

VAC022	DIGITAL MARKETING
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course empowers undergraduate students with the knowledge and skills to excel in the dynamic field of digital marketing. Through a blend of theoretical insights, hands-on exercises, and real-world case studies, students will learn to create effective digital marketing campaigns, engage target audiences, and leverage digital platforms for brand growth.

Course Objective

Students will be able to:

- Understand the key concepts and principles of digital marketing.
- Develop digital marketing strategies aligned with organizational goals.
- Utilize various digital marketing channels for effective brand communication.
- Utilize social media, email marketing, and paid advertising effectively.

Course Outcomes

On completion of this course, students will be able to:

- CO 1: Create compelling and relevant content for different digital platforms.
- CO 2: Analyze digital marketing metrics to assess campaign performance.
- CO 3: Implement search engine optimization (SEO) techniques for visibility.
- CO 4: Create a comprehensive digital marketing plan.

Course Outline

Module 1: Introduction to Digital Marketing 3 hours

- Defining digital marketing and its significance in the modern era
- Evolution of digital marketing trends and technologies
- Ethical considerations in digital marketing

Module 2: Developing Digital Marketing Strategies

- Aligning digital marketing goals with business objectives
- Identifying target audiences and buyer personas

- Crafting a digital marketing plan and budget

Module 3: Content Creation for Digital Platforms

- Creating engaging and shareable digital content
- Tailoring content for different digital platforms
- Incorporating visual storytelling and multimedia content

Module 4: Search Engine Optimization (SEO)

- Understanding the basics of SEO and its importance
- On-page and off-page SEO techniques
- Enhancing website visibility and search engine ranking

Module 5: Social Media Marketing

- Strategies for different social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.)
- Leveraging social media for brand building and customer engagement
- Analyzing social media metrics and insights

Module 6: Email Marketing and Customer Relationship Management (CRM)

- Creating effective email marketing campaigns
- Personalization and segmentation for targeted communication
- Utilizing CRM systems for customer retention and loyalty

Module 7: Paid Advertising and Digital Campaigns

- Understanding paid digital advertising (Google Ads, social media ads, etc.)
- Setting up and managing digital ad campaigns
- Budget allocation, targeting, and tracking ROI

Module 8: Influencer Marketing and User-Generated Content

- Collaborating with influencers for brand promotion
- Encouraging user-generated content and brand advocacy
- Evaluating the authenticity and impact of influencer partnerships

Module 9: Data Analytics and Measurement in Digital Marketing

- Key performance indicators (KPIs) for digital marketing
- Analyzing metrics and deriving actionable insights
- Adjusting strategies based on performance data

Module 10: Creating a Comprehensive Digital Marketing Plan

- Synthesizing concepts and strategies into a cohesive plan
- Presenting a comprehensive digital marketing proposal
- Incorporating feedback and continuous improvement strategies

Practicum

The course integrates practical exercises and hands-on projects to apply digital marketing concepts in real-world scenarios. Students will develop digital marketing campaigns, analyze metrics, and engage with digital platforms to simulate the role of a digital marketer. The practicum will culminate in a comprehensive digital marketing plan showcasing students' understanding and application of digital marketing strategies.

Textbook

Chaffey, D., & Smith, P. R. (2017). Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing. Routledge.

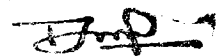
Reference Books

Ryan, D., & Jones, C. (2019). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. Kogan Page.

Smith, R., & Zook, Z. (2017). Complete Guide to B2B Marketing: New Tactics, Tools, and Techniques to Compete in the Digital Economy. Wiley.

Evans, D. (2020). Social Media Marketing: The Next Generation of Business Engagement. Wiley.

	Evaluation Component	Weightage (%)
1	Activities	20
2	Presentation	20
3	Attendance	10
4	End Term Examination	50



Registrar
A.P. Mangalam University
Sohna Road, Gurugram (Haryana)



ATTENDANCE SHEET

COURSE FOR ACADEMIC YEAR 2019-20

COURSE CODE: VAC022

COURSE TITLE: DIGITAL MARKETING

ROLL NO	NAME	PROGRAMME	SEMESTER	3-Sep-19	4-Sep-19	5-Sep-19	6-Sep-19	7-Sep-19	8-Sep-19
1901010003	MAHESH SINGH LAMBA	B.Tech CSE	Semester I	A	P	P	P	A	P
1901010009	ROBIN KUMAR	B.Tech CSE	Semester I	P	P	P	P	P	P
1901010032	ARYAN CHAUHAN	B.Tech CSE	Semester I	A	P	P	P	P	P
1901010039	MOHIT KUMAR YADAV	B.Tech CSE	Semester I	P	P	P	P	P	P
1901010044	MILIND UDBHAV	B.Tech CSE	Semester I	P	P	P	P	P	P
1901720C05	ROHAN SHARMA	B.Sc. (H) CS	Semester I	P	P	P	P	A	P
1902070014	PRIYA MALIK	B.Com (H)	Semester I	P	P	P	P	P	A
1902070017	PAWAN KUMAR GUPTA	B.Com (H)	Semester I	P	P	P	P	A	P
1902070022	GEETIKA SHARMA	B.Com (H)	Semester I	P	P	P	P	P	P
1902070025	DHEERAJ YADAV	B.Com (H)	Semester I	P	P	P	P	P	P
1902070028	SONALI MADAN	B.Com (H)	Semester I	P	P	P	P	P	P
1902070032	ARTI AGGARWAL	B.Com (H)	Semester I	A	P	P	P	P	P
1902070043	SHILPY PATHAK	B.Com (H)	Semester I	P	P	P	P	P	P
1902070047	RAHUL JOON	B.Com (H)	Semester I	P	P	A	P	P	P
1902080014	MUSKAN MEHTA	BBA	Semester I	A	P	P	A	A	P
1902080026	YOGITA SETHI	BBA	Semester I	P	A	A	P	P	P
1902080029	SHIVANSHU RAI	BBA	Semester I	P	A	P	P	P	P
1902080032	NITISH YADAV	BBA	Semester I	P	A	A	P	P	P
1605140003	SAKSHAM AGGARWAL	BBA LLB (H)	Semester I	A	P	A	P	A	P
1605140004	AKRAM KHAN	BBA LLB (H)	Semester I	P	A	P	P	A	P
1605140018	ANKIT GUPTA	BBA LLB (H)	Semester I	A	P	A	A	A	P
1605150001	MEGHNA GUPTA	B.Com LLB	Semester I	P	P	P	P	A	P
1708180013	RAHUL YADAV	B.A. (H) English	Semester I	P	P	P	P	P	P
1701060007	GARIMA JANGRA	BCA	Semester I	P	P	P	P	P	P
1701060012	SUMIT KUMAR	BCA	Semester I	P	P	P	P	P	P

[Signature]

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K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

COURSE INCHARGE

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School of Management & Commerce (SOMC)
K.R. Mangalam University



ATTENDANCE SHEET

COURSE FOR ACADEMIC YEAR 2019-20

COURSE CODE: VAC022

COURSE TITLE: DIGITAL MARKETING

ROLL NO	NAME	11-Sep-19	13-Sep-19	14-Sep-19	17-Sep-19	19-Sep-19	19-Sep-19	19-Sep-19	22-Sep-19	24-Sep-19	26-Sep-19
1901010003	MAHESH SINGH LAMBA	P	P	P	P	A	P	P	A	P	P
1901010009	ROBIN KUMAR	P	P	P	P	P	P	P	P	P	P
1901010032	ARYAN CHAUHAN	P	P	P	P	P	P	P	P	P	P
1901010039	MOHIT KUMAR YADAV	P	P	P	P	A	P	P	P	P	P
1901010044	MILIND UDBHAV	P	P	P	P	P	P	P	A	P	P
1901720005	ROHAN SHARMA	P	P	P	P	P	P	P	P	P	P
1902070014	PRIYA MALIK	P	P	P	P	P	A	P	P	P	P
1902070017	PAWAN KUMAR GUPTA	P	P	P	P	P	P	P	A	P	P
1902070022	GEETIKA SHARMA	A	P	P	P	P	P	P	A	P	P
1902070025	DHEERAJ YADAV	P	P	P	P	P	P	P	P	P	P
1902070028	SONALI MADAN	P	P	A	P	P	P	P	A	P	P
1902070032	ARTI AGGARWAL	P	P	P	P	P	P	P	P	P	P
1902070043	SHILPY PATHAK	P	P	P	P	P	P	P	P	P	P
1902070047	RAHUL JOON	P	P	A	A	P	P	P	P	P	P
1902080014	MUSKAN MEHTA	P	P	P	P	P	P	P	P	P	P
1902080026	YOGITA SETHI	P	P	P	P	P	P	P	P	P	A
1902080029	SHIVANSHU RAI	P	P	P	A	P	A	P	P	P	P
1902080032	NITISH YADAV	P	P	P	P	P	P	P	A	P	P
1605140003	SAKSHAM AGGARWAL	P	P	A	P	P	P	P	P	P	P
1605140004	AKRAM KHAN	P	A	P	P	P	P	P	P	A	P
1605140018	ANKIT GUPTA	P	P	P	P	P	A	P	P	P	P
1605150001	MEGHNA GUPTA	P	P	P	P	P	P	P	P	P	P
1708180013	RAHUL YADAV	P	P	P	P	P	P	P	P	P	P
1701060007	GARIMA JANGRA	P	A	P	A	P	P	P	P	P	P
1701060012	SUMIT KUMAR	P	P	P	P	P	P	P	P	P	P

[Signature]

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ATTENDANCE SHEET

COURSE FOR ACADEMIC YEAR 2019-20

COURSE CODE: VAC022

COURSE TITLE: DIGITAL MARKETING

ROLL NO	NAME	28-Sep-19	1-Oct-19	3-Oct-19	4-Oct-19	8-Oct-19	9-Oct-19	10-Oct-19	11-Oct-19	13-Oct-19
1901010003	MAHESH SINGH LAMBA	P	P	P	P	A	P	P	P	P
1901010009	ROBIN KUMAR	P	P	A	P	P	P	P	A	A
1901010032	ARYAN CHAUHAN	P	P	P	P	P	P	A	P	P
1901010039	MOHIT KUMAR YADAV	P	P	A	P	P	A	P	P	A
1901010044	MILIND UDBHAV	P	P	P	P	P	P	A	P	P
1901720005	ROHAN SHARMA	P	P	P	P	P	P	P	P	P
1902070014	PRIYA MALIK	P	P	A	P	P	P	P	P	P
1902070017	PAWAN KUMAR GUPTA	P	A	P	P	P	P	A	P	P
1902070022	GEETIKA SHARMA	A	P	P	P	P	P	A	P	P
1902070025	DHEERAJ YADAV	P	P	P	P	P	A	P	P	P
1902070028	SONALI MADAN	A	P	P	A	P	P	P	P	P
1902070032	ARTI AGGARWAL	A	P	P	P	P	P	P	A	P
1902070043	SHILPY PATHAK	P	P	P	P	P	P	P	P	P
1902070047	RAHUL JOON	P	P	P	A	P	P	P	P	P
1902080014	MUSKAN MEHTA	P	P	P	P	P	A	P	P	P
1902080026	YOGITA SETHI	P	P	P	P	P	P	P	P	P
1902080029	SHIVANSHU RAI	P	P	P	P	P	A	P	P	A
1902080032	NITISH YADAV	P	P	P	A	P	A	P	P	P
1605140003	SAKSHAM AGGARWAL	P	P	A	P	P	P	A	P	P
1605140004	AKRAM KHAN	P	P	P	P	P	P	A	P	P
1605140018	ANKIT GUPTA	P	A	P	P	A	P	P	P	P
1605150001	MEGHNA GUPTA	P	P	A	P	P	P	P	A	P
1708180013	RAHUL YADAV	P	P	P	P	P	P	A	P	P
1701060007	GARIMA JANGRA	P	P	A	P	P	A	P	P	P
1701060012	SUMIT KUMAR	P	P	P	P	A	P	P	P	P

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ATTENDANCE SHEET
COURSE FOR ACADEMIC YEAR 2019-20
COURSE CODE: VAC022
COURSE TITLE: DIGITAL MARKETING

ROLL NO	NAME	30-Oct-19	1-Nov-19	Total	Present	Percentage
1901010003	MAHESH SINGH LAMBA	P	P	35	28	80.00
1901010009	ROBIN KUMAR	P	P	35	29	82.86
1901010032	ARYAN CHAUHAN	P	A	35	30	85.71
1901010039	MOHIT KUMAR YADAV	P	A	35	27	77.14
1901010044	MILIND UDBHAV	A	P	35	30	85.71
1901720005	ROHAN SHARMA	P	P	35	31	88.57
1902070014	PRIYA MALIK	P	P	35	31	88.57
1902070017	PAWAN KUMAR GUPTA	P	P	35	29	82.86
1902070022	GEETIKA SHARMA	P	P	35	30	85.71
1902070025	DHEERAJ YADAV	A	P	35	31	88.57
1902070028	SONALI MADAN	P	A	35	29	82.86
1902070032	ARTI AGGARWAL	P	P	35	30	85.71
1902070043	SHILPY PATHAK	P	P	35	32	91.43
1902070047	RAHUL JOON	A	P	35	29	82.86
1902080014	MUSKAN MEHTA	P	P	35	31	88.57
1902080026	YOGITA SETHI	P	P	35	30	85.71
1902080029	SHIVANSHU RAI	A	P	35	29	82.86
1902080032	NITISH YADAV	P	P	35	28	80.00
1605140003	SAKSHAM AGGARWAL	P	P	35	27	77.14
1605140004	AKRAM KHAN	P	P	35	28	80.00
1605140018	ANKIT GUPTA	P	P	35	28	80.00
1605150001	MEGHNA GUPTA	P	P	35	30	85.71
1708180013	RAHUL YADAV	P	P	35	32	91.43
1701060007	GARIMA JANGRA	P	P	35	30	85.71
1701060012	SUMIT KUMAR	P	P	35	34	97.14

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COURSE INCHARGE

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School of Management & Commerce (SOMC)
K.R. Mangalam University



VALUE ADDED COURSE (VAC)

ACADEMIC YEAR 2019-20

COURSE CODE: VAC022

COURSE TITLE: DIGITAL MARKETING

COURSE OFFERED BY: SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)

LIST OF STUDENTS COMPLETING THE COURSE

S.NO	SESSION	ROLL NO	NAME	PROGRAMME	SEMESTER	COURSE CODE	COURSE TITLE	SCHOOL
1	2019-20	1901010003	MAHESH SINGH LAMBA	B.Tech CSE	Semester I	VAC022	DIGITAL MARKETING	SCHOOL OF ENGINEERING AND TECHNOLOGY (SOET)
2	2019-20	1901010009	ROBIN KUMAR	B.Tech CSE	Semester I	VAC022	DIGITAL MARKETING	SCHOOL OF ENGINEERING AND TECHNOLOGY (SOET)
3	2019-20	1901010032	ARYAN CHAUHAN	B.Tech CSE	Semester I	VAC022	DIGITAL MARKETING	SCHOOL OF ENGINEERING AND TECHNOLOGY (SOET)
4	2019-20	1901010039	MOHIT KUMAR YADAV	B.Tech CSE	Semester I	VAC022	DIGITAL MARKETING	SCHOOL OF ENGINEERING AND TECHNOLOGY (SOET)
5	2019-20	1901010044	MILIND UDBHAV	B.Tech CSE	Semester I	VAC022	DIGITAL MARKETING	SCHOOL OF ENGINEERING AND TECHNOLOGY (SOET)
6	2019-20	1901720005	ROHAN SHARMA	B.Sc. (H) CS	Semester I	VAC022	DIGITAL MARKETING	SCHOOL OF ENGINEERING AND TECHNOLOGY (SOET)
7	2019-20	1902070014	PRIYA MALIK	B.Com (H)	Semester I	VAC022	DIGITAL MARKETING	SCHOOL OF ENGINEERING AND TECHNOLOGY (SOET)
8	2019-20	1902070017	PAWAN KUMAR GUPTA	B.Com (H)	Semester I	VAC022	DIGITAL MARKETING	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
9	2019-20	1902070022	GEETIKA SHARMA	B.Com (H)	Semester I	VAC022	DIGITAL MARKETING	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
10	2019-20	1902070025	DHEERAJ YADAV	B.Com (H)	Semester I	VAC022	DIGITAL MARKETING	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
11	2019-20	1902070028	SONALI MADAN	B.Com (H)	Semester I	VAC022	DIGITAL MARKETING	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
12	2019-20	1902070032	ARTI AGGARWAL	B.Com (H)	Semester I	VAC022	DIGITAL MARKETING	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
13	2019-20	1902070043	SHILPY PATHAK	B.Com (H)	Semester I	VAC022	DIGITAL MARKETING	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
14	2019-20	1902070047	RAHUL JOON	B.Com (H)	Semester I	VAC022	DIGITAL MARKETING	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
15	2019-20	1902080014	MUSKAN MEHTA	BBA	Semester I	VAC022	DIGITAL MARKETING	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
16	2019-20	1902080026	YOGITA SETHI	BBA	Semester I	VAC022	DIGITAL MARKETING	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
17	2019-20	1902080029	SHIVANSHU RAI	BBA	Semester I	VAC022	DIGITAL MARKETING	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
18	2019-20	1902080032	NITISH YADAV	BBA	Semester I	VAC022	DIGITAL MARKETING	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
19	2019-20	1605140003	SAKSHAM AGGARWAL	BBA LLB (H)	Semester VII	VAC022	DIGITAL MARKETING	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
20	2019-20	1605140004	AKRAM KHAN	BBA LLB (H)	Semester VII	VAC022	DIGITAL MARKETING	SCHOOL OF LEGAL STUDIES (SOLS)
21	2019-20	1605140018	ANKIT GUPTA	BBA LLB (H)	Semester VII	VAC022	DIGITAL MARKETING	SCHOOL OF LEGAL STUDIES (SOLS)
22	2019-20	1605150001	MEGHNA GUPTA	B.Com LLB	Semester VII	VAC022	DIGITAL MARKETING	SCHOOL OF LEGAL STUDIES (SOLS)
23	2019-20	1708180013	RAHUL YADAV	B.A. (H) English	Semester V	VAC022	DIGITAL MARKETING	SCHOOL OF HUMANITIES (SOHS)
24	2019-20	1701060007	GARIMA JANGRA	BCA	Semester V	VAC022	DIGITAL MARKETING	SCHOOL OF ENGINEERING AND TECHNOLOGY (SOET)
25	2019-20	1701060012	SUMIT KUMAR	BCA	Semester V	VAC022	DIGITAL MARKETING	SCHOOL OF ENGINEERING AND TECHNOLOGY (SOET)

Signature



K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

CERTIFICATE OF COMPLETION

This is to certify that **MAHESH SINGH LAMBA**, University Enrolment No **1901010003** of **B.Tech CSE** programme has successfully qualified **VALUE ADDED COURSE VAC022** (**Digital Marketing**) during Academic Session **2019-20** (Odd Semester).

Date: 10.01.2020

hahajan

Controller of Examination

Registrar

K.R. Mangalam University
Gurgaon, Haryana



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This is to certify that **ROBIN KUMAR**, University Enrolment No **1901010009** of **B.Tech CSE** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

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Controller of Examination

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K.R. Mangalam University
C-20, Phase II, Gurgaon (Haryana)



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This is to certify that **ARYAN CHAUHAN**, University Enrolment No **1901010032** of **B.Tech CSE** programme has successfully qualified **VALUE ADDED COURSE VAC022** (**Digital Marketing**) during Academic Session **2019-20** (Odd Semester).

Date: 10.01.2020

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Registrar

K.R. Mangalam University
Sector 10, Gurgaon (Haryana)



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This is to certify that **MOHIT KUMAR YADAV**, University Enrolment No **1901010039** of **B.Tech CSE** programme has successfully qualified **VALUE ADDED COURSE VAC022** (**Digital Marketing**) during Academic Session **2019-20** (Odd Semester).

Date: 10.01.2020

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Controller of Examination

Registrar

K.R. Mangalam University
Gurgaon, Haryana (India)



K. R. MANGALAM UNIVERSITY

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CERTIFICATE OF COMPLETION

This is to certify that **MILIND UDBHAV**, University Enrolment No **1901010044** of **B.Tech CSE** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

brahajan

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[Signature]

Registrar

K. R. Mangalam University
Chennai - 600 089 (Tamil Nadu)



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This is to certify that **ROHAN SHARMA**, University Enrolment No **1901720005** of **B.Sc. (H) CS** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

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Registrar
K.R. Mangalam University
Sector-10, Gurugram (Haryana)



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CERTIFICATE OF COMPLETION

This is to certify that **PRIYA MALIK**, University Enrolment No **1902070014** of **B.Com (H)** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

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Sector 10, Gurgaon (Haryana)



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This is to certify that **PAWAN KUMAR GUPTA**, University Enrolment No **1902070017** of **B.Com (H)** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

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CERTIFICATE OF COMPLETION

This is to certify that **GEEATIKA SHARMA**, University Enrolment No **1902070022** of **B.Com (H)** programme has successfully qualified **VALUE ADDED COURSE VAC022** (**Digital Marketing**) during Academic Session **2019-20** (**Odd Semester**).

Date: 10.01.2020

hrahajan

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K. R. Mangalam University
Gurgaon, Haryana (India)



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THE COMPLETE WORLD OF EDUCATION

CERTIFICATE OF COMPLETION

This is to certify that **DHEERAJ YADAV**, University Enrolment No **1902070025** of **B.Com (H)** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

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Sector 10, Gurgaon (Haryana)



K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

CERTIFICATE OF COMPLETION

This is to certify that **SONALI MADAN**, University Enrolment No **1902070028** of **B.Com (H)** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

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Controller of Examination



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K. R. MANGALAM UNIVERSITY

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CERTIFICATE OF COMPLETION

This is to certify that **ARTI AGGARWAL**, University Enrolment No **1902070032** of **B.Com (H)** programme has successfully qualified **VALUE ADDED COURSE VAC022** (**Digital Marketing**) during Academic Session **2019-20** (**Odd Semester**).

Date: 10.01.2020

h. mahajan

Controller of Examination

Registrar

K.R. Mangalam University

Chandigarh (India)



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This is to certify that **SHILPY PATHAK**, University Enrolment No **1902070043** of **B.Com (H)** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

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K. R. Mangalam University

School of Distance Education (Mangalam)



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This is to certify that **RAHUL JOON**, University Enrolment No **1902070047** of **B.Com (H)** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

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This is to certify that **MUSKAN MEHTA**, University Enrolment No **1902080014** of **BBA** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

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This is to certify that **YOGITA SETHI**, University Enrolment No **1902080026** of **BBA** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

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This is to certify that **SHIVANSHU RAI**, University Enrolment No **1902080029** of **BBA** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

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This is to certify that **NITISH YADAV**, University Enrolment No **1902080032** of **BBA** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

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Gurgaon, Haryana



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This is to certify that **SAKSHAM AGGARWAL**, University Enrolment No **1605140003** of **BBA LLB (H)** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

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Registrar
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2, 3rd Floor, Gurugram (Haryana)



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This is to certify that **AKRAM KHAN**, University Enrolment No **1605140004** of **BBA LLB (H)** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

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Gurgaon Road, Gurgaon (Haryana)



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This is to certify that **ANKIT GUPTA**, University Enrolment No **1605140018** of **BBA LLB (H)** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

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This is to certify that **MEGHNA GUPTA**, University Enrolment No **1605150001** of **B.Com LLB** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

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Sector 10, Gurgaon (Haryana)



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This is to certify that **RAHUL YADAV**, University Enrolment No **1708180013** of **B.A. (H) English** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

h. rajan

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Dr. P. K. Singh

Registrar
K. R. Mangalam University
C-103, Road, Gurgaon (Haryana)



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This is to certify that **GARIMA JANGRA**, University Enrolment No **1701060007** of **BCA** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

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This is to certify that **SUMIT KUMAR**, University Enrolment No **1701060012** of **BCA** programme has successfully qualified **VALUE ADDED COURSE VAC022 (Digital Marketing)** during Academic Session **2019-20 (Odd Semester)**.

Date: 10.01.2020

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