M.I.E.T. ENGINEERING COLLEGE

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UG - CSE, EEE & MECH Programs Accredited by NBA, New Delhi
Accredited with 'A' grade by NAAC
An ISO 9001:2015 Certified Institution
Recognized by UGC under section 2(f) & 12(B) of UGC Act, 1956
Trichy – Pudukkottai Road, Tiruchirappalli – 620 007. Phone:0431-2660 303
Website:www.miet.edu, E-mail:principalengg@miet.edu, contact@miet.edu

1.2.2 Number of Add on/certificate programs offered during 2023-2024

INDEX

PRINCIPAL
M.I.E.T. ENGINEERING COLLEGE
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Website:www.miet.edu, E-mail:principalengg@miet.edu, contact@miet.edu

Date: 10-09-2023

To

The Principal

M.I.E.T Engineering College,

Trichy – 620007

Respected Madam,

Sub: Permission to conduct the value added course – Reg.

We have planned to conduct the value added course for our Second year students after the class hours (from 5.00 pm to 6.00 pm)
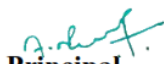
Name of the Value Added Course	Course Coordinator
Recent Trends in Online Marketing	G.Sathishkumar

So kindly give us permission to conduct the course and to utilize the class room after class hours (5.00 pm to 6.00 pm).

Thanking you

Course Coordinator   **HoD/MBA**   **Principal**

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CIRCULAR   **Date: 14-09-2023**
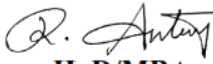

Sub: Value added course

It is planned to conduct the value added course for II MBA students

The value added courses are short term certificate courses which are designed and offered by our department for the benefit of our students. Course will be conducted at free of cost and based on the performance of the participated students; the merit certificate will be issued after the successful completion of the course.

Students those who are willing to attend the below mentioned course can enroll their name to the course coordinator.

Name of the Value Added Course	Course Coordinator
Recent Trends in Online Marketing	G.Sathishkumar
Commencement of course from to 16/09/2023 to 20/09/2023 **Time: 5.00 PM – 6.00 PM**	

Course Coordinator   **HoD/MBA**   **Principal**

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DEPARTMENT OF MANAGEMENT STUDIES
Value Added Course (II Year – III Semester)
Course Syllabus

Name of the course: Digital Marketing   **Course Code: MBA23241**

Course Coordinator: G.Sathishkumar

Total Hours: 35 Hrs   **Academic Years: 2023-24**

Objectives:

1. **Identify and analyze** the most current trends in online marketing.
2. **Evaluate** the effectiveness of digital marketing strategies using new tools and platforms.
3. **Implement** innovative techniques in search engine marketing (SEM), social media, content marketing, and email marketing.
4. **Apply data analytics** to measure and optimize online marketing efforts.
5. **Understand the impact** of emerging technologies like artificial intelligence (AI), machine learning, voice search, and blockchain on marketing strategies.
6. **Adapt to consumer behavior changes** driven by digital transformations.

1. **Chapter I Introduction to Online Marketing Trends**

    o Overview of Digital Marketing Evolution
    o Traditional Marketing vs. Modern Digital Marketing
    o The Role of Data and Personalization in Marketing
    o Social Media Marketing Trends
    o Instagram, and New Platforms
    o Video Marketing and Live Streaming
    o Influencer Marketing: Best Practices and Challenges

2. **ChapterII SEO and Content Marketing Innovations**

    o Voice Search Optimization and AI Tools
    o Interactive Content and Visual Storytelling
    o Artificial Intelligence and Automation in Marketing
    o Chatbots and Conversational Marketing
    o Machine Learning for Predictive Analytics

3. **Chapter III Paid Advertising and Programmatic Marketing**

    o Google Ads and Social Media Advertising Updates
    o Programmatic Ad Buying and Real-Time Bidding
    o Augmented Reality (AR) Ads and New Formats
    o E-commerce and Online Shopping Trends

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- o   Mobile Commerce and Payment Systems
- o   Integrating AR/VR in Product Visualization

4. **Chapter IV Analytics and Performance Measurement**

- o   Web Analytics Tools and Techniques
- o   Key Performance Indicators (KPIs) and ROI
- o   Consumer Behavior in the Digital Age
- o   Understanding Gen Z and Millennial Preferences
- o   Ethical Marketing m, Data Privacy Issues Social Responsibility

5. **Chapter V Future Trends in Online Marketing**

- o   The Role of 5G and Internet of Things (IoT)
- o   Anticipating the Next Big Platforms and Tools
- o   Block chain and Digital Marketing
- o   Block chain's Role in Ad Fraud Prevention
- o   Cryptocurrency and Marketing

Required Readings:

1. "Digital Marketing For Dummies" by Ryan Deiss and Russ Henneberry
2. "Killing Marketing" by Joe Pulizzi and Robert Rose
3. "Influence: The Psychology of Persuasion" by Robert Cialdini

Supplementary Resources:

- Articles, podcasts, and webinars will be shared throughout the course to keep students up to date on the latest trends.

Course Outcome:

Gaining this digital marketing certification will assure you the most essential skills and knowledge required to excel as a digital professional.

Course Coordinator   **HoD/MBA**   **Principal**

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DEPARTMENT OF MANAGEMENT STUDIES
Value Added Courses (II Year – III Semester)
Willing Student list
VAC1 Coordinator: G.Sathishkumar., AP/MBA
Academic Year: 2023-2024

SL. NO	STUDENT NAME	VAC RecentTrends in Online Marketing
1.	AARTHI.K	✓
2.	ABDULRAHIM. A	✓
3.	ABUTHALIF. K	✓
4.	AKALYA V.C.	✓
5.	ANISH HENDRY. A	✓
6.	ASRAF. A	✓
7.	BALAKRISHNAN. R	✓
8.	BALA SUBRAMANIYAN.P	✓
9.	BELAL. A	✓
10.	DILIPAN KUMAR	✓
11.	FAZIL IRFAN. S	✓
12.	GURUNATH. M	✓
13.	HARINI. P	✓
14.	HARISHKUMAR. N	✓
15.	HEMALATHA. G	✓
16.	JAYAMALA R	✓
17.	JOEL. H	✓
18.	JOTHI MANI. G	✓

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SL. NO	STUDENT NAME	VAC RecentTrends in Online Marketing
19.	KALAI PREETHI. M	✓
20.	KARTHICK. C	✓
21.	KARTHIKA. R	✓
22.	KARTHIKEYAN. P	✓
23.	KAVIYA MARY. V	✓
24.	KUMARAN. M	✓
25.	KURAIARASAN. S	✓
26.	MADHUMITHA.M	✓
27.	MOHAMED AARIF. N	✓
28.	MOHAMED ANAS. S	✓
29.	MOHAMED JAVITH. S	✓
30.	MOHAMED RISWAN. K	✓
31.	MOHAMED SAMEER. M	✓
32.	MUHAMMED THOUFIQ. M	✓
33.	MUTHUPPANDI. T	✓
34.	NISHALINI. S	✓
35.	NIVETHA. M B	✓
36.	PIRTHIKA.R	✓
37.	POOJITHA. P	✓
38.	POORNA. P	✓
39.	RAGUNATH. V	✓
40.	RAHMAN. J	✓
41.	REX J	✓
42.	RIFAYA PARVIN. J	✓
43.	RIYASHKHAN. M	✓
44.	SANJANA. R	✓
45.	SATHIYANARAYANAN. D	✓
46.	SEBASTIN VINOTH. S	✓
47.	SHANMUGARAJAN. S	✓

SL. NO	STUDENT NAME	VAC RecentTrends in Online Marketing
48.	SIKKANDAR THULKARNAI. J	✓
49.	SNEHA. B	✓
50.	SNEKA. S S	✓
51.	SRIABINAYA. S	✓
52.	SRINATH. S	✓
53.	TAMIL SELVAN. M	✓
54.	THARANIYA. S	✓
55.	THOMAS. A	✓
56.	VAISHALI. S	✓

Course Coordinator   **HoD/MBA**   **Principal**

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DEPARTMENT OF MANAGEMENT STUDIES
Value Added Course (II Year – III Semester)
Course Delivery

Name of the Course: Recent Trends in Online Marketing   **Course Code: MBA23241**

Course Coordinator: G.**Sathishkumar**

Total Hours: 35 hrs   **Academic Year: 2023-24**

Sl.No	Topics to be Covered	Hours
1.	Recent Trends in Online Marketing Introduction	
2.	Email marketing an overview	
3.	Fundamentals of Online Marketing	5
4.	Introduction to Advanced Email Marketing	
5.	Email Best Practices and Myths	
6.	Bulk Email concept	
7.	Defining your Goals Online Marketing Strategies	
8.	Advantages of the different text formats (HTML or Plain Text)	
9.	Build your email list	4
10.	Measuring your email campaigns success	
11.	Website Planning and Creation.	
12.	Domain Name Registration.	
13.	Domain Selection.	
14.	Hosting and its types.	
15.	Basic knowledge of World Wide Web.	4
16.	Website wireframe and architecture.	
17.	Basics of developing and designing a website.	
18.	Usability & user experience of a website.	
19.	Social Media Marketing Social Media Marketing: Throwing a Great "Party" on Social Media Identifying Goals for Social Media Marketing such as eWOM	
20.	Setting Up Google Alerts	4
21.	Using Google for Ideas	
22.	Performing Keyword Searches to Generate Ideas	
23.	Brainstorming and Mind Mapping	6

Sl.No	Topics to be Covered	Hours
24.	Generating Ideas Using Social Media	
25.	Generating Ideas by News jacking	
26.	Building Your Brand	
27.	Using Professional Profile Photos	
28.	How to Manage Clients•	6
29.	How Web Analytics Works – Basic Concepts Section	
30.	Basic Segmentation, Intermediate Metrics, Custom Metrics, Calculated Metrics Section	
31.	How Web Analytics collects Web Data and other types of data,	
32.	Geo-Social Data Section	6
33.	Capstone work, final discussions and assignments Section	
34.	Web Analytics Case Studies	

Course Coordinator   **HoD/MBA**   **Principal**

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Resource Person Details

Title of the program	**Recent Trends in Online Marketing**
Course Code	**MBA23241**
Duration and timing of the program	35 Hrs, 5:00 PM to 6:00 PM
Name of the resource person	G.Sathishkumar
Photo of the resource person	
Email address	sathishkumar.g@miet.edu
Contact number	9659335788
Designation	Associate Professor
Educational qualification	➤ Completed B.BA Bachelor of Business Administration at Ponnaiyah Ramajayam College,Thanjavur ➤ Completed M.B.A.,at Ponnaiyah Ramajayam Institute of Management,Thanjavur.
Experience	➤ Teaching Experience – 16 Years.

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DEPARTMENT OF MANAGEMENT STUDIES
Value Added Courses (II Year – III Semester)
Student list

Name of the Course: Recent Trends in Online Marketing   **Course Code: MBA23241**

Course Coordinator: G.Sathishkumar

Total Hours: 35 hrs   **Academic Year: 2023-24**

SL.NO	ROLL NO	STUDENT NAME
1.	812422631001	AARTHI.K
2.	812422631002	ABDULRAHIM. A
3.	812422631003	ABUTHALIF. K
4.	812422631004	AKALYA V.C.
5.	812422631005	ANISH HENDRY. A
6.	812422631006	ASRAF. A
7.	812422631007	BALAKRISHNAN. R
8.	812422631008	BALA SUBRAMANIYAN.P
9.	812422631010	BELAL. A
10.	812422631011	DILIPAN KUMAR
11.	812422631013	FAZIL IRFAN. S
12.	812422631014	GURUNATH. M
13.	812422631015	HARINI. P
14.	812422631016	HARISHKUMAR. N
15.	812422631017	HEMALATHA. G
16.	812422631018	JAYAMALA R
17.	812422631019	JOEL. H
18.	812422631020	JOTHI MANI. G
19.	812422631021	KALAI PREETHI. M
20.	812422631022	KARTHICK. C
21.	812422631023	KARTHIKA. R
22.	812422631024	KARTHIKEYAN. P
23.	812422631025	KAVIYA MARY. V
24.	812422631026	KUMARAN. M
25.	812422631027	KURAIARASAN. S
26.	812422631028	MADHUMITHA.M
27.	812422631029	MOHAMED AARIF. N
28.	812422631030	MOHAMED ANAS. S
29.	812422631031	MOHAMED JAVITH. S
30.	812422631032	MOHAMED RISWAN. K

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SL.NO	ROLL NO	STUDENT NAME
31.	812422631033	MOHAMED SAMEER. M
32.	812422631034	MUHAMMED THOUFIQ. M
33.	812422631035	MUTHUPPANDI. T
34.	812422631036	NISHALINI. S
35.	812422631037	NIVETHA. M B
36.	812422631038	PIRTHIKA.R
37.	812422631039	POOJITHA. P
38.	812422631040	POORNA. P
39.	812422631041	RAGUNATH. V
40.	812422631042	RAHMAN. J
41.	812422631043	REX J
42.	812422631044	RIFAYA PARVIN. J
43.	812422631045	RIYASHKHAN. M
44.	812422631046	SANJANA. R
45.	812422631047	SATHIYANARAYANAN. D
46.	812422631048	SEBASTIN VINOTH. S
47.	812422631049	SHANMUGARAJAN. S
48.	812422631050	SIKKANDAR THULKARNAI. J
49.	812422631051	SNEHA. B
50.	812422631052	SNEKA. S S
51.	812422631053	SRIABINAYA. S
52.	812422631054	SRINATH. S
53.	812422631055	TAMIL SELVAN. M
54.	812422631056	THARANIYA. S
55.	812422631057	THOMAS. A
56.	812422631058	VAISHALI. S
57.	812422631060	VIMAL RAJ.N

Course Coordinator   HoD/MBA   Principal

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Course Completion Certificate

Name of the course: Recent Trends in Online Marketing   **Course Code: MBA23241**

Course Coordinator: G.Sathishkumar**., Associate Prof/MBA**

Total Hours: 35 hrs   **Academic Year: 2023-2024**

I hereby affirm that the entire course contents in the certificate program **"Recent Trends in Online Marketing"** listed in the value added course syllabus have been performed by the students as the part of the prescribed co – curricular activities through add on course by NAAC and NBA.

        I confirmed that the value added course title as **"Recent Trends in Online Marketing"** was done by me in the beginning of the semester and course delivery with attendance of the students were recorded.

I confirmed that all the students for this value added course were actively attended and performed well throughout the duration and eligible students received the participation certificate.

Course Coordinator   **HoD/MBA**   **Principal**

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Website:www.miet.edu, E-mail:principalengg@miet.edu, contact@miet.edu

Course Completion Certificate

Name of the course: Recent Trends in Online Marketing   **Course Code: MBA23241**

Course Coordinator: G.Sathishkumar**., Associate Prof/MBA**

Total Hours: 35 hrs   **Academic Year: 2023-2024**

I hereby affirm that the entire course contents in the certificate program **"Recent Trends in Online Marketing"** listed in the value added course syllabus have been performed by the students as the part of the prescribed co – curricular activities through add on course by NAAC and NBA.

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Course Coordinator   **HoD/MBA**   **Principal**

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Department of management Studies

Recent Trends in Online Marketing

The digital market is multifaceted, and hence, businesses and marketers can apply a variety of sure success marketing strategies through SEO and SEM, Social Media Marketing and Advertising, Content Creation for improving the brand performance, engagement and creating awareness.

The reason digital marketing proves to be cost-effective as compared to traditional marketing or offline shops is that the marketer has full control over advertising. When businesses choose to advertise online, on social media, website or through emails, they can set a budget for ad space.

In addition to that, they can track the metrics, performance statistics, choose/control their audience and also gain feedback.

Recent Trends in Online Marketing also offers personalized options. For example, businesses can target their audience based on age, geographical location, and objective.

Many institutes offer Digital marketing training and courses for a better understanding of this field. **Some major commonly taught Recent Trends in Online Marketing are mentioned below:**

1. Search Engine Optimization (SEO):

The most trending and sustainable digital marketing module in 2020 has to be Search Engine Optimization (SEO). Over sixty-seven thousand people search on Google for every passing second. About 61% of marketers believe SEO has proved to be a breakthrough for digital marketing.

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Businesses with marketing strategies have now started to allocate about 41% of their marketing budget to SEO. One can expect it to reach 45% by the end of the year 2020. It substantiates how businesses understand and give importance to SEO.

So what exactly is SEO? Search Engine Optimization commonly referred to as SEO helps increase the visibility of your site and online presence to gain potential leads or traffic.

Search Engines like Google, Bing and Yahoo through crawlers (bots) goes through each site that is closely related to the keywords input in the search engine and displays it on the first page of the preferred search engine, Search Engine Results Page (SERP).

More the clicks on your site, more the relevance and popularity it will gain which will, in turn, increase the engagement of your site. Thus, SEO boosts Conversion Rates (CR) of your site.

SEO digital marketing modules will focus on the many factors that contribute to search engine algorithms like domain, URL, meta description, keywords, title tags, slugs, speed of your website, link-building, and many other features of SEO.

2. Search Engine Marketing (SEM):

Followed by SEO, SEM is the second most crucial module to understand Digital Marketing. Once you get an idea about what is SEO, how it works and what are the factors that contribute to it, the next step would be adapting this knowledge for advertising digitally.

Search Engine Marketing or SEM is the marketing of your business through paid advertisement so that your site appears on the top of the Search Engine Page Result (SERP) resulting in higher Conversion Rate and Return on Investment (ROI).

This digital marketing modules will focus on SEM terms like Paid Search Ads, Pay Per Click (PPC), Cost Per Click (CPC), Cost Per Thousand Impressions (CPM).

Further, the SEM module will focus on the most popular SEM platforms:

Google Ads:

Google's online advertising platform Google Ads offers paid advertisements that will rank your site on top of the Search Engine Result Page (SERP). It works on the Pay-per-click (PPC) feature.

Microsoft Advertising/ Bing Ads:

With help of Microsoft, Advertising service businesses get sponsored listing and advertisement on all across Microsoft search network with most results on search engine platforms, Bing and Yahoo. It is also a Pay Per Click (PPC) advertising service.

3. Social Media Marketing (SMM):

The major factors that contribute to the online presence and engagement of your site are either through SEO or Social Media. And since we're talking about digital marketing the most digital thing about the internet that will help reach a maximum number of people has to be Social Media. Digital marketing is incomplete without a Social Media campaign. So, it is important to study SEO along with SMM.

Social Media Marketing (SMM) through social media tries to leverage the audience for brand recognition, brand awareness and most importantly building strong networks and audience. It is also an easy to approach way for engagement, communication and interaction to the common people. Furthermore, Social Media Marketing (SMM) is multifaceted and cost-effective.

Social Media Marketing (SMM) module may include Social Media for content creation, Popular social media platforms and its competitiveness, understanding the Key Performance Indicators (KPIs) of SMM and so on.

Social Media Marketing (SMM) module may include Social Media for content creation, Popular social media platforms and its competitiveness, understanding the Key Performance Indicators (KPIs) of SMM and so on.

4. Social Media Advertising (SMA):

Created on <u>Canva</u> by Mrunal Upadhye

After understanding all the Social Media Marketing factors, the next module will focus on Social Media Advertising (SMA). It is a harsh reality that the audience will only follow brands with maximum organic followers or reach on Social Media and quality content. So how do we gain the trust and loyalty of the people to build an organic audience for the brand?

This is where Social Media Advertising (SMA) comes in. Each popular social media platform has its Ad campaign designed specifically for digital advertising. The most popular social media ad campaigns are Facebook Ads with about 93% engagement, followed by Instagram with about 72% engagement.

Each of these social media ad services is easy to access and understand but there are some technicalities and relevant knowledge that goes into it and needs to be learned and practised. Hence, the SMA module will focus on using the social media ad campaign as a catalyst to reach the maximum audience and create brand awareness and recognition.

5. Email Marketing:

Email marketing has existed ever since the existence of the internet. It is the most effective way to target an audience and convert them into loyal customers.

Even though most emails are considered spam and lay idle in customers' inboxes, there's a lot more that Email Marketing contributes to the betterment of your business if you use it wisely and effectively.

These Digital Marketing modules will focus on how to strategically use mailing in your favour through various tools and techniques.

What to learn for Email Marketing:

Email List Segmentation:

It is a technique that breaks down a list of email targets into smaller groups or segments. Instead of collectively sending out emails to masses, list segmentation categorizes the list based on the

objective to reach it out to that specific category of people. So, this will require the knowledge of email segmentation software, page-level targeting and lead magnets.

Improving Open Rates:

If you want the customer to open your mail there are a lot of factors businesses need to work on to improve the open rates. The most common factor being avoiding spam filters, sending your mail through the verified domain and whitelisting.

Personalization:

The key factor to make your client open the mail is a personalized subject line. So, a personalized mail with a conversational tone is highly preferred.

6. SEO Reporting:

You understand SEO and start applying the marketing strategies for SEM, but, What next? How will you know or track that the measurements taken for effective marketing is working?
SEO Report identifies the areas in your site that need improvement. Along with that, the SEO report also monitors the site's performance and progress. In other words, the SEO reports works as an audit.
The SEO report dashboard consists of graphs and numerical representations of your site's data, and progress. The dashboard tracks the Key Performance Indicators (KPIs), Conversion Rates, Link building, Bounce rates, Average page loading time, the overall traffic and SEO score/ ranking.
These digital marketing modules will cover how to set your Key Performance indicators for a better SEO report, setting up the SEO report dashboard, understanding the terms related t it.

7. Digital Marketing Metrics and KPIs:

In the SEO report, we talk about setting up Key Performance Indicators (KPIs). But what are the essential KPIs or metrics that will set-up a better SEO report? This is a question most digital marketers deal with.

These digital marketing modules will focus on all the essential KPIs and metrics required for a better site report. The most crucial digital marketing metrics and KPIs are mentioned below:

Website traffic:

The main objective of any business is either to track the number of visitors or driving the traffic to your site. The website traffic metric tracks the number of users visiting your site. This will help determine the rise or decline in the number of visitors which will further help the businesses conclude a valid reason for the cause.

Source for Traffic:

This indicator will track the leads or traffic generated through organic sources, social media, paid sources, traffic through referral programmes.

Bounce Rate:

Understanding the bounce rate is extremely crucial. Why? When you visit a site and exit without even engaging is bounce. The bounce rate indicates the percentage of visitors that left without engaging. The bounce rate preferably must be 0%. Various factors contribute to an increase in bounce rate like page loading time, or the site does not any relevant information.

Exit Rate:

The exit rate represents at what stage or part of your site the customer lost interest and exited. This rate provides an insight into the potential buyer's journey.

Time on Page:

This metric indicates the average time spent on your site by the customer.

8. Google Tools for Digital Marketing:

If you think people use google mainly as a search engine then you are wrong, it is much more than that. Its various marketing tools has made digital marketing for small businesses so much easier. Plus, google marketing tools are cost-effective and provides the best possible results.

Following are some important google marketing tools you'll learn in your digital marketing module:

Google Analytics:

Google Analytics analyses the performance of the sites through scoreboards. It provides the user with a report based on customer engagement which will help businesses understand their potential customer and their insights for your product or service.

Google Analytics has an in-built technical support that helps in analyzing huge data, audience reports and funnel analysis In addition to that, Google Analytics also allows its user sharing access, the user can connect the Google Analytics with Video 360 and Ad Manager.

Google Trends:

Trends are on-going and off-going but do you know that some websites can benefit through trends? Trends on social media are huge, it is something that is followed by many people because it was found distinct. So, many businesses keep a track on what's trending update their sites or products accordingly. Launched in 2006, Google Trends is one such tool that provides data on what's trending on Google.

Google AdWords:

Google AdWords is when businesses Pay Per Click (PPC) for certain keywords. Suppose you are a digital marketing course provider, the Google Adwords will charge a fee for your course site to rank on the Search Engine Results Page (SERP) when someone searches "Digital Marketing course provider" on Google.

Google AdSense:

Launched in 2003, Google Adsense helps monetize your website traffic. Google Adsense matches your sites with advertisers looking for a host. It also provides high-level safety and security between the advertiser and the site. The advertisements could be anything ranging from site links, images, video ads, etc.

9. Marketing Automation:

https://www.youtube.com/watch?v=G6c4-28FsAs&t=1s
Marketing Automation through a software helps businesses and marketers handle multiple online channels such as social media, emails and their website.

This digital marketing modules will cover marketing Automation components like:

Central marketing Database:

It is a place where all the customer database, marketing database is stored and segmented when required to send out emails or personalised messages to the customers.

Engagement Marketing Engine:

Helps in the automation of marketing process for both online and offline channels.

Analytic Engine:

Measures the Return on Investment (ROI), and tests the impacts on revenue.

The module will also cover the various Marketing Automation Tools:

Marketo:

Acquired by adobe, Marketo is a cloud-based marketing automation tool. The Marketo tool comes with a free trial and has no set-up charges. Marketo suite includes email marketing, lead management, website personalisation and budget management.

Oracle Eloqua:

Oracle Eloqua is known for its exceptional service. Launched in 1999, Oracle Eloqua helps plan Business-to-business (B2B) automated marketing campaigns. It provides lead management tools, insights and reports on buyers journey.

Customer.io:

The customer.io tool helps businesses send messages, emails to the targeted audience. It also integrates data with your website and mobile app in real-time.

10. Website Planning:

One thing all marketers and businesses would want to avoid is the bounce rate. As mentioned earlier, it indicates the percentage of visitors that exited your site without even engaging. This could be because the site tool long enough to load, the accessibility was complex or the desired product or service wasn't mentioned on the list. So how do we maintain the bounce rate and exit rate?

This is where the study and planning of an easy to access website comes in. Website planning must include the application of design thinking phases, a distinct UX design and a user-friendly UI. The website defines to brand hence is of utmost importance that the site translates your product and service.

These digital marketing modules will cover all the necessary components required for a simple yet distinct UX and UI for your website.

Key Take-aways:

- Understanding what is SEO, How it works

- Online Marketing

- SEM for Digital Advertisements

- Using Social Media for Marketing

- Using Social Media for Advertising

- Email Marketing

- SEO Reporting

- Studying Digital Marketing Metrics and KPIs

- Google Tools for Digital marketing

- Marketing Automation

- Planning a user-friendly Website

Conclusion:

Recent Trends in Online Marketing world on the internet is vast and evolving. Your course providers will try their best to cover all the essential modules required for a better understanding of digital marketing, but, it's a study partly based on experience and tactics.

So, it is advised that you enrol in a course that provides all the required modules one must need to understand the SEO, Social media and Google Tools. One can also learn digital marketing by following the existing businesses, their blogs, relevant videos and trend updates.

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Website:www.miet.edu, E-mail:principalengg@miet.edu, contact@miet.edu

Date: 27.12.2023

To

The Principal

M.I.E.T Engineering College,

Trichy – 620007

Respected Sir,

Sub: Permission to conduct the Value Added Course – Reg.

We have planned to conduct the value added course for our Final year students of Management Studies from 02.01.2024 to 08.10.2024.

Name of the certificate program	Course Coordinators
Entrepreneurship Skill development	Dr.R. Antony Prakash

So kindly give us permission to conduct the course and to utilize the C Block –MBA Seminar Hall.

Thanking you

Course Coordinator   HoD/MBA   Principal

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CIRCULAR

Date: 06.10.2023

Sub: Certificate Program

It is planned to conduct the certificate program for the MBA students. The certificate program is short term certificate courses which are designed and offered by our department for the benefit of our students. Course will be conducted at free of cost and based on the performance of the participated students; the merit certificate will be issued after the successful completion of the course.

Students those who are willing to attend the below mentioned course can enroll their name to the course coordinator.

Name of the certificate program	Course Coordinator
Entrepreneurship Skill development	Dr.R. Antony Prakash
Commencement of course from 09.10.2023 to 13.10.2023. **Time: 05.15 PM to 07.15 PM**	

Course Coordinator

HoD/MBA

Principal

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Department of Management Studies

Certificate Program

Course Syllabus

Name of the course :	Entrepreneurship Skill Development
Course Code :	MBA23242
Academic Year :	2023-2024 Even Sem
Course Coordinators :	Dr.R. Antony Prakash
Total Hours :	30 Hours

Chapter I: Introduction to Entrepreneurship
- Meaning and concept of entrepreneurship
- Role of entrepreneurship
- Myths about entrepreneurs
- Future of entrepreneurship

Chapter II: Basics of the Entrepreneur
- Traits required to be an entrepreneur
- Skill gap analysis
- Mentors and support system,
- Entrepreneurial success stories

Chapter III: E-Cell
- Meaning and concept of E-cells
- Advantages to join E-cell
- Significance of E-cell
- Various activities conducted by E-cell

Chapter IV: Creativity
- Creativity and entrepreneurship
- Steps in Creativity
- Innovation and inventions
- Steps indecision making

Chapter V: Various form of Business organization
- Sole proprietorship,
- Partnership,
- Corporations,
- Limited Liability company

Course Outcome
The students will be able to
- Understanding of Entrepreneurship
- Knowledge of Entrepreneurship Skill Development

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➢ Understand the DNA of an entrepreneur
➢ Develop an entrepreneurial mind-set
➢ Analyze about their strengths and weaknesses from an entrepreneurial perspective.

References

➢ McMillan, J. and Woodruff, C., (2002), The central role of entrepreneurs in transition economies, Journal of Economic Perspectives, 16, pp. 153-170
➢ Miller, D., & Friesen, P. (1983). Strategy-making and environment: The third link. Strategic Management Journal, 4: 221-235.
➢ McMullen, J. S., & Shepherd, D. A. (2006). Entrepreneurial action and the role of uncertainty in the theory of entrepreneur. Academy Management Review, 31(1), 132–152.

Course Coordinator   **HoD/MBA**   **Principal**

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Department of Management Studies

Certificate Program

Willing Student list

Name of the course	:	Entrepreneurship Skill development
Course Code	:	MBA20242
Academic Year	:	2023-2024 Even Sem
Course Coordinators	:	Dr.R. Antony Prakash
Total Hours	:	30 Hours

S. No	Register. No	Name
1	812423631001	ABDUL RAHMAN S
2	812423631002	ANNAMALAI M
3	812423631003	ANTONY SANJAY A
4	812423631004	AROKIA HELEN SYLVESTER CHIRSTY
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19	812423631019	JENIFER A
20	812423631020	JOYAL S
21	812423631021	KAJAANANI PT
22	812423631022	KANIMOZHI M
23	812423631023	KOKILA S
24	812423631024	KOWSHIK B

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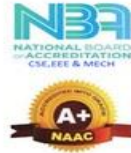| 25 | 812423631025 | MOHAMED ARSATH M |
26	812423631026	MOHAMED NAASER M
27	812423631027	MOHAMED SAJID M
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51	812423631051	SURYA PRAKASH A
52	812423631052	VIGNESH R
53	812423631053	VIGNESHWARAN R
54	812423631054	VIJAYABHARATHI R
55	812423631055	VISHNUPRIYA K
56	812423631056	VISHVA K

Course Coordinator   **HoD/MBA**   **Principal**

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Course Delivery

Name of the course	Entrepreneurship Skill development
Course Code	MBA20242
Academic Year	2023-2024
Course Coordinator	Dr.R. Antony Prakash
Total Hours	30 Hours

Sl.No	Topics to be Covered	Hours
1.	Meaning and concept of entrepreneurship	02
2.	Role of entrepreneurship	02
3.	Myths & Future about entrepreneurs	02
4.	Traits required to be an entrepreneur	02
5.	Skill gap analysis	02
6.	Mentors and support system	02
7.	Entrepreneurial success stories	02
8.	Meaning and concept of E-cells	02
9.	Advantages & Significance of E-cells	02
10.	Various activities conducted by E-cells	02
11.	Creativity and entrepreneurship	02
12.	Steps in Creativity & indecision making	02
13.	Innovation and inventions	02
14.	Sole proprietorship & Partnership	02
15.	Corporations & Limited Liability company	02

Course Coordinator   **HoD/MBA**   **Principal**

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Resource Person Details

Title of the program	Entrepreneurship Skill development
Course Code	MBA23242
Duration and timing of the program	30 Hrs, 5:15 PM to 7:15 PM
Name of the resource person	Dr. R. ANTONY PRAKASH
Photo of the resource person	
Email address	Mba.hod@miet.edu
Contact number	9786220752
Designation	Professor
Educational qualification	MBA., M.Phil., MHRM., Ph.D.,
Experience	➢ Teaching Experience – 15.5 Years.

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Department of Management Studies

Certificate Program

Student list

Name of the course	:	Entrepreneurship Skill development
Course Code	:	MBA20231
Academic Year	:	2023-2024 Even Sem
Course Coordinators	:	Dr.R. Antony Prakash
Total Hours	:	30 Hours

S. No	Register. No	Name
1	812423631001	ABDUL RAHMAN S
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One Page Report

Name of the course	:	Entrepreneurship Skill development
Course Code	:	MBA20231
Academic Year	:	2023-2024 Even Sem
Course Coordinators	:	Dr.R. Antony Prakash
Total Hours	:	36 Hours

We hereby affirm that the entire course contents in the certificate program **"Entrepreneurship Skill Development"** listed in the value added course syllabus have been performed by the students as the part of the prescribed co – curricular activities through add on course by NAAC and NBA.

We confirmed that the Certificate Program title as **"Entrepreneurship Skill Development"** was done by me in the beginning of the semester and course delivery with attendance of the students were recorded.

We confirmed that all the students for this Certificate Program were actively attended and performed well throughout the duration and eligible students received the participation certificate.

Course Coordinator   **HoD/MBA**   **Principal**

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