



FATIMA COLLEGE

(Autonomous)

*Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' by NAAC (Cycle - IV)*

Mary Land, Madurai - 625 018, 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)
MARYLAND,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 FOCUS ON

- **DIGITAL MAREKTING TECHNIQUES**
- **HTML-WEB PAGE DESIGNING**

CONTACT US:

DR.K.SANGEETHA

ASST PROFESSOR,

THE RESEARCH CENTRE OF COMMERCE

PH NO: 6374848749





This is to certify that Ms. KARTHIGA.C - II BCOM
has successfully completed the VALUE ADDED CRASH
Course on DIGITAL MARKETING AND WEB DESIGNING offered by
THE RESEARCH CENTRE OF COMMERCE during the academic year
2023 - 2024 and has been awarded Distinction / ~~First~~ / ~~Second~~ class.

T. Jayanthi
Head of the Department

S. J. Linn
Principal



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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

PROGRAMM E CODE	COURSE CODE	COURSE TITLE	HRS/WE E K	CREDIT S
UACO	21UGVACA 1	Digital Marketin g 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
- 2 Perceive the Techniques Of Digital Marketing
- 3 Acquaint with the HTML codes
- 4 Familiarize with the preparation of forms
- 5 training in preparing a web page

UNIT I

6 Hours

DIGITAL MARKETING:

Meaning-Advantages and Disadvantages

UNIT II

6 Hours

TECHNIQUES OF DIGITAL MARKETING:

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



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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

REFERENCES

Text Book:

1. World Wide Web Design with HTML – C.Xavier
2. Fundamentals of Digital Marketing –
Dr.Moloy Ghoshal & Karishma Gulati Trehen



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COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
Unit-1 DIGITAL MARKETING				
1.1	Meaning-Advantages and Disadvantages	2		
Unit-2 TECHNIQUES OF DIGITAL MARKETING				
2.1	Social Media Marketing- SEO	2		
2.2	E-Mail Marketing-Content Marketing-Pay per Click-	2		
2.3	Mobile Marketing -Video Marketing-Audio Marketing-Affiliate Marketing	2		
Unit- 3 HTML CODES				
3.1	HTML-Basic Tags-Formatting Tags			
3.2	Ordered List -Unordered List-			
3.3	Tables- Creating with Row span and Col span-			
3.4	Image Anchor			
3.5	Marche Tags			
3.6	General Purpose Attributes			
Unit- 4 FORMS & FRAMES				
4.1	Forms-Text Box-Radio Button- Check Box-Text Area			



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Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
4.2	Frames			
	Unit- 5 CREATION OF WEB PAGE USING HTML			
5.1	CREATION OF WEB PAGE USING HTML			

EVALUATION PATTERN

MARKS		
CIA	ESE	Total
40	60	100

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	communicate clearly and effectively in written, oral, and digital forms		PSO1& PSO2
CO 2	define business problems, determine underlying causes, and formulate potential solutions		PSO3
CO 3	create fundamentals Tags for website creation		PSO5
CO 4	develop proficiency in Forms and Frames		



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CO 5	create dynamic websites		
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Mapping COs Consistency with PSOs

CO/ PSO	PS O1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
♦ Weakly Correlated -1

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

COURSE DESIGNER:

1. Staff Name Dr.K.Sangeetha

Forwarded By
HOD Signature and Name



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**The Research Centre of Commerce
Value Added Crash Course- Digital Marketing and Web Designing
Students Name list**

S.No	Roll No	Student Names
1.	2022A01	AASHIKA KR
2.	2022A02	ABINAYA U
3.	2022A03	AMALA JENCY K
4.	2022A05	ANGALAESWARI M
5.	2022A06	ANTONY MARIA ROBISHA F
6.	2022A07	ANUPRIYA S
7.	2022A08	AROCKIA KEERTHANA B
8.	2022A09	AUXILIA.A
9.	2022A10	CARMEL THERESA V
10.	2022A11	CAROLINA J
11.	2022A12	DHARSHINI A
12.	2022A13	GRACY RUBY P
13.	2022A14	HARSHINI BJK
14.	2022A20	JENIFER J
15.	2022A22	JOICE RAJAM A
16.	2022A24	KARTHIGA C
17.	2022A25	KAVIYA M
18.	2022A26	KESAVIKA K
19.	2022A27	KIRUBA JASPER C
20.	2022A28	KRISHNA RANJINI M
21.	2022A32	MARIA SWETHA M
22.	2022A33	MOHANA S
23.	2022A40	PERSIYA X
24.	2022A41	POOJA K
25.	2022A44	PREETHI A
26.	2022A46	ROHINI V
27.	2022A47	ROSELIN MARY I
28.	2022A48	SAHAYA ANCY SUGIRTHA S
29.	2022A50	SAMAYALAKSHMI K
30.	2022A51	SANGEETHA JASMINE L



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31.	2022A52	SANIYA JENAT A
32.	2022A55	SETHUPRIYA M
33.	2022A58	SHIFA FATHIMA S
34.	2022A61	SUGANYA V
35.	2022A63	TONY PRISHA J
36.	2022A64	UDAYA S
37.	2022A66	YAMINI U
38.	2022A68	YUGA SHREE A
39.	2022A70	YUVALAKSHMI.S
40.	2022A71	ELIZEBETH SHAKINA.J
41.	2022L32	I.MACRINA
42.	2022N02	ABINAYA RAJI N
43.	2022N11	A.H . HUMNNA
44.	2022N13	JAINUAL JUHAINA.A
45.	2022N20	LAVANYA DEVI K R
46.	2021N17	NAGA SHREE.S
47.	2021N19	NASRIN SARFIA.S

Course Teacher

Head of the Department



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Attendance Register

REGISTER OF ATTENDANCE

Name of the School (மாணவர் பள்ளம்) _____

S.No. உள்ளே எண்	Admission No. உள்ளே எண்	Name பெயர்	Aadhaar No. அடாஹர் எண்	Date of Birth பிறந்த திகதி	Date of Promotion or Admission உள்ளே 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
1.	2022001	Aashika K.R					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
2.	2022002	Abhinaya .U					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
3.	2022003	Amala Jeng .K					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
4.	2022005	Angathuvaran .M					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
5.	2022006	Anthony Mary Boisha .F					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
6.	2022007	Anupriya .S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
7.	2022008	Arackia Keethana .B					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
8.	2022009	Aurilia .A					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
9.	2022010	Carroll Theresa .V					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
10.	2022011	Carolina .T					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
11.	2022012	Dhanish .A					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
12.	2022013	Geary Ruby .P					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
13.	2022014	Hansini B.R.K					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
14.	2022020	Jenifer .T					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
15.	2022022	Jeje Rajam .A					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
16.	2022024	Karthiga .C					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
17.	2022025	Kavitha .M					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
18.	2022026	Kesavika .K					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
19.	2022027	Kinutha Jasper .C					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
20.	2022028	Krishna Rajini .M					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
21.	2022030	Maria Suethe .M					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
22.	2022033	Mohana .S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
23.	2022040	Pensiya .X					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
24.	2022041	Peggy .K					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
25.	2022046	Preeti .A					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
26.	2022046	Rakhi .V					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
27.	2022047	Raselin Mary .T					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
28.	2022049	Rohaya Anny Siphtha .S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
29.	2022050	Sanya Kalskani .K					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
30.	2022051	Sangeetha Jaimini .I					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
31.	2022052	Sanya Terat .A					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
32.	2022055	Sethupathi .M					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
33.	2022058	Shifa Fatima .S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
34.	2022061	Sunanya .V					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
35.	2022063	Tany Priya .T					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
36.	2022064	Udaya .S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
37.	2022066	Yamini .U					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
38.	2022068	Yara Shree .A					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
39.	2022070	Yara Lakshmi .S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
40.	2022071	Elizabeth Shreya .T					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		



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Attendance Register

REGISTER OF ATTENDANCE																																						
S.No.	Admission No.	Name	Aadhaar No.	Date of Birth	Date of Admission	Caste	FOR THE MONTH OF _____																															
							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	Total
41.	20221131	Maceena .T					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
42.	20221102	Abinaya Raj .N					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
43.	20221111	Humna .A.H					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
44.	20221113	Tajinul Taha .A					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
45.	20221120	Javanya Devi .K.R					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
46.	20221117	Nagashree .S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		
47.	20221119	Nasrin Sanjya .S					/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/		



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Mark Statements

Fatima College(Autonomous)

Name of the Department: **The Research Centre of Commerce**

Name of the course: **Value Added Crash Course**

Course title: **Digital Marketing and Web Designing**

Course code: **21UGVACA1**

Staff in charge: **Dr. K. Sangeetha**

S.No	Roll No	Names	Internal Tests		Extern al Exam (60)	Grand Total (100)
			T1(20)	T2(20)		
1.	2022A01	AASHIKA KR	20	20	54	94
2.	2022A02	ABINAYA U	20	16	38	74
3.	2022A03	AMALA JENCY K	20	10	48	78
4.	2022A05	ANGALAESWARI M	20	10	46	76
5.	2022A06	ANTONY MARIA ROBISHA F	20	12	32	64
6.	2022A07	ANUPRIYA S	20	19	39	78
7.	2022A08	AROCKIA KEERTHANA B	20	16	44	80
8.	2022A09	AUXILIA.A	20	14	48	82
9.	2022A10	CARMEL THERESA V	15	12	46	73
10	2022A11	CAROLINA J	20	12	48	80
11	2022A12	DHARSHINI A	20	17	50	87
12	2022A13	GRACY RUBY P	20	20	50	90
13	2022A14	HARSHINI BJK	20	20	42	82
14	2022A20	JENIFER J	20	12	40	72
15	2022A22	JOICE RAJAM A	20	16	46	82
16	2022A24	KARTHIGA C	20	20	46	86
17	2022A25	KAVIYA M	20	20	46	86
18	2022A26	KESAVIKA K	20	20	47	87



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19	2022A27	KIRUBA JASPER C	20	20	52	92
20	2022A28	KRISHNA RANJINI M	20	20	49	89
21	2022A32	MARIA SWETHA M	20	12	44	76
22	2022A33	MOHANA S	20	19	48	87
23	2022A40	PERSIYA X	20	14	34	68
24	2022A41	POOJA K	15	20	46	81
25	2022A44	PREETHI A	20	15	46	81
26	2022A46	ROHINI V	20	19	52	91
27	2022A47	ROSELIN MARY I	15	10	36	61
28	2022A48	SAHAYA ANCY SUGIRTHA S	20	10	24	54
29	2022A50	SAMAYALAKSHMI K	20	16	50	86
30	2022A51	SANGEETHA JASMINE L	20	20	49	89
31	2022A52	SANIYA JENAT A	15	12	50	77
32	2022A55	SETHUPRIYA M	15	12	45	72
33	2022A58	SHIFA FATHIMA S	20	20	48	88
34	2022A61	SUGANYA V	20	20	51	91
35	2022A63	TONY PRISHA J	20	20	37	77
36	2022A64	UDAYA S	20	20	46	86
37	2022A66	YAMINI U	20	20	48	88
38	2022A68	YUGA SHREE A	20	19	50	89
39	2022A70	YUVALAKSHMI.S	20	20	42	82
40	2022A71	ELIZEBETH SHAKINA.J	20	19	40	79
41	2022L32	J.MACRINA	20	20	32	72
42	2022N02	ABINAYA RAJI N	20	20	44	84
43	2022N11	A.H . HUMNNA	20	20	44	84
44	2022N13	JAINUAL JUHAINA.A	20	16	43	79
45	2022N20	LAVANYA DEVI K R	20	16	37	73
46	2021N17	NAGA SHREE.S	20	10	50	80
47	2021N19	NASRIN SARFIA.S	20	15	48	83

Head of the Department

Course Teacher



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
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Mary Land, Madurai - 625 018, Tamil Nadu

The Research Centre of Commerce

Value added Crash Course- Digital Marketing and Web Designing

Course Teachers List

S.No	Course Title with Course Code	Course Teachers	No of Hours Taken
1	Digital Marketing and Web Designing-21UGVACA1	Dr.K.Sangeetha	30

Dr. Sangeetha