



MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)
(An UGC Autonomous Institution, Affiliated to JNTUH, Hyderabad Accredited 2nd time by NAAC
with 'A' Grade & NBA)
Maisammaguda (H), Medchal-Malkajgiri District, Secunderabad,
Telangana State – 500100
www.mrec.ac.in

Department of Master of Business Administration

CIRCULAR

Date: 04/12/2015

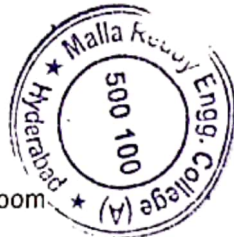
All the students are hereby informed that Value Added Course on “**Digital Marketing**” on date 12th to 17th December, is being organized by the Master of Business Administration. The resource person for the course is “Dr.K.Nagaraju”.

Students are advised to register their names to the programme coordinator “Mr. D.Mohan Rao”, on or before 05th December and utilize this opportunity to enhance their skills by attending the programme.

The detailed schedule of the programme will be displayed in the notice board.

K. C. C.

Head of the Department



HEAD OF THE DEPARTMENT
Master of Business Administration
MALLAREDDY ENGINEERING COLLEGE
(AUTONOMOUS)
Maisamma Guda, Sec'bad - 500 100

Copy to:

- 1) Circulation in Students classroom.
- 2) All HOD's
- 3) Notice Boards
- 4) PA to principal for filing.

Ravi
PRINCIPAL

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Maisammaguda, Dhulapally,
(Post Via Kompally), Sec'bad-500 100**

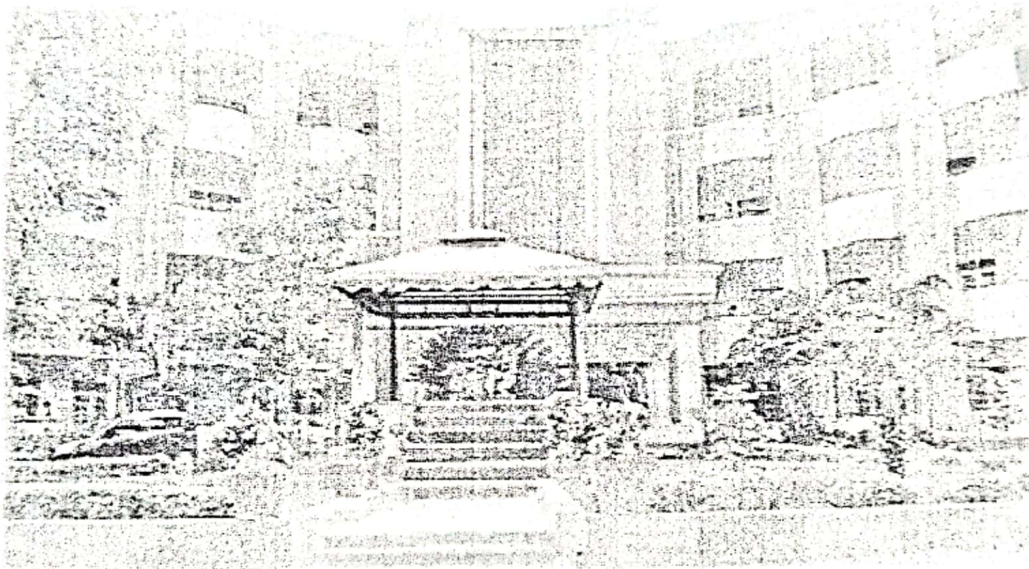
A One-Week Skill development Course

(Value added Course)

On

“DIGITAL MARKETING”

(12th to 17th December, 2015)



Organized by

Department of

Master of Business Administration

MALLA REDDY ENGINEERING COLLEGE

(AUTONOMOUS) MAIN CAMPUS

An UGC Autonomous Institution, Approved by AICTE & Affiliated to JNTUH-Hyderabad

Reaccredited by NAAC with 'A' Grade (II Cycle)

Maisammaguda(H), Gundlapochampally (V),

Medchal (M), Medchal - Malkajgiri District

Telangana - 500100, India.



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Telangana State – 500100, www.mrec.ac.in

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

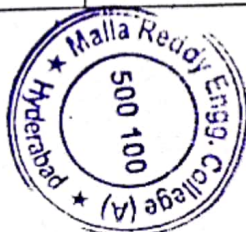
Value Added Course
on
“Digital marketing”
12th – 17th, December 2015
Programme Schedule

Date	Time	Topic	Resource Person
12-12-2015	10:10 – 11:00AM	Introduction of Digital Marketing: Digital Marketing meaning- need of digital marketing	Dr.K.Nagaraju
	11:00 -11:15AM	Tea Break	
	11.15 – 12:45 PM	Digital Marketing Vs Traditional Marketing	
	12:45 – 1:30PM	Lunch	
	1:30 – 2:30 PM	Digital Marketing Process- Creating digital marketing strategy-	
	2:30 – 2:45PM	Tea Break	
	2:45 -4:00 PM	Digital Marketing era and the way forward.	
13-12-2015	9:30 – 11:00AM	Search Engine Optimization: What is Search Engine?, Type of Search Engines, Search Engine Optimization Types	Dr.K.Nagaraju
	11:00 -11:15AM	Tea Break	
	11.16– 12:45 PM	SEO life cycle- Difference between Organic and Inorganic	
	12:45 – 1:30PM	Lunch	
	1:30 – 2:30 PM	Keyword Research -Google Trends- On-Page Optimization- Off-Page Optimization.	
	2:30 – 2:45PM	Tea Break	
	2:45 -4:00 PM	Social Media Optimization: Social Media- importance- Social Media Marketing	



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14-12-2015	9:30 – 11.00AM	Paid Advertising – Blogging- Face book – Twitter- LinkedIn	Dr.K.Nagaraju
	11:00 -11:15AM	Tea Break	
	11.15 – 12:45 PM	Slide Share- Social Media Management Tool (SMMT).	
	12:45 – 1:30PM	Lunch	
	1:30 – 2:30 PM	Google Adwards: Navigating through Google AdWords	
	2:30 – 2:45PM	Tea Break	
	2:45 -4:00 PM	Understanding Google AdWords Structure- Writing Ads in Google AdWords	
15-12-2015	9:30 – 11.00AM	Google Tools: Keyword Planner Tool	Dr.K.Nagaraju
	11:00 -11:15AM	Tea Break	
	11.15 – 12:45 PM	Google Webmaster Tool	
	12:45 – 1:30PM	Lunch	
	1:30 – 2:30 PM	Google Analytics	
	2:30 – 2:45PM	Tea Break	
	2:45 -4:00 PM	Reporting and Analysis Tool	
16-12-2015	9:30 – 11.00AM	Email Marketing: How Email works?- Challenges while sending bulk emails- Solution over challenges	Dr.K.Nagaraju
	11:00 -11:15AM	Tea Break	
	11.15 – 12:45 PM	Types of email marketing- Email marketing Tools	
	12:45 – 1:30PM	Lunch	
	1:30 – 2:30 PM	Designing of Email template- Email marketing scheduler	
	2:30 – 2:45PM	Tea Break	
	2:45 -4:00 PM	Email marketing success tracking - Lead Generation For Business.	
17-12-2015	9:30 – 11.00AM	Other forms of Digital marketing: Mobile marketing	Dr.K.Nagaraju
	11:00 -11:15AM	Tea Break	
	11.15 – 12:45 PM	Inbound marketing-content marketing	



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	12:45 – 1:30PM	Lunch	
	1:30 – 2:30 PM	E-commerce marketing-	
	2:30 – 2:45PM	Tea Break	
	2:45 -4:00 PM	Affiliate marketing- YouTube channel marketing.	

M. Laloo
Coordinator

K. Ues
HEAD OF THE DEPARTMENT
MBA HOD
Master of Business Administration
MALLAREDDY ENGINEERING COLLEGE
(AUTONOMOUS)
Maisamma Guda, Sec'bad - 500 100

L. S. S.
Principal

S. S. S.
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VAC List of Students 2015-16

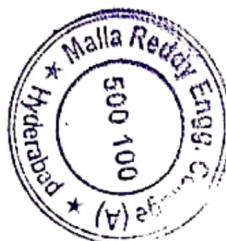
S.NO	ROLL NO	NAME OF THE STUDENT	COURSE	DURATION	
				FROM	TO
1	14J41E0001	A. ARUNASRI	DIGITAL MARKETING	12/12/2015	17-12-2015
2	14J41E0002	A JAGDISH	DIGITAL MARKETING	12/12/2015	17-12-2015
3	14J41E0003	ASHISH KUMAR	DIGITAL MARKETING	12/12/2015	17-12-2015
4	14J41E0004	AVULA MOUNIKA	DIGITAL MARKETING	12/12/2015	17-12-2015
5	14J41E0006	BAIRY SANDHYA	DIGITAL MARKETING	12/12/2015	17-12-2015
6	14J41E0007	BANALA GANESH KUMAR	DIGITAL MARKETING	12/12/2015	17-12-2015
7	14J41E0008	BANDARI NISHITA	DIGITAL MARKETING	12/12/2015	17-12-2015
8	14J41E0009	BATHULA PRIYANKA	DIGITAL MARKETING	12/12/2015	17-12-2015
9	14J41E0010	BATHULA RAJASHEKAR	DIGITAL MARKETING	12/12/2015	17-12-2015
10	14J41E0011	BHAGAVATHI TEJA	DIGITAL MARKETING	12/12/2015	17-12-2015
11	14J41E0012	B.RAMALINGA RAJU	DIGITAL MARKETING	12/12/2015	17-12-2015
12	14J41E0013	BINGI SAIBABU GOUD	DIGITAL MARKETING	12/12/2015	17-12-2015
13	14J41E0014	B.VENKATA SASTRY	DIGITAL MARKETING	12/12/2015	17-12-2015
14	14J41E0015	CH VENKATESH	DIGITAL MARKETING	12/12/2015	17-12-2015
15	14J41E0016	CH RAJINI KUMAR	DIGITAL MARKETING	12/12/2015	17-12-2015
16	14J41E0017	CHAKALI SHIVA KUMAR	DIGITAL MARKETING	12/12/2015	17-12-2015
17	14J41E0018	C.PRADEEP KUMAR REDDY	DIGITAL MARKETING	12/12/2015	17-12-2015
18	14J41E0019	C. ASHOK REDDY	DIGITAL MARKETING	12/12/2015	17-12-2015
19	14J41E0021	D. ANIL KUMAR	DIGITAL MARKETING	12/12/2015	17-12-2015
20	14J41E0022	D SWETHA	DIGITAL MARKETING	12/12/2015	17-12-2015
21	14J41E0023	D CHANDRA KANTH	DIGITAL MARKETING	12/12/2015	17-12-2015
22	14J41E0024	DEVARAPALLI SHAILAJA	DIGITAL MARKETING	12/12/2015	17-12-2015
23	14J41E0025	DHARA NAVEEN	DIGITAL MARKETING	12/12/2015	17-12-2015
24	14J41E0026	DONTHI SANDHYA	DIGITAL MARKETING	12/12/2015	17-12-2015
25	14J41E0028	EERICHETTI ARUNA	DIGITAL MARKETING	12/12/2015	17-12-2015
26	14J41E0029	ENDLA BHARATH	DIGITAL MARKETING	12/12/2015	17-12-2015
27	14J41E0030	G V. KRISHNA PRAKHYATHA	DIGITAL MARKETING	12/12/2015	17-12-2015
28	14J41E0032	GOLLA GOPAL RAO	DIGITAL MARKETING	12/12/2015	17-12-2015
29	14J41E0034	GUPTA DEEPA KUMARI	DIGITAL MARKETING	12/12/2015	17-12-2015
30	14J41E0035	H KARTHIK	DIGITAL MARKETING	12/12/2015	17-12-2015
31	14J41E0036	HARI KUMAR V	DIGITAL MARKETING	12/12/2015	17-12-2015
32	14J41E0037	J M VINAMRATHA	DIGITAL MARKETING	12/12/2015	17-12-2015
33	14J41E0038	JANNU ARUN	DIGITAL MARKETING	12/12/2015	17-12-2015
34	14J41E0039	KAIRAM KONDA SANDEEP	DIGITAL MARKETING	12/12/2015	17-12-2015
35	14J41E0040	KAPIL DEV MORLA	DIGITAL MARKETING	12/12/2015	17-12-2015
36	14J41E0041	V RAJA SHEKAR REDDY	DIGITAL MARKETING	12/12/2015	17-12-2015
37	14J41E0042	KASARLA RAJU	DIGITAL MARKETING	12/12/2015	17-12-2015
38	14J41E0043	KEERTHI GUNTUR	DIGITAL MARKETING	12/12/2015	17-12-2015
39	14J41E0044	KOLIPAKA VINOD KUMAR	DIGITAL MARKETING	12/12/2015	17-12-2015
40	14J41E0045	KOMEERISHETTY SWATHI	DIGITAL MARKETING	12/12/2015	17-12-2015
41	14J41E0046	KOTA SHYLAJA	DIGITAL MARKETING	12/12/2015	17-12-2015
42	14J41E0047	KOYYADA BHARGAVI	DIGITAL MARKETING	12/12/2015	17-12-2015
43	14J41E0048	KURAKULA SRINATH	DIGITAL MARKETING	12/12/2015	17-12-2015
44	14J41E0049	M MANISHA	DIGITAL MARKETING	12/12/2015	17-12-2015
45	14J41E0050	MADIGA SANDEEP KUMAR	DIGITAL MARKETING	12/12/2015	17-12-2015
46	14J41E0051	MAFADINAJA RAJESHWARI	DIGITAL MARKETING	12/12/2015	17-12-2015
47	14J41E0052	MAMDELLA DHANUJA	DIGITAL MARKETING	12/12/2015	17-12-2015
48	14J41E0053	M. VEERENDER PRAKASH	DIGITAL MARKETING	12/12/2015	17-12-2015
49	14J41E0055	MANSI TIWARI	DIGITAL MARKETING	12/12/2015	17-12-2015

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50	14J41E0056	PUVVADA SOWMYA	DIGITAL MARKETING	12/12/2015	17-12-2015
51	14J41E0057	MATAM MANJUNATHA	DIGITAL MARKETING	12/12/2015	17-12-2015
52	14J41E0058	MATTAPARTHI RAJINI	DIGITAL MARKETING	12/12/2015	17-12-2015
53	14J41E0060	MOHAMMAD ASIFPASHA	DIGITAL MARKETING	12/12/2015	17-12-2015
54	14J41E0061	MOHD KAREEM	DIGITAL MARKETING	12/12/2015	17-12-2015
55	14J41E0062	MUDUNURU RENUKA	DIGITAL MARKETING	12/12/2015	17-12-2015
56	14J41E0063	NIMMALA SANDEEP REDDY	DIGITAL MARKETING	12/12/2015	17-12-2015
57	14J41E0064	P. KALYANA KUMAR REDDY	DIGITAL MARKETING	12/12/2015	17-12-2015
58	14J41E0065	KARTHIK PANYALA	DIGITAL MARKETING	12/12/2015	17-12-2015
59	14J41E0066	PENDYALA ANUSHA	DIGITAL MARKETING	12/12/2015	17-12-2015
60	14J41E0069	RAMESH REDDY R	DIGITAL MARKETING	12/12/2015	17-12-2015
61	14J41E0072	RUDRA BANU CHANDER	DIGITAL MARKETING	12/12/2015	17-12-2015
62	14J41E0073	S CHANDRIKA	DIGITAL MARKETING	12/12/2015	17-12-2015
63	14J41E0074	S KAVITHA	DIGITAL MARKETING	12/12/2015	17-12-2015
64	14J41E0075	S SANDEEP KUMAR	DIGITAL MARKETING	12/12/2015	17-12-2015
65	14J41E0076	SAINI HARISH	DIGITAL MARKETING	12/12/2015	17-12-2015

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K. Venk
MBA HOD
HEAD OF THE DEPARTMENT
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DEPARTMENT OF MASTER OD BUSINESS ADMINISTRATION
ACADEMIC YEAR: 2015-16
SUMMARY REPORT

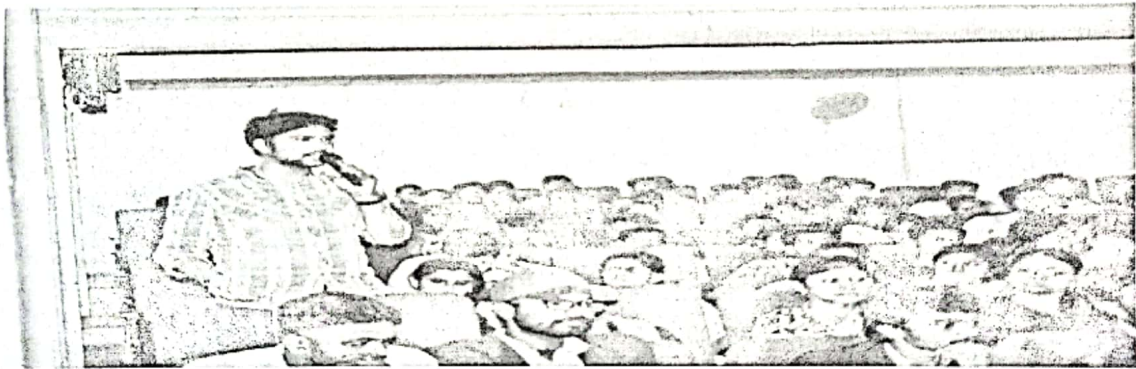
Value added course name: "Digital Marketing"

Value added course Instructor: Dr.k.Nagaraju

Digital marketing is the strategy and processes that connect advertisers with their audiences across digital channels. An advertisement itself is a piece of creative shared via digital inventory - the space a publisher makes available for advertisements on its platform.

Digital refers to a number of different channels, all used to uniquely engage audiences and tackle various goals of the conversion funnel. The digital channels include display, search, mobile, social, and video. Originally referred to as "interactive marketing" digital allows consumers to interact with ads and communicate back to brands.

Thanks to the vast amounts of targeting technology and capturing of data in digital marketing, advertisers are able to reach both large audiences and more granular segments without compromising scale. This includes being able to target by specific attribute including demographic, behavioral, psychographic, and more. Not only can marketers target groups of people, they can also target specific devices and even individual users regardless of what device they may be using.



Additionally, digital marketers are especially determined to measure success of campaigns. A number of user engagements can be tracked such as impressions, clicks, website hits, leads, and actual purchases. In as much, digital makes it easier than traditional media to track Return on Investment (ROI), helping marketers to see the efficacy of campaigns and make better decisions for optimization and the future.

D. K. Rao
Co-Ordinator

Rand
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Certificate of Completion

This is to certify that Mr./Ms A. ARUNASRI bearing
Roll No 14J41E0001 has successfully completed Value Added Course
in DIGITAL MARKETING conducted by the Department of
MBA from 12/12/2015 to 17/12/2015.

COORDINATOR

HOD

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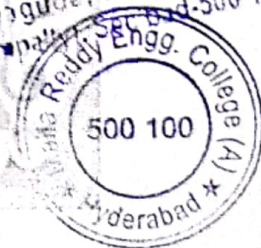
Certificate of Completion

This is to certify that Mr./Ms A JAGDISH bearing
Roll No 14J41E0002 has successfully completed Value Added Course
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This is to certify that Mr./Ms ASHISH KUMAR bearing
Roll No 14J41E0003 has successfully completed Value Added Course
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This is to certify that Mr./Ms AVULA MOUNIKA bearing
Roll No 14J41E0004 has successfully completed Value Added Course
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This is to certify that Mr./Ms BAIRY SANDHYA bearing
Roll No 14J41E0006 has successfully completed Value Added Course
in DIGITAL MARKETING conducted by the Department of
MBA from 12/12/2015 to 17/12/2015.

[Signature]

COORDINATOR

[Signature]

HOD

[Signature]
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(Post Via Kompally), Sec'bad-500 100.

