studies and Audio visual tools to deliver the content.**

4. SYLLABUS AND STRUCTURE OF THE COURSE

The Course covers four modules:

- **Module 1: Google Search, App & YouTube**
- **Module 2: Google Display Ads**
- **Module 3: Shopping campaigns using Facebook & Instagram Advertising**
- **Module 4: Reporting, Visualization Tools and Google Analytics**



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ADD ON COURSE ON DIGITAL MARKETING SYLLABUS

STRUCTURE OF THE COURSE: The total course duration is 36 hours including:

- *Teaching :* 30 hours
- *Assessment:* 6 hours

COURSE CONTENTS (30 teaching hours)

Unit 1

10 hrs

Google Search, App & YouTube

- Campaign setup & targeting details
- Keywords & Match types
- Negative keywords
- Remarketing list for search ads (RLSA) & Industry's best practises
- In-market for search ads
- Call only Ads
- Quality score performance tracking & how to improve
- Ad-Extensions – sitelinks, structured snippet, message, callouts, phone extension etc
- Different Ad types – RSA, DKI, countdown, Ad customizers, ETA
- Search campaign strategy for new and returning users
- Keyword planner
- Campaign optimization approach & best practises
- Search query analysis & text mining
- Auto tagging & manual tagging
- Search Attribution modelling

- Conversion tracking setup for website & Phone calls
- Store sales direct (SSD) campaigns
- Advanced bidding strategies (target CPA, Target ROAS, ECPC, manual cpc, maximize conversion, target impression share)
- Auction insight reporting
- Competitive metrics
- Ads scripting & Automate rules
- YouTube campaigns / YouTube analytics
- Google App Campaigns (UAC 1.0, 2.0 & 3.0)
- App Engagement campaigns & App tracking

Unit 2

5 hrs

Google Display Ads

- In-market
- Affinity audiences
- Custom Affinity / Custom Intent campaigns
- Contextual targeting
- Different Ad format – HTML, static, gif banners, Responsive Image Ads
- Remarketing / dynamic remarketing campaigns
- Smart display Campaigns
- Dynamic remarketing campaigns for retail, hotel, flights & real estate industry & their tracking & implementation guidelines

Unit 3 Shopping campaigns using Facebook & Instagram Advertising

10 hrs

- Product listing ads (PLA) ads
- Smart shopping campaigns
- Best Practises
- Difference b/w Reach & frequency (R&F) and auction campaigns
- Reach & frequency buying on Facebook
- Lead generation campaigns & best guidelines to setup the campaigns
- Product catalogue campaigns
- Creative approach at branding, consideration & purchase phase
- Pixel tracking & Event setup
- Lookalike & Value based lookalike audiences and approach for the best marketing strategies
- Facebook Analytics
- Facebook offline conversions
- Ads Reporting & Insights
- Automated Rules
- Split testing (A/B testing)
- Instagram shopping

- Creatives types for Facebook & Instagram
- How to evaluate & optimize campaigns
- Boost your marketing strategies for Facebook pixel
- Targeting options in Facebook
- In-stream video ads
- Bid strategies in Facebook
- Attribution in Facebook
- Troubleshooting of pixel tracking, setup & guidelines
- Significance of learning phase
- Campaign objectives- video views, conversions, website traffic, brand awareness,

Unit 4 Reporting, Visualization Tools and Google Analytics

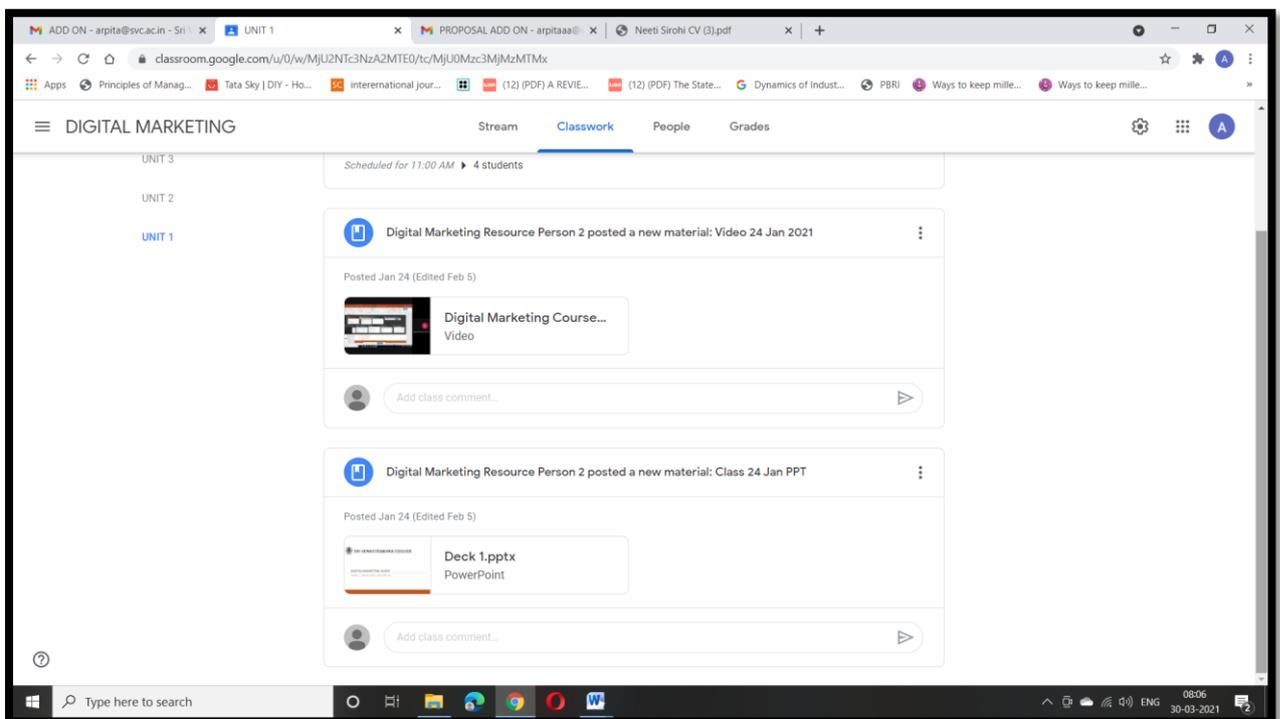
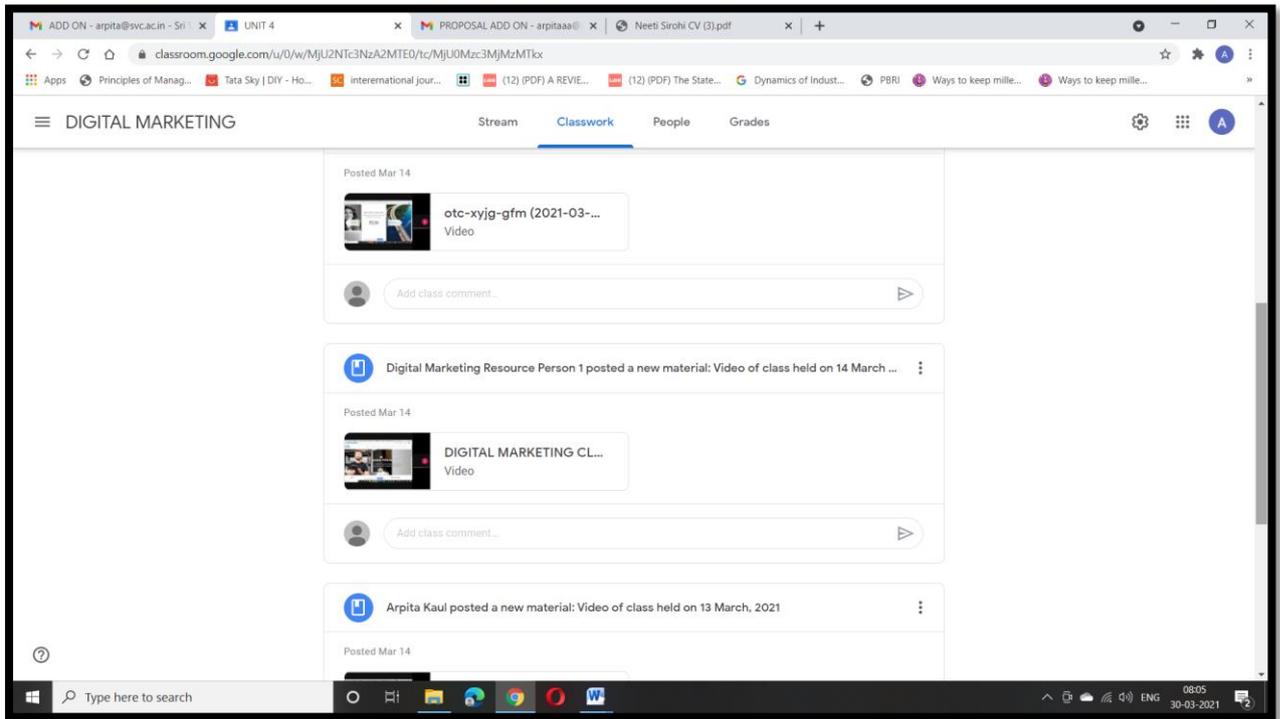
5 hrs

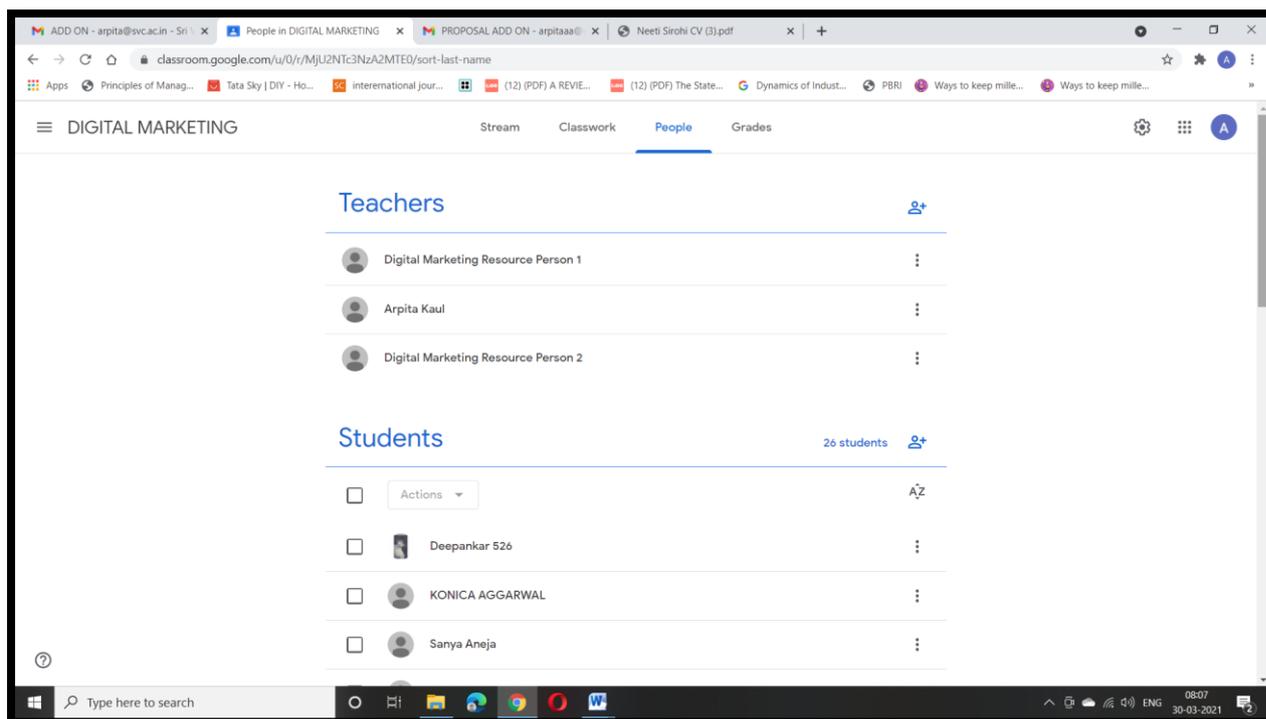
- Google Data Studio
- Google Console
- Spreadsheet
- Ms-Excel
- Account setup
- Real time reporting
- Event & Goal Setup
- Advanced filtration & Segmentation
- Audience approach & best practises
- Attribution reporting
- Conversion segment
- Metric calculation – sessions, bounce rate, exit rate, bounces, session unification, page views, session duration act
- Custom metrics
- Difference b/w Account, property & view and settings available at each level
- Dashboard, custom reporting & Saved reports
- Multi-channel funnel reporting
- Behaviour reporting
- Channel level reporting
- Difference b/w standard & analytics 360
- Calculated metric, content grouping
- Google Tag Manager
- Google Ads Editor
- Attribution modelling
- Media Planning
- Amazon search Ads (H S A, Automatic & Manual Targeting)
- Advanced Google Analytics

Assessment

Four Assignments will be given to students, one each from each unit at the end of completion of each unit. Each assignment will be for 25 marks adding up to a total of 100 marks.

The content was also made available through the Google Classroom. The recording of all the classes were also uploaded on GCR.

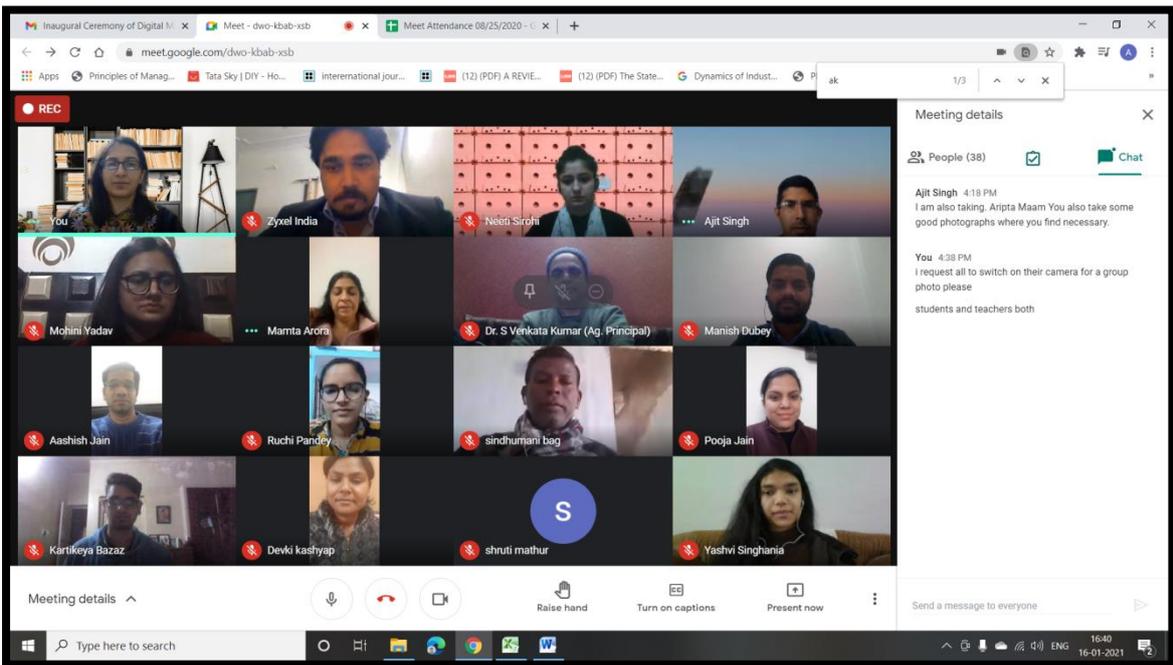
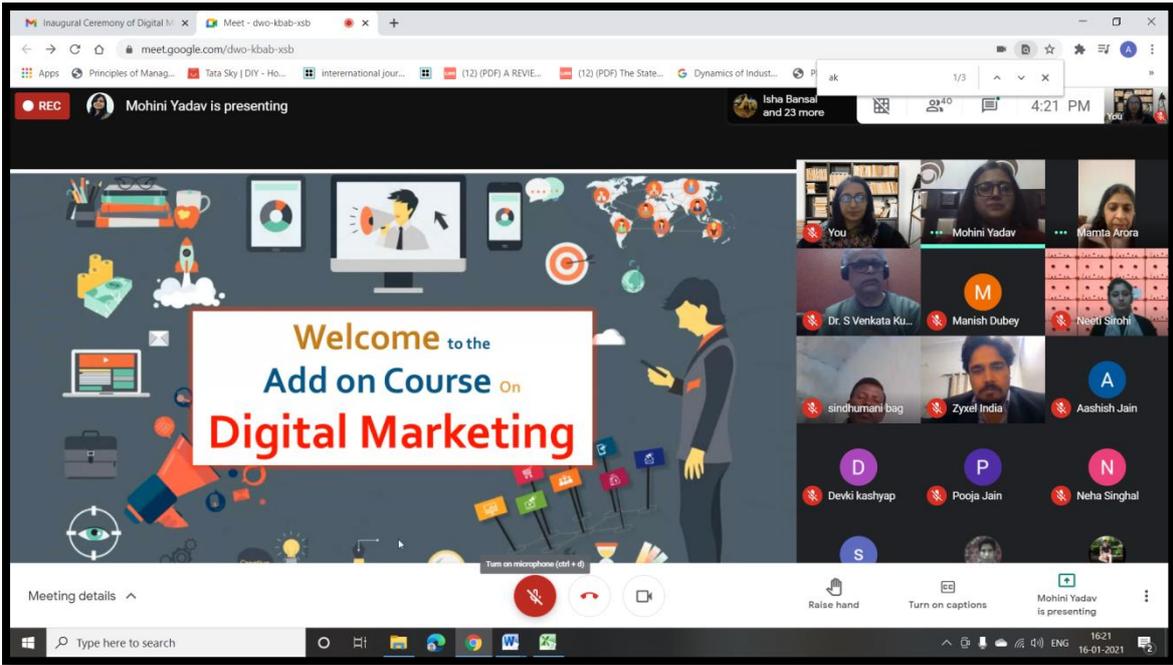




5. INAUGURAL CEREMONY

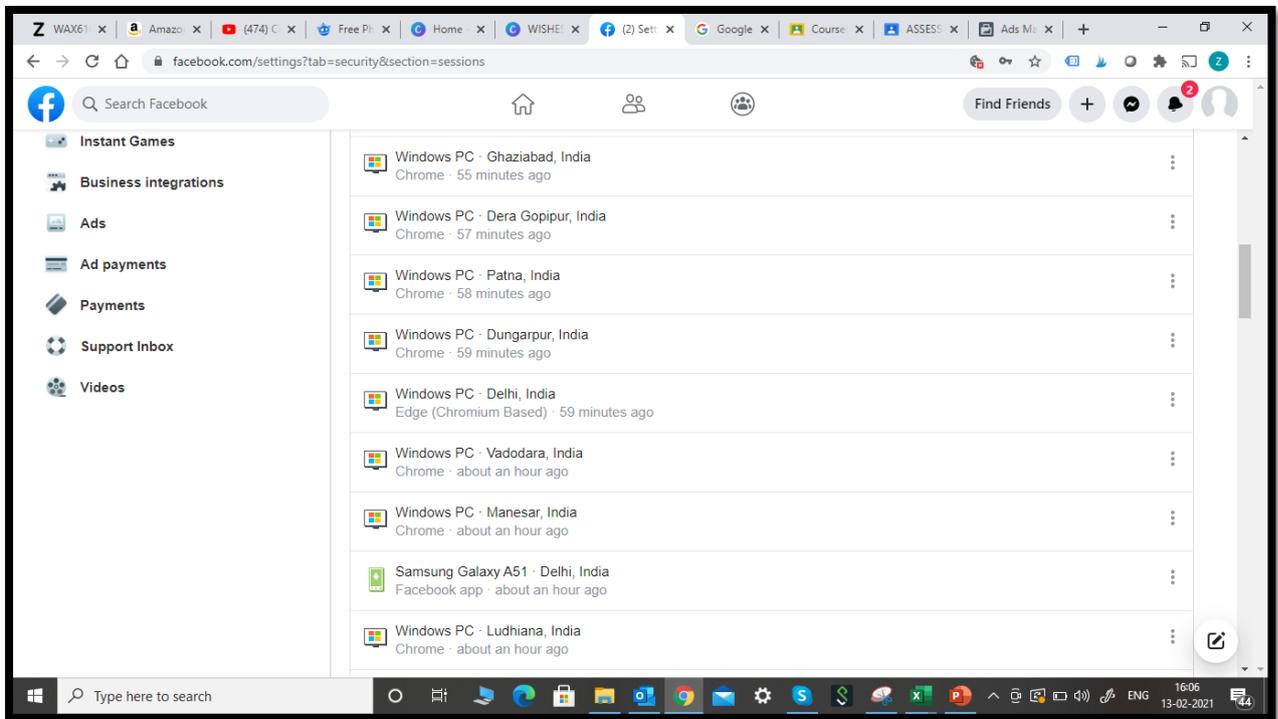
The Inaugural Ceremony of the Digital Marketing Add on Course was held on 16th January 2021 at 4 p.m. on Google Meet Platform. 23 students out of 26 registered students and the Department of Commerce faculty attended the inaugural. The Inaugural began with Dr. Arpita Kaul, Convener, Add on Course introducing the need and importance of the course and then inviting Dr. Mamta Arora, Convener, Add on Course and Teacher In-Charge, Department of Commerce. She talked about how Digital Marketing has become the buzzword and how it has changed the industry landscape. Then, Dr. S. Venkata Kumar, Acting Principal and senior most faculty member of the Department of Commerce welcomed the Resource persons and illustrated why Digital Marketing is better than the traditional Marketing. He also thanked the conveners for taking this responsibility of starting an Add on Course on such a significant theme. After this, Ms. Mohini Yadav gave a presentation on Course structure and curriculum. This was followed by a brief introduction of the Resource persons by Dr. Arpita Kaul.

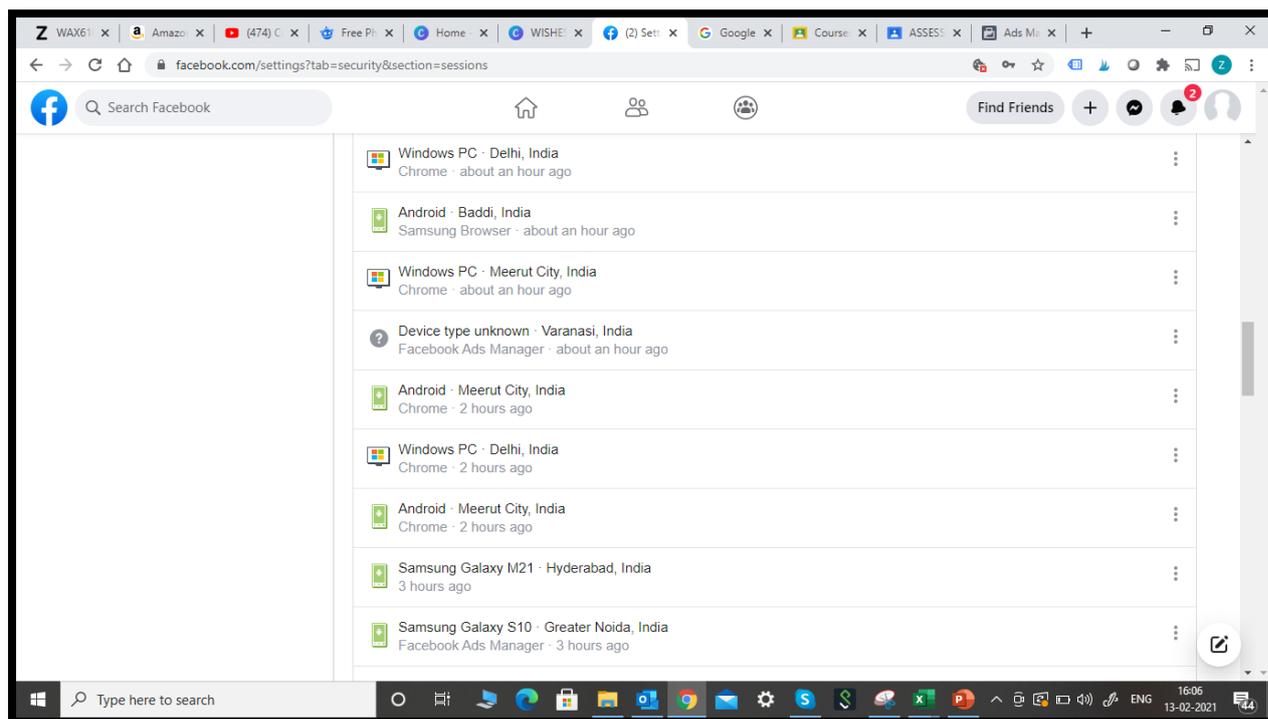
Then, Mr. Pradeep Singh, Marketing Technologies and Ms. Neeti Sirohi, Senior Media Planner, Publicis, Sapient both gave a brief introduction of the course curriculum. At the end Dr. Sindhumani Bag proposed the vote of thanks and expressed heartfelt gratitude to all.



6. ASSESSMENT

Since it was pandemic time, everything from teaching, training to assessment was done online. The students attended the classes and gave their assessments from every nook and corner of the country and this made the course truly and literally digital. The students attended from Ghaziabad, Patna, Delhi, Vadodara, Ludhiana, Meerut, Varanasi, Hyderabad, Manesar, Greater Noida etc.



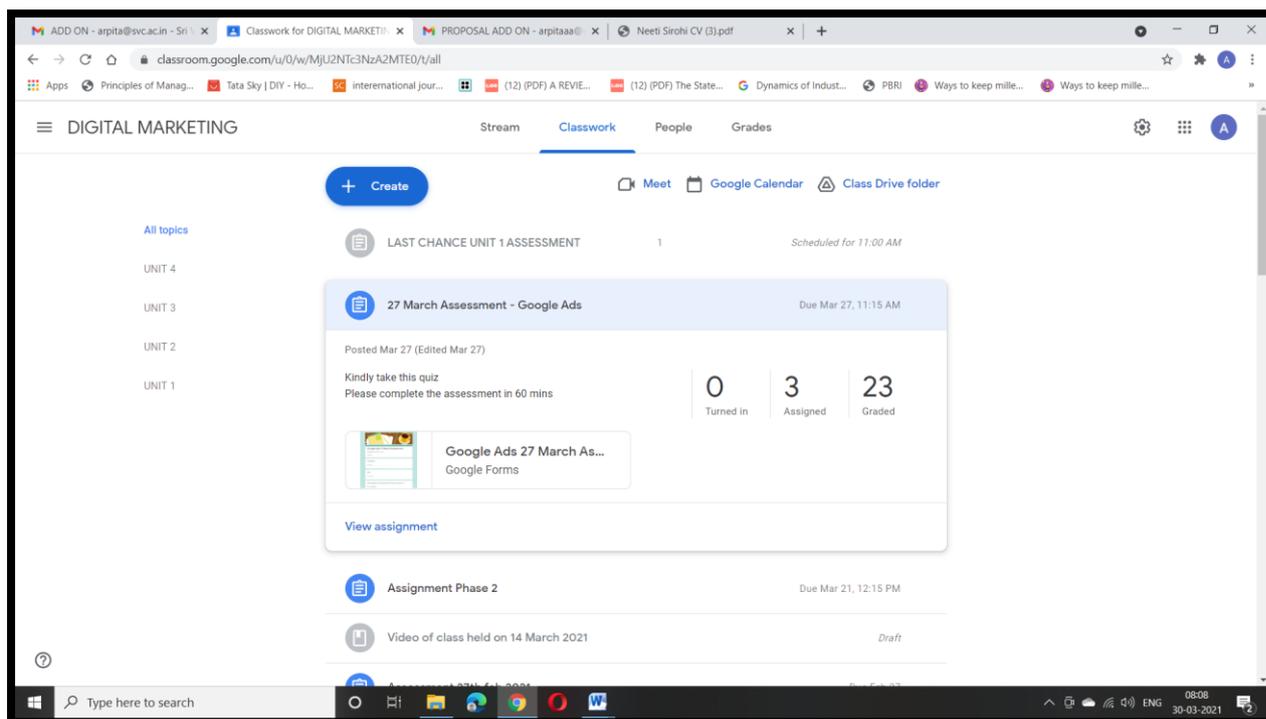


The students were assessed four times. For each unit an assessment carrying 25 marks was taken.

1. Facebook advertising assessment held on 13th Feb, 2021
2. Google Display Set up assessment held on 27th Feb, 2021
3. Google Search App and YouTube MCQ Held on 27th March, 2021
4. Google Analytics subjective questions and answers held on 28th March, 2021

The students were assessed online.

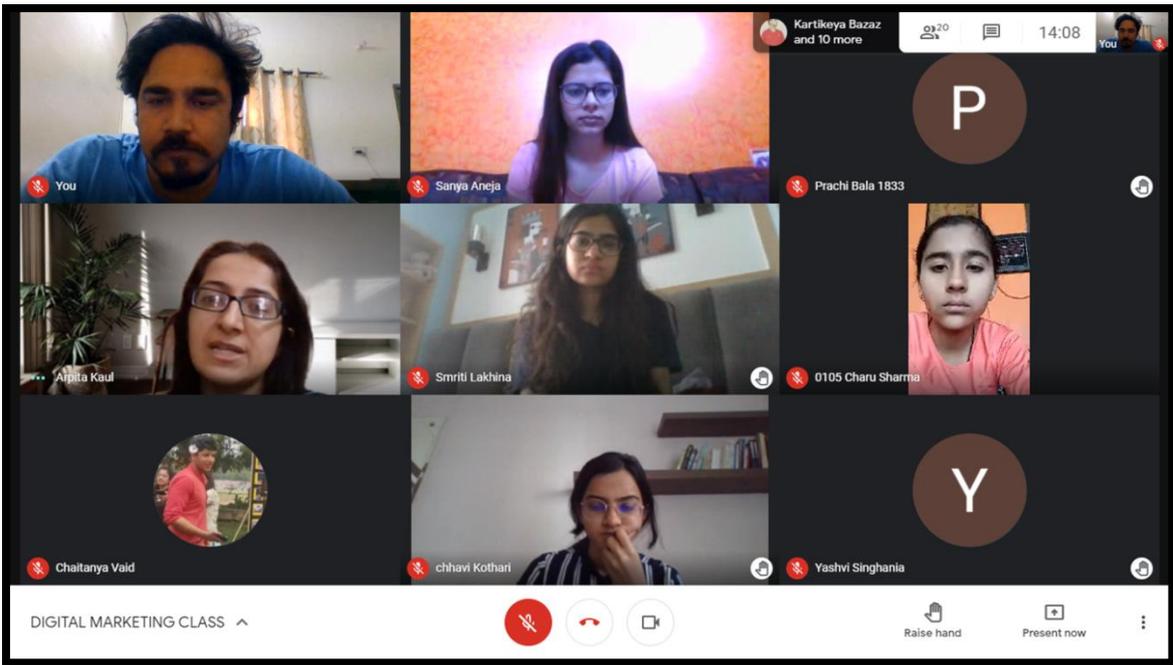
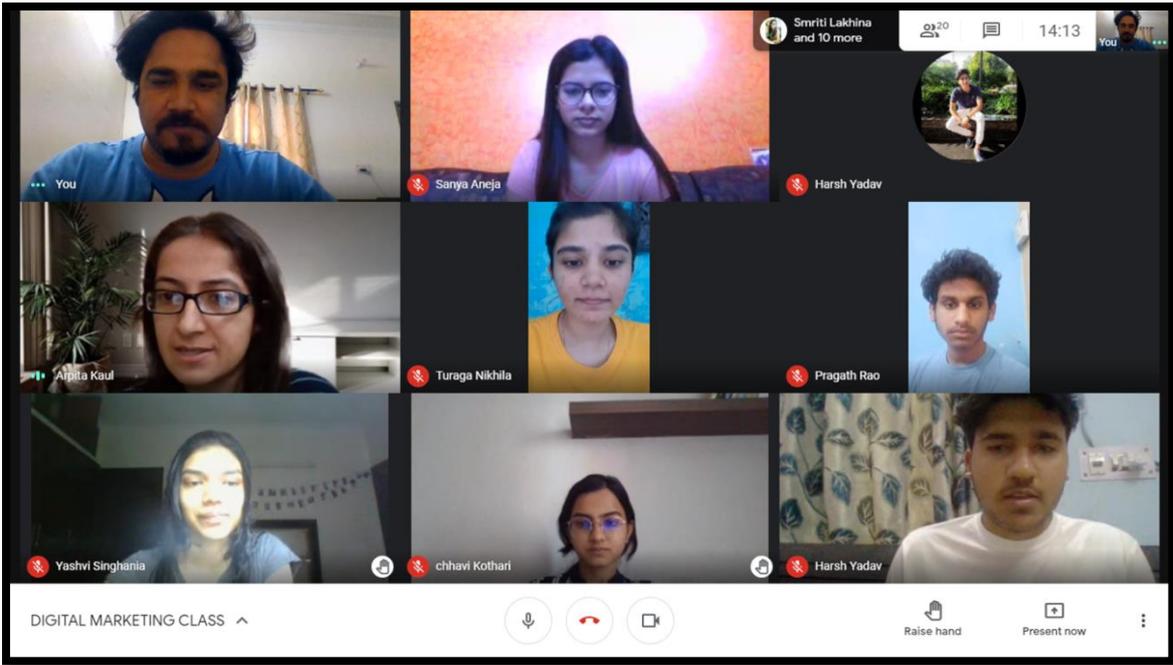
All the registered students were enrolled on Google Classroom and learning material was disseminated through this time to time. Not only the learning material was disseminated but the assessments were also taken on this medium. The advantage was that there was no paperwork, no expense on photocopy of question papers, no money, time and energy wastage on offline classroom interactions. It was totally pandemic friendly and user friendly. It was literally Digital in letter and spirit.



7. Feedback session

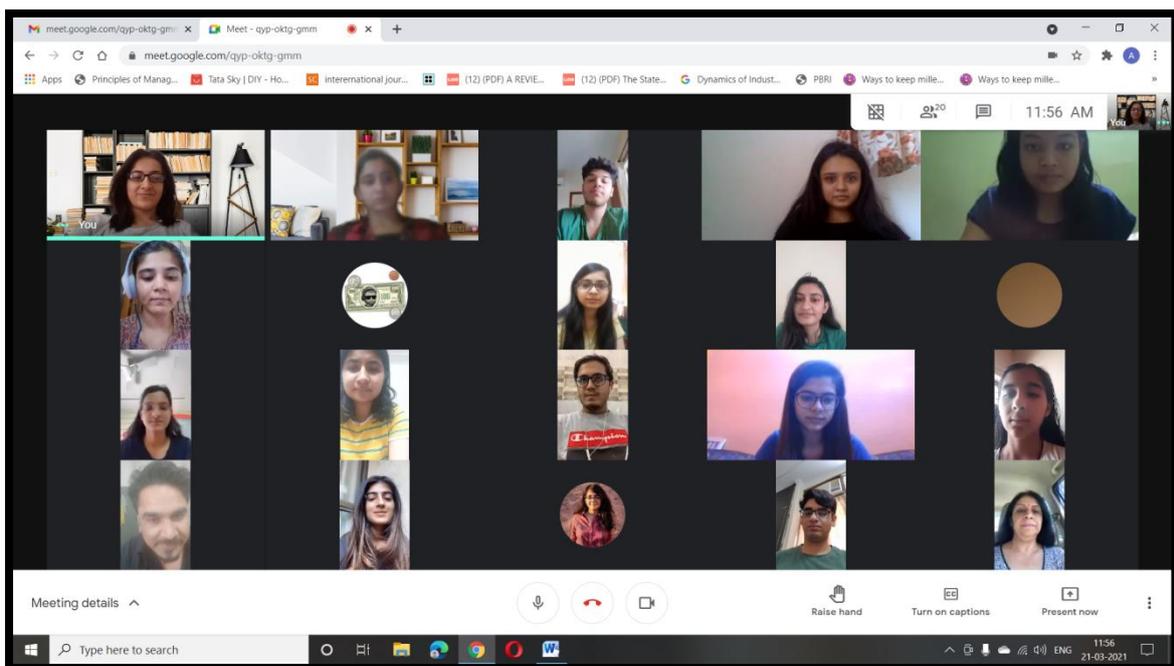
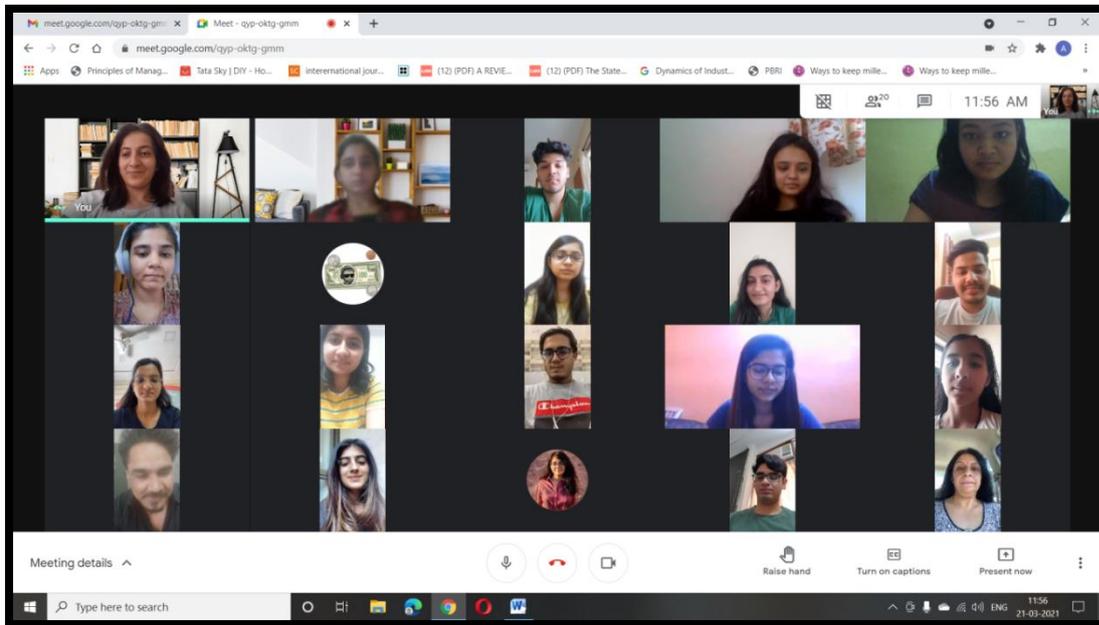
Since, all the classes were held online, it was important to have a feedback session with the students in order to resolve any issues that they were facing. A broadcast group was being managed by Dr. Arpita Kaul on which all the posts relating to classes, assignments was being shared regularly and the same was being updated on GCR. On 13th March, a google meeting was organized to discuss any problems or issues relating to the add on course.

A feedback session was held in which students issues relating to their semester examination and add on course assessment were discussed. It was decided that a last chance will be given to the students on 30th March, 2021 so that they can do all their assessments. With the kind help of resource persons these assessments were managed well.



8. LAST CLASS

Last class of the course was held on 21st March, 2021. With this class the 30 hour teaching and training came to an end.



9. STUDENTS LIST

S.No	Name
1	Aakriti Prasad
2	Harsh Yadav
3	Conan Kenaz A Sangma
4	Deepankar
5	Nikhila Turaga
6	Chaitanya vaid
7	Pragath
8	Chhavi kothari
9	Smriti Lakhina
10	Isha Bansal
11	Guncha Sachdeva
12	Sanya Aneja
13	Amisha kumari
14	Kosha Trivedi
15	KARTIKEYA BAZAZ
16	YASHVI SINGHANIA
17	Nitin Raghav
18	Konica Aggarwal
19	Ruchi Pandey
20	Mohak Dembla
21	Muskan Thirani
22	Palak Taneja
23	Kousheen Brar
24	Prachi Bala
25	Charu Sharma
26	Pankaj

10. FEEDBACK ANALYSIS: Overall course rating out of 5

4 Course was properly designed	4 Objectives of the course were clear
4 Course met your expectations	5 The course exposed you to new knowledge and practices
4 Lecture sequence was well planned	4 Will you recommend this course to your colleagues?
5 Lectures were clear and easy to understand	5 Teaching aids were used effectively
5 Teachers encouraged interaction and were helpful	5 Teachers were punctual and regular in taking classes
5 Study material handed out was adequate	4 Overall rating for the course
4 Overall rating for the course content	5 Overall rating for the course teachers

Feedback for Mr. Pradeep Singh (rating out of 5)

5	Punctuality in the class
5	Regularity in taking classes
5	Completed syllabus of the course in time
5	Focus on syllabus
5	Communication Skills
5	Conducting the classroom discussions
5	Focusses on subject matter
5	Delivery of structured lecture
5	Skill of creating interest in the subject
4	Uses of teaching aids like whiteboard, ppt as per requirement
5	Uses videos, reference of material available on net etc, as per requirement
5	Control mechanism in effectively conducting the class
4	Students participation in the class
5	Skills of addressing inappropriate behaviour of students
5	Tendency of inviting opinion & questions on subject matter from students
4	Enhances learning by judicious reinforcement mechanism

Feedback for Ms. Neeti Sirohi (rating out of 5)

4	Punctuality in the class
4	Regularity in taking classes
5	Completed syllabus of the course in time
5	Focus on syllabus
5	Communication Skills
4	Conducting the classroom discussions
4	Focusses on subject matter
5	Delivery of structured lecture
4	Skill of creating interest in the subject
4	Uses of teaching aids like whiteboard, ppt as per requirement
4	Uses videos, reference of material available on net etc, as per requirement
4	Control mechanism in effectively conducting the class
4	Students participation in the class
4	Skills of addressing inappropriate behaviour of students
4	Tendency of inviting opinion & questions on subject matter from students
4	Enhances learning by judicious reinforcement mechanism

Some feedback glimpse

An Excellent Course which helped in improving knowledge and hands on experience in Digital Marketing. Great Learning Experience from Pradeep Sir.

It was a wonderful experience altogether!

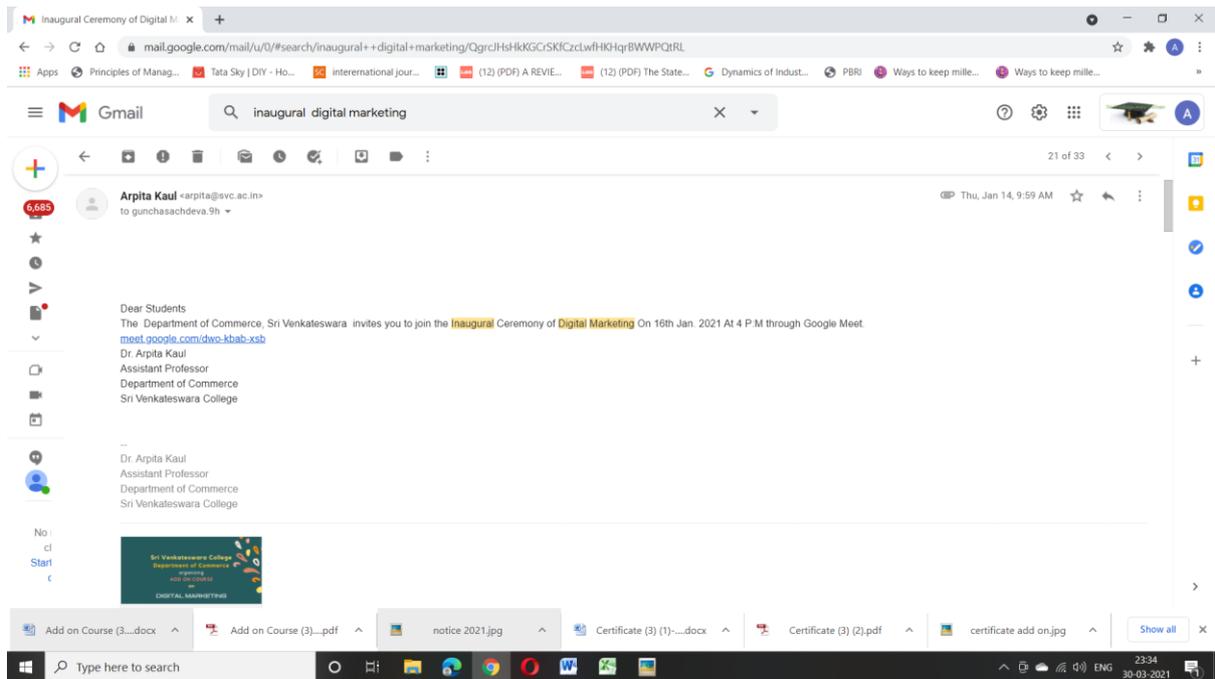
Ma'am handled the overwhelming topics with patience which made it quite effective. I am thankful.

Learning from Pradeep Sir was exciting.

Some important topics like email marketing should be added in the course structure to make it more valuable and advanced level.

All the sessions were very informative and helpful. Great experience altogether!

A Wonderful Experience of Learning Marketing Skills & Techniques from Ms. Neeti Sirohi.



Feedback form links

<https://docs.google.com/forms/d/e/1FAIpQLScskxcWj5DdpBVI500XNf60IBKkcknJkREebAmeBRJy72PalQ/viewform?vc=0&c=0&w=1&flr=0&gxids=7628>

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STUDENTS PARTICIPATION LIST

Name
Aakriti Prasad
Harsh Yadav
Conan Kenaz A Sangma
Deepankar
Nikhila Turaga
Chaitanya vaid
Pragath
Chhavi kothari
Smriti Lakhina
Isha Bansal
Guncha Sachdeva
Sanya Aneja
Amisha kumari
Kosha Trivedi
KARTIKEYA BAZAZ
YASHVI SINGHANIA
Nitin Raghav
Konica Aggarwal
Ruchi Pandey
Mohak Dembla
Muskan Thirani
Palak Taneja
Kousheen Brar
Prachi Bala
Charu Sharma
Pankaj