



FATIMA COLLEGE

(Autonomous)

*Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu*

The Research Centre of Commerce
Value Added Crash Course
Digital Marketing and Web designing
Brochure



FATIMA COLLEGE (AUTONOMOUS)

AFFILIATED TO MADURAI KAMARAJ UNIVERSITY
RE-ACCREDITED WITH 'A++' BY NAAC (CYCLE - IV)
MARY LAND, MADURAI - 625018, TAMIL NADU

THE RESEARCH CENTRE OF COMMERCE

Offering Value Added Course on
**DIGITAL MARKETING AND WEB
DESIGNING**

FEE: Rs 1000

No of Hours: 30 Hrs

Days: Wednesday & Friday

About the Course:

The Course Focuses on

- **Digital Marketing Techniques**
- **HTML-WEB Page Designing**



Contact Us :
Dr.K.Sangeetha
Asst Professor,
The Research Centre of Commerce
Ph NO: 8667091845





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Fatima College (Autonomous) Madurai-625018

The Research Centre of Commerce

For those who joined in 2022 onwards

VALUE ADDED CRASH COURSE

PROGRAMME CODE	SUB CODE	COURSE TITLE	HRS	CREDIT
UACO	21UGVACA1	Digital Marketing and Web Designing	30	

COURSE DESCRIPTION:

This course teaches students about digital marketing and gives them hands-on experience in creating a webpage.

COURSE OBJECTIVES

This Course is designed to

1.	Comprehend the meaning of Digital Marketing	K1
2	Perceive the Techniques Of Digital Marketing	K2
3	Acquaint with the HTML codes	K3
4	Familiarize with the preparation of forms	K3
5	training in preparing a web page	K3

UNIT I

6 Hours

DIGITAL MARKETING:

Meaning-Advantages and Disadvantages

UNIT II

6 Hours

TECHNIQUES OF DIGITAL MARKETING:



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Social Media Marketing- SEO-E-Mail Marketing-Content Marketing-
Pay per Click-Mobile Marketing –Video Marketing-Audio Marketing-
Affiliate Marketing

UNIT III

6 Hours

HTML CODES

HTML-Basic Tags-Formatting Tags-Ordered List –Unordered List-
Tables- Creating with Row span and Col span- Image Anchor Marche
Tags-General Purpose Attributes

UNIT IV

6 Hours

FORMS & FRAMES

Forms-Text Box-Radio Button- Check Box-Text Area-Frames

UNIT V

6 Hours

CREATION OF WEB PAGE USING HTML

Text Book:

1. World Wide Web Design with HTML – C.Xavier

2. Fundamentals of Digital Marketing –

Dr.Moloy Ghoshal & Karishma Gulati Trehen

Staff in charge:

Ms.P.Kalaiselvi

Value Added Crash Course

Attendance

BATCH -I

[illegible]



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Value Added Crash Course

Attendance

BATCH -I

REGISTER OF ATTENDANCE							FOR THE MONTH OF _____																															
Name of the School (பள்ளியின் பெயர்)							Class (வகுப்பு)																															
S.No. (வரிசை எண்)	Admission No. (உள்நுழைவு எண்)	Name (பெயர்)	Aadhaar No. (ஆதார் எண்)	Date of Birth (பிறந்த திகதி)	Date of Admission (உள்நுழைவு திகதி)	Caste (சாதி)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Remarks (குறிப்பு)
41.	2021A01	Aaranda Bhimani . S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/			
42.	2021A01	Abhinaya . S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/			
43.	2021A01	Abhinaya . S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/			
44.	2021A01	Abhinaya . S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/			
45.	2021A01	Abhinaya . S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/			
46.	2021A01	Abhinaya . S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/			
47.	2021A01	Abhinaya . S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/			

Number of Presents Daily
(தேவையானது)

Initials of Teacher
(ஆசிரியரின் தலைப்பெழுத்து)



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Value Added Crash Course

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BATCH – II

REGISTER OF ATTENDANCE							FOR THE MONTH OF _____																																				
Name of the School மதுரைப் பள்ளி							Class வகுப்பு																																				
S.No. வரிசை எண்	Admission No. உள்வாங்கு எண்	Name பெயர்	Aadhaar No. ஆதார் எண்	Date of Birth பிறந்த திகதி	Date of Promotion or Admission உள்வாங்கு திகதி	Caste சாதி	26/9/22	27/9/22	28/9/22	29/9/22	30/9/22	1/10/22	2/10/22	3/10/22	4/10/22	5/10/22	6/10/22	7/10/22	8/10/22	9/10/22	10/10/22	11/10/22	12/10/22	13/10/22	14/10/22	15/10/22	16/10/22	17/10/22	18/10/22	19/10/22	20/10/22	21/10/22	22/10/22	23/10/22	24/10/22	25/10/22	26/10/22	27/10/22	28/10/22	29/10/22	30/10/22	31/10/22	Remarks குறிப்பு
1.	2021A13	Carlin Lincy .L					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
2.	2021A14	Darthy .E					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
3.	2021A15	Deepika .G					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
4.	2021A18	Fani Nisha .R					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
5.	2021A19	Florence Beny .M					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
6.	2021A20	Gayathri .S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
7.	2021A21	Hanni .M					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
8.	2021A22	Hearty Virginia .A					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
9.	23	Hastini .A					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
10.	24	Jesin Praveena .P					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
11.	25	Jaya Angel .G					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
12.	27	Karthana .K					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
13.	28	Keerthi .M					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
14.	30	Lathika .K					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
15.	31	Linda Mary .A					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
16.	32	Mahina .T					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
17.	33	Malai .S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
18.	34	Malini .R					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
19.	35	Malony .M					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
20.	38	Mattha Jayini .F					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
21.	39	Nancy .M					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
22.	40	Nivashini					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
23.	41	Nivedha .N					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
24.	42	Nivetha Meenatchi .S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
25.	43	Prishila .A					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
26.	44	Priya .M					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
27.	45	Rakshana .R					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
28.	46	Ramu .T					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
29.	48	Reni Jasmine .S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
30.	49	Reshana .S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
31.	50	Roshini .S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
32.	55	Sangeetha .P					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
33.	56	Sangita .C					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
34.	57	Sathya Gayathri .S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
35.	59	Sathya Jayashree .T					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
36.	61	Sushmita .T					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
37.	64	Vinay Lakshmi .S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
38.	66	Keerthana .G					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
39.	67	Roshini Shaba .S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
40.	68	Sathya Nisha .A					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	

Number of Presents Daily
தொகை எண்ணுதல்

Initials of Teacher



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Value Added Crash Course

Attendance

BATCH - II

REGISTER OF ATTENDANCE							FOR THE MONTH OF		Class																													
S.No.	Admission No.	Name	Aadhaar No.	Date of Birth	Date of Admission	Caste	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Remarks
41.	67	Vigneshwari	K																																			
42.	71	Navanya	M																																			
43.	72	Pruthi Lakshmi	M																																			
44.	73	Pruthi	P																																			
45.	74	Vireka	V																																			
							PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	PR	
							✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓



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The Research Centre of Commerce

Value added Courses - Course Teacher Name list



FATIMA COLLEGE

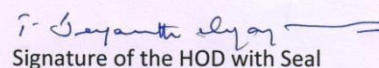
(Autonomous)

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The Research Centre of Commerce

Value added Courses - Course Teacher Name list

Batches	Course Title with Course Code	Course Teachers	No. of Hours Taken
Batch I	Digital Marketing and Web Designing - 21UGVACA1	1. Dr.C.Lucia Vanitha	24
		2. Dr.K.Sangeetha	6
		3. Dr.P.Kalai Selvi	5
Batch 2		4. Dr.P.Ruby Leela	25


Signature of the HOD with Seal

Dr. T.JEYANTHI VIJAYARANI
M.Com., Ph.D
Head & Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai - 625 018.

2020A01



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MARY LAND, MADURAI- 625 018

THE RESEARCH CENTRE OF COMMERCE


This is to certify that Ms. S. Abivarthini - III B.Com-----
has successfully completed the Value Added Crash Course on

DIGITAL MARKETING AND WEB DESIGNING

during the academic year 2022-2023 and has been
awarded Distinction / First / ~~Second class~~.


Co-ordinator


Head of the Department


Dr. Sr. G.Celine Sahaya Mary
Principal



FATIMA COLLEGE (AUTONOMOUS)

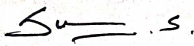
AFFILIATED TO MADURAI KAMARAJ UNIVERSITY
RE-ACCREDITED WITH 'A++' BY NAAC (CYCLE-IV)
MARY LAND, MADURAI- 625 018

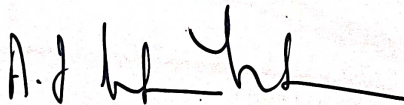
THE RESEARCH CENTRE OF COMMERCE


This is to certify that Ms. SIRILLA JERSHILIN J [2021A59] II-B.Com,
has successfully completed the Value Added Crash Course on

DIGITAL MARKETING AND WEB DESIGNING

during the academic year 2022-2023 and has been
awarded ~~Distinction~~ / First / ~~Second~~ class.


Co-ordinator


Head of the Department


Dr. Sr. G.Celine Sahaya Mary
Principal