



**HINDU KANYA MAHAVIDYALAYA, JIND**  
**Affiliated to C. R. S. University, Jind**



**A**  
**Report**  
**on**  
**Value Added Course**  
**on**  
**Digital Marketing**

**Dr. Upasana**  
**Course Coordinator**

**Dr. Geeta Gupta**  
**Convenor, VAC**

**Dr. Punam Kajal**  
**Principal**

## Report

<b>Name of the Course</b>	<b>Digital Marketing</b>
<b>Date of Course</b>	<b>8 September, 2023 – 18 October, 2023</b>
<b>Duration</b>	<b>32 Hours</b>
<b>No. of Students Enrolled in the Course</b>	<b>49</b>
<b>No. of Students Completed the Course</b>	<b>49</b>
<b>Learning Outcomes of the Course</b>	<p>Upon completion of this course, the students will be able:</p> <ol style="list-style-type: none"><li><b>1. To identify the issues in drafting a digital marketing plan.</b></li><li><b>2. To apply your knowledge about metrics in digital marketing.</b></li><li><b>3. To measure the success of a digital marketing campaign.</b></li></ol>



# Notice

## NOTICE

Notice No.: 200697

Date: 31.08.2023

All the students of UG/PG programs of the college are informed that for overall development of students, 6 Value Added Courses of 32 hours each are going to be introduced from 8<sup>th</sup> September 2023. After the completion of the course there will be an exam of the course. Those students who will qualify the exam will be awarded certificates. The students who are interested to get enrolled in these Value-Added Courses are required to ✓ against their selected course in registration form up to 2 September 2023.

Sr No.	Name of Value-Added Course	Overall Incharge	Time	Fees of the complete Course
1.	Digital Marketing	Dr. Upasana & Mrs. Kirti Bansal	2:15 pm– 3:15 pm	150
2.	Dance	Dr. Keauty Ms. Anjali Singh	2:15 pm– 3:15 pm	150
3.	Beauty & Wellness	Mrs. Rekha Saini & Mrs. Tannu	2:15 pm– 3:15 pm	150
4.	Training in Yogassana	Dr. Neelam & Mrs. Meena	2:15 pm– 3:15 pm	100
5.	Logical Reasoning and Quantitative Aptitude for Competitive Examination	Mrs. Anju & Dr. Muniya	2:15 pm– 3:15 pm	100
6.	Basic IT Tools	Dr. Priyanka Sahni & Dr. Niketa Sharma	2:15 pm– 3:15 pm	100

All Students should get their registration form from Ms. Sarita (Room No. 107), and submit to her up to 2<sup>nd</sup> September 2023.

31/08/2023

Principal

Hindu Kanya Mahavidyalaya  
Jind (Haryana)

# Syllabus

**Syllabus  
for  
Value Added Course  
Digital Marketing  
Course Code: DM – 2023**

**Time: 1 Hour  
Max. Marks: 30  
Min Marks: 10.5**

**Note: The examiner is required to set seven questions, students are required to attempt any six questions and each question carry equal marks.**

**Learning Outcomes of the Course:**

Upon completion of this course, the students will be able:

- 1) Identify the issues in drafting a digital marketing plan.
- 2) Apply your knowledge about metrics in digital marketing.
- 3) Measure the success of a digital marketing campaign.

## Unit – I

**Introduction of Digital Marketing:**

- A. Models of Digital Marketing
- B. Types of Digital Marketing
- C. Advantages and Challenges of Digital Marketing

## Unit - II

**Search Engine Marketing:**

- A. Search Engine Optimization (SEO)
- B. Pay per click (PPC)

## Unit – III

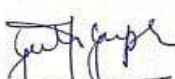
**Website Design and Marketing:**

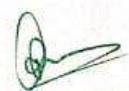
- A. Process/Steps in implementing Digital Marketing
- B. Digital Marketing KPIs

**Reference Books:**

1. Digital Marketing Analytics in Theory and in Practice, Kevin Hartman
2. The Whole Marketer, Abigail Dixon
3. Digital Branding, Daniel Rowles

  
Dr. Upasana  
(Course Coordinator)

  
Dr. Geeta Gupta  
(Convenor, VAC)

  
Principal  
Hir Kumar Khatwari  
Jind (Principal)



# Attendance

## Attendance Sheet/Signature Chart Value Added Course - Digital Marketing

Sr No	Name	Class	Roll No.	Day 1 8-9	Day 2 9-9	Day 3 11-9	Day 4 12-9	Day 5 13-9	Day 6 14-9	Day 7 15-9	Day 8 16-9	Day 9 18-9	Day 10 19-9	Day 11 20-9	Day 12 21-9	Day 13 22-9	Day 14 23-9	Day 15 24-9	Signature
1	LAKSHITA	M.Sc. Maths I	2231692010	P	A	P	P	P	P	P	P	P	A	P	P	P	P	P	Lakshita
2	BHAVNA	B.A.- III	1211922002019	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Bhavna
3	PRIVA	B.A.- III	1211922002023	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Priva
4	URMILA	B.A.- III	1211922002036	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Urmila
5	NEHA	B.A.- III	1211922002043	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Neha
6	SWATI MALIK	B.A.- III	1211922002054	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Swati
7	NAINA VERMA	B.A.- III	1211922002060	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Naina
8	HEENA	B.A.- III	1211922002066	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Heena
9	NEERAJ	B.A.- III	1211922002090	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Neeraj
10	MANISHA	B.A.- III	1211922002100	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Manisha
11	CHANCHAL	B.A.- III	1211922002110	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Chanchal
12	NISHU	B.A.- III	1211922002113	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	Nishu
13	MONIKA	B.A.- III	1211922002121	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Monika
14	APARNA	B.A.- III	1211922002125	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	Aparna
15	SWEETY	B.A.- III	1211922002130	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Sweety
16	AASTHA JOSHI	B.A.- III	1211922002136	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Aastha
17	PRACHI MITTAL	B.A.- III	1211922002172	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Prachi
18	MUSKAN	B.A.- III	1211922002175	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Muskan
19	ISHIKA	B.A.- III	1211922002180	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Ishtika
20	URVASHI	B.A.- III	1211922002187	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Urvashi
21	NAVITA DEVI	B.A.- III	1211922002217	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Navita
22	SALVI	B.A.- III	1211922002230	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Salvi
23	NIKHITA	B.A.- II	1211922002243	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Nikhita

Date \_\_\_\_\_



Roll No.	Day 15 26-9	Day 16 27-9	Day 17 28-9	Day 18 29-9	Day 19 30-9	Day 20 01-10	Day 21 02-10	Day 22 03-10	Day 23 04-10	Day 24 05-10	Day 25 06-10	Day 26 07-10	Day 27 08-10	Day 28 09-10	Day 29 10-10	Day 30 11-10	Day 31 12-10	Day 32 13-10	Signature
2231692010	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Nikhita
1211922002019	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Blavna
1211922002023	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Blavna
1211922002036	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Ushita
1211922002043	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Neta
1211922002054	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Suman
1211922002060	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	NAINA
1211922002066	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Hema
1211922002090	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Nehal
1211922002100	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	MANISHA
1211922002110	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Chanchal
1211922002113	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Dusha
1211922002121	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Prinisa
1211922002125	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Prinisa
1211922002130	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Prinisa
1211922002136	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Sweety
1211922002172	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Prinisa
1211922002175	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Prinisa
1211922002180	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Prinisa
1211922002187	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Prinisa
1211922002217	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Prinisa
1211922002230	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Prinisa
1211922002243	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Prinisa

DATE



Sr No	Name	Class	Roll No.	Day 1 8-9	Day 2 9-9	Day 3 11-9	Day 4 12-9	Day 5 13-9	Day 6 14-9	Day 7 15-9	Day 8 16-9	Day 9 18-9	Day 10 19-9	Day 11 20-9	Day 12 21-9	Day 13 22-9	Day 14 23-9	Signature
24	REETIKA	B.A.- III	1211922002275	A	P	P	P	A	P	P	P	A	P	P	P	P	P	
25	SIMRAN	B.A.- III	1211922002318	A	P	P	P	P	P	P	P	P	P	P	P	P	P	
26	MOUSAM	B.A.- III	1211922002335	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
27	SONIA	B.A.- III	1211922002394	A	P	P	P	P	P	P	P	P	P	P	P	P	P	
28	TISHA	B.Com (H)-III	1211923076002	P	A	P	P	P	P	P	P	P	P	P	P	P	P	
29	SUNIDHI KAUSHIK	B.Com (H)-III	1211923076005	P	P	P	P	A	P	P	P	P	P	P	P	P	P	
30	TAMANNA	B.A.- II	1221922002035	A	P	P	P	P	P	P	P	P	P	P	P	P	P	
31	NEHA	B.A.- II	1221922002049	P	P	P	P	A	P	P	P	P	P	P	P	P	P	
32	NISHA SHARMA	B.A.- II	1221922002100	A	P	P	P	P	P	P	P	P	P	P	P	P	P	
33	NIKITA	B.A.- II	1221922002206	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
34	USHA	B.A.- II	1221922002234	A	P	P	P	P	P	P	P	P	P	P	P	P	P	
35	SUBHAM	B.A.- II	1221922002277	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
36	AARTI	B.A.- II	1221922002297	A	P	P	P	P	P	P	P	P	P	P	P	P	P	
37	ANNU RANI	B.A.- II	1221922002350	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
38	KRITIKA	B.Com.- II	1221922003002	A	P	P	P	P	P	P	P	P	P	P	P	P	P	
39	RICHA	B.Com.- II	1221922003004	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
40	ROHINI	B.Com.- II	1221922003005	A	P	P	P	P	P	P	P	P	P	P	P	P	P	
41	PAYAL	B.Com.- II	1221922003007	P	A	P	P	P	P	P	P	P	P	P	P	P	P	
42	SAVITA	B.Com.- II	1221922003008	A	P	P	P	P	P	P	P	P	P	P	P	P	P	
43	DIKSHA GOYAL	B.Com.- II	1221922003009	P	P	P	P	A	P	P	P	P	P	P	P	P	P	
44	SUPRIYA	B.Com.- II	1221923003001	A	P	P	P	P	P	P	P	P	P	P	P	P	P	
45	RIYA	B.Com.- II	1221923003002	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
46	TISHA GOYAL	B.Com.- II	1221923003003	A	P	P	P	P	P	P	P	P	P	P	P	P	P	
47	RIDHAM	B.Com.- II	1221923003004	P	A	P	P	P	P	P	P	P	P	P	P	P	P	
48	TAJIVA VERMA	B.Com (H)-II	1221923076001	A	P	P	P	P	P	P	P	P	P	P	P	P	P	
49	KIRTI	B.Com (H)-II	1221923076002	P	A	P	P	P	P	P	P	P	P	P	P	P	P	

DATE

Principal  
Hindu Katya Nandan  
Jind (Haryana)



Roll No.	Day 15	Day 16	Day 17	Day 18	Day 19	Day 20	Day 21	Day 22	Day 23	Day 24	Day 25	Day 26	Day 27	Day 28	Day 29	Day 30	Day 31	Day 32	Signature	
1211922002275	P	A	P	P	P	P	P	P	P	P	A	P	P	P	A	P	P	P	P	<i>[Signature]</i>
1211922002318	A	P	P	P	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	<i>[Signature]</i>
1211922002335	P	P	P	P	P	P	P	P	A	P	P	P	P	A	P	P	P	P	P	<i>[Signature]</i>
1211922002394	A	P	P	P	P	P	P	P	P	A	P	P	P	P	A	P	P	P	P	<i>[Signature]</i>
1211923076002	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1211923076005	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P	P	P	<i>[Signature]</i>
1221922002035	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1221922002049	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1221922002100	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1221922002206	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1221922002234	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1221922002277	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1221922002297	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1221922002350	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1221922003002	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1221922003004	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1221922003005	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1221922003007	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1221922003008	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1221922003009	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1221923003001	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1221923003002	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1221923003003	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1221923003004	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1221923076001	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1221923076002	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	<i>[Signature]</i>

*[Handwritten signature]*

Principal  
 Uttarakhand  
 Jind (Haryana)




# Award List

**Hindu Kanya Mahavidyalaya, Jind**  
**Value Added Course (32 Hours)**  
**on**  
**Digital Marketing**  
**Session: 2023-24**  
**(08 Sept. 2023 - 18 Oct. 2023)**  
**Award List**

**Max. Marks - 30**  
**Min. Marks - 10.5**

Sr. No.	Name	Father Name	Class	Roll No.	Marks Obtained
1	LAKSHITA	SANJAY KUMAR	M.Sc. Maths- I	2231692010	17
2	BHAVNA	MANOJ KUMAR	B.A.- III	1211922002019	15
3	PRIYA	SURENDER	B.A.- III	1211922002023	13
4	URMILA	SATISH KUMAR	B.A.- III	1211922002036	8
5	NEHA	HAWA SINGH	B.A.- III	1211922002043	15
6	SWATI MALIK	VIRENDER SINGH	B.A.- III	1211922002054	20
7	NAINA VERMA	SATPAL	B.A.- III	1211922002060	16
8	HEENA	SATISH VERMA	B.A.- III	1211922002066	21.5
9	NEERAJ	BALWAN	B.A.- III	1211922002090	18.5
10	MANISHA	AJMER SINGH	B.A.- III	1211922002100	12
11	CHANCHAL	RAJESH KUMAR	B.A.- III	1211922002110	16.5
12	NISHU	SURESH	B.A.- III	1211922002113	10.5
13	MONIKA	BALDEEP	B.A.- III	1211922002121	11
14	APARNA	RAJEEV	B.A.- III	1211922002125	13
15	SWEETY	NARESH	B.A.- III	1211922002130	15
16	AASTHA JOSHI	VINOD KUMAR JOSHI	B.A.- III	1211922002136	19
17	PRACHI MITTAL	AJAY MITTAL	B.A.- III	1211922002172	18
18	MUSKAN	HARBANS	B.A.- III	1211922002175	16
19	ISHIKA	RAKESH KUMAR	B.A.- III	1211922002180	13.5
20	URVASHI	SATPAL SINGH	B.A.- III	1211922002187	15
21	NAVITA DEVI	SUKHDEV SINGH	B.A.- III	1211922002217	12
22	SALVI	ANIL KANT	B.A.- III	1211922002230	22
23	NIKHITA	AJMER SINGH	B.A.- III	1211922002243	12
24	REETIKA	SURENDER KUMAR	B.A.- III	1211922002275	11
25	SIMRAN	JAIVEER	B.A.- III	1211922002318	15.5
26	MOUSAM	BIR SINGH	B.A.- III	1211922002335	15.5
27	SONIA	BALJIT	B.A.- III	1211922002394	10.5

  
Principal  
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28	TISHA	PAWAN KUMAR	B.Com Hons.- III	1211923076002	10.5
29	SUNIDHI KAUSHIK	BHUPENDER KUMAR KAUSHIK	B.Com Hons.- III	1211923076005	11
30	TAMANNA	KULBIR	B.A.- II	1221922002035	10.5
31	NEHA	DALBIR	B.A.- II	1221922002049	10.5
32	NISHA SHARMA	GANESH SHARMA	B.A.- II	1221922002100	13
33	NIKITA	JAGBIR	B.A.- II	1221922002206	13
34	USHA	NARESH	B.A.- II	1221922002234	17
35	SUBHAM	RAM MEHAR	B.A.- II	1221922002277	10.5
36	AARTI	NARESH	B.A.- II	1221922002297	13
37	ANNU RANI	SURESH KUMAR	B.A.- II	1221922002350	10.5
38	KRITIKA	RAJNISH NANDWAL	B.Com.- II	1221922003002	18
39	RICHA	Jaipal	B.Com.- II	1221922003004	22
40	ROHINI	SUNIL KUMAR	B.Com.- II	1221922003005	22
41	PAYAL	SANDEEP KUMAR	B.Com.- II	1221922003007	21.5
42	SAVITA	RAJPAL	B.Com.- II	1221922003008	20
43	DIKSHA GOYAL	SANJAY	B.Com.- II	1221922003009	21
44	SUPRIYA	UTTAM SINGH	B.Com.- II	1221923003001	19
45	RIYA	SANDEEP KUMAR	B.Com.- II	1221923003002	12
46	TISHA GOYAL	PARVEEN GOYAL	B.Com.- II	1221923003003	18
47	RIDHAM	ASHOK KUMAR	B.Com.- II	1221923003004	21.5
48	TANYA VERMA	ANAND VERMA	B.Com Hons.- II	1221923076001	22
49	KIRTI	ROHIT KUMAR	B.Com Hons.- II	1221923076002	21.5



Principal  
Hindu Kanya Mahavidyalaya  
Jind (Haryana)



# Course Completion Certificate



**Hindu Kanya Mahavidyalaya, Jind**

**Certificate of Value-Added Course**

on

**Digital Marketing**

(32 Contact Hours)

Session: 2023-24

Certified that Ms. LAKSHITA D/o SANJAY KUMAR of Class M.Sc. - Mathematics- I Roll Number 2231692010 has successfully completed 32 hours Value Added Course in 'Digital Marketing' from 8<sup>th</sup> September, 2023 to 18<sup>th</sup> October, 2023.

Dr. Upasna  
Course Coordinator

Dr. Geeta Gupta  
Convenor, Value Added Courses

Dr. Punam Kajal  
Principal

DM/VAC-2023/49



**Hindu Kanya Mahavidyalaya, Jind**

**Certificate of Value-Added Course**

on

**Digital Marketing**

(32 Contact Hours)

Session: 2023-24

Certified that Ms. BHAVNA D/o MANOJ KUMAR of Class B.A.- III Roll Number 1211922002019 has successfully completed 32 hours Value Added Course in 'Digital Marketing' from 8<sup>th</sup> September, 2023 to 18<sup>th</sup> October, 2023.

Dr. Upasna  
Course Coordinator

Dr. Geeta Gupta  
Convenor, Value Added Courses

Dr. Punam Kajal  
Principal

DM/VAC-2023/1