

VAC128	DIGITAL MARKETING ESSENTIALS
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

The Digital Marketing Essentials course is designed to provide participants with a comprehensive understanding of the fundamental concepts and strategies essential for success in the dynamic world of digital marketing. This value-added course aims to equip individuals with the skills and knowledge needed to navigate the digital landscape and create effective digital marketing campaigns.

Course Objectives

The objectives of this course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success; to develop a digital marketing plan; to make SWOT analysis; to define a target group; to get introduced to various digital channels, their advantages and ways of integration; how to integrate different digital media and create marketing content; how to optimize a Web site and SEO optimization; how to create Google AdWords campaigns; social media planning; to get basic knowledge of Google Analytics for measuring effects of digital marketing and getting insight of future trends that will affect the future development of the digital marketing. The application of the gained knowledge, skills and competences will help future managers in forming digital marketing plan in order to manage a digital marketing performance efficiently.

Course Outcomes

Students will be able to identify the importance of the digital marketing for marketing success, to manage customer relationships across all digital channels and build better customer relationships, to create a digital marketing plan, starting from the SWOT analysis and defining a target group, then identifying digital channels, their advantages and limitations, to perceiving ways of their integration taking into consideration the available budget.

Course Content

Module I

7 hours

What is Digital Marketing, Digital Marketing Scope, Digital Marketing Terminology, What is Google Update, List of key Google Updates, What's the difference between digital marketing and traditional marketing, and why does it matter? Benefits of Traditional Marketing The Downside to Traditional Marketing Benefits of Digital Marketing Why Digital Marketing Wins Over



traditional Marketing ? Tools of Digital Marketing How We Use Both Digital & Traditional Marketing, Social Media Marketing introduction.

Module II

8 hours

What is Internet? Understanding domain names & domain extensions Different types of websites Based on functionality Based on purpose Planning & Conceptualising a Website Booking a domain name & web hosting Adding domain name to web Server Adding webpages & content Adding Plugins Building website using Wordpex, Various types of websites: What to see in a website. Basic webpage designing, Creation of a website, Website core structure, Identifying objective of website Deciding on number of pages required Planning for engagement options Landing Pages & Optimization Creating blueprint of every webpage.

Module III

8 hours

What is SEO? Introduction to SERP What are search engines? How search engines work Major functions of a search engine What are keywords? Different types of keywords Google keyword planner tool Keywords research process Understanding keywords mix Long Tail Keywords Google Search Tips & Hacks, Components of SEO, On-page SEO, On-page on-site SEO factors, Google Search Console, Yahoo & Bing Webmaster tools, Title tags, Meta tags, Header tags optimization, Blog setup for Blogger and WordPress

- How to structure your site for easy and automatic SEO.
- How to make Google pick up the key words you want.
- How to get more people clicking on your rankings in Google.
- Site load speed -Google magic dust.
- The usual suspects -sitemaps.xml and robots.txt.
- Duplicate content- canonical tags and other fun.
- Usability -the new SEO explained. Link building. How to rank extremely high on Google – 80, Why is link building so important?
- The dirty little secret no one wants to tell you about link building.
- How to acquire links and what to avoid in link building.
- Anchor text. What's all the fuss?
- Simple to advanced link building strategies.
- Link outreach - scaling up high quality link building campaigns.
- How to get links from major news outlets for free.
- Additional link building opportunities, SEO tools,
- Research tools, Optimization tools, Link building tools, Web analytics tools

Module IV

7 hours

What is Social Media? Understanding the existing Social Media paradigms & psychology How social media marketing is different than others Forms of Internet marketing Facebook marketing Understanding Facebook marketing Practical session 1 Creating Facebook page Uploading contacts for invitation Exercise on fan page wall posting Increasing fans on fan page How to do marketing on fan page (with examples) Fan engagement Important apps to do fan page marketing Facebook advertising Types of Facebook advertising Best practices for Facebook advertising Understanding Facebook best practices Understanding edgerank and art of engagement Practical Session 2 Creating Facebook advertising campaign Targeting in ad campaign Payment module- CPC vs CPM vs CPA Setting up conversion tracking Using power editor tool for adv. Advanced Facebook advertising using tools like Qwaya

Practicum

1. Writing and optimizing website content for SEO.
2. Conducting keyword research.
3. Content creation for blogs, social media etc.
4. Creating a portfolio.

Textbooks

Brown, A. (2021). Search Engine Optimization (SEO): Strategies and Techniques for Digital Marketers. Publisher.

Johnson, M. (2019). The Fundamentals of Online Advertising and Social Media Marketing (2nd ed.). Publisher.

Smith, J. (2020). Digital Marketing Essentials: A Comprehensive Guide (3rd ed.). Publisher.

Reference Books

Davis, R. (Ed.). (2020). The Digital Marketing Handbook: A Comprehensive Reference Guide. Publisher.

Wilson, S. (Ed.). (2018). Social Media Marketing: Trends and Best Practices. Publisher.

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



K.R. MANGALAM UNIVERSITY
EDUCATION FOR LIFE
(Recognized by UGC and a member of AIU)

Ref.No.:KRMU/Admin./Notice/2022-23/ 3071(c)

Dated: 4th August, 2022

NOTICE

This is to put for information that School of Management and Commerce is offering Value-Added Course (VAC) for all interested students during ODD Semester as per the following specifications.

Course Code	Course Title	Coordinating Department / School	Duration
SMMC651A	Leadership Development	SOMC	30 Hrs.
VAC121	Employability Skills-I	SOMC	30 Hrs.
VAC123	Employability Skills-III	SOMC	30 Hrs.
VAC125	MS Office Suite	SOMC	30 Hrs.
VAC127	Search Engine Optimization	SOMC	30 Hrs.
VAC128	Digital Marketing Essentials	SOMC	30 Hrs.
VAC147	Leadership and Management	SOMC	30 Hrs.

Maximum 100 seats are available for the course.

Course Start Date: 05 September 2022

Course End Date: 29 December 2022

All interested students are required to confirm their registration with the Dean-School of Management and Commerce latest by 26th August, 2022.



Registrar

Copy to:

- Vice Chancellor
- Dean (Academics Affairs)
- Controller of Examinations
- All Deans/ School Coordinators
- All Faculty Members/ Mentors
- Notice Board
- Office Copy

For kind information



Registrar

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

ATTENDANCE SHEET

VAC COURSE FOR ACADEMIC YEAR 2022-23

COURSE CODE: VAC128

COURSE TITLE: DIGITAL MARKETING ESSENTIALS

ROLL NO	NAME	PROGRAMME	SEMESTER	5-Sep-22	8-Sep-22	10-Sep-22	12-Sep-22	15-Sep-22	17-Sep-22
2202520025	SNEHA	BBA AND MBA INTEGRATED	Semester-I	P	P	P	P	P	P
2202520024	AKARSH MALIK	BBA AND MBA INTEGRATED	Semester-I	P	P	P	P	A	A
2202520023	LAKSHAY YADAV	BBA AND MBA INTEGRATED	Semester-I	P	P	P	P	A	A
2202520020	HIMANSHI PANDEY	BBA AND MBA INTEGRATED	Semester-I	P	P	P	P	P	P
2202520019	BHAVAY GUPTA	BBA AND MBA INTEGRATED	Semester-I	P	P	P	P	P	P
2202520018	SOMYA	BBA AND MBA INTEGRATED	Semester-I	P	P	P	P	P	A
2202520016	NITYAM VATSAM	BBA AND MBA INTEGRATED	Semester-I	A	P	P	P	P	P
2202520014	GARVIT	BBA AND MBA INTEGRATED	Semester-I	P	P	P	P	A	P
2202520013	LAKSH BAJPAL	BBA AND MBA INTEGRATED	Semester-I	P	P	P	P	A	P
2202520012	AKSHAT SHARMA	BBA AND MBA INTEGRATED	Semester-I	A	P	P	A	P	P
2202520011	ADITYA SHARMA	BBA AND MBA INTEGRATED	Semester-I	P	P	P	P	P	P
2202520010	YASH SHARMA	BBA AND MBA INTEGRATED	Semester-I	P	P	P	P	P	P
2202520009	SHEKHAR	BBA AND MBA INTEGRATED	Semester-I	P	P	P	P	P	P
2202520008	RIYA DAGAR	BBA AND MBA INTEGRATED	Semester-I	A	P	P	P	P	P
2202520007	TUSHAR SHARMA	BBA AND MBA INTEGRATED	Semester-I	P	P	P	P	P	P
2202520006	ADITYA RAJ	BBA AND MBA INTEGRATED	Semester-I	P	P	P	P	P	P
2202520005	KATHAN JAIN	BBA AND MBA INTEGRATED	Semester-I	P	P	P	P	P	P
2202520004	LAVANEY KUMAR	BBA AND MBA INTEGRATED	Semester-I	P	A	P	P	P	P
2202520003	KASHISH	BBA AND MBA INTEGRATED	Semester-I	P	P	P	P	P	P
2202520002	VINIT KUMAR	BBA AND MBA INTEGRATED	Semester-I	P	P	P	P	P	P
2202520001	ANUJ BISHARIYA	BBA AND MBA INTEGRATED	Semester-I	A	P	P	P	P	P

COURSE INCHARGE

Registrar

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School of Managerial

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Haryana 122103
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ATTENDANCE SHEET
VAC COURSE FOR ACADEMIC YEAR 2022-23
COURSE CODE: VAC128

COURSE TITLE: DIGITAL MARKETING ESSENTIALS

ROLL NO	NAME	22-Sep-22	22-Sep-22	22-Sep-22	24-Sep-22	26-Sep-22	29-Sep-22	1-Oct-22	3-Oct-22	6-Oct-22	8-Oct-22	10-Oct-22
2202520025	SNEHA	P	P	P	P	P	P	P	P	P	P	P
2202520024	AKARSH MALIK	P	P	P	P	P	P	P	P	P	P	P
2202520023	LAKSHAY YADAV	P	P	P	P	P	P	P	P	P	P	P
2202520020	HIMANSHI PANDEY	P	P	P	P	P	P	P	P	P	P	P
2202520019	BHAVAY GUPTA	P	P	P	P	P	P	P	P	P	P	P
2202520018	SOMYA	P	P	P	P	P	P	P	P	P	P	P
2202520016	NITYAM VATSAM	P	P	P	P	P	P	P	P	P	P	P
2202520014	GARVIT	P	P	P	P	P	P	P	P	P	P	P
2202520013	LAKSH BAJPAI	P	P	P	P	P	P	P	P	P	P	P
2202520012	AKSHAT SHARMA	P	P	P	P	P	P	P	P	P	P	P
2202520011	ADITYA SHARMA	P	P	P	P	P	P	P	P	P	P	P
2202520010	YASH SHARMA	P	P	P	P	P	P	P	P	P	P	P
2202520009	SHEKHAR	P	P	P	P	P	P	P	P	P	P	P
2202520008	RIYA DAGAR	P	P	P	P	P	P	P	P	P	P	P
2202520007	TUSHAR SHARMA	P	P	P	P	P	P	P	P	P	P	P
2202520006	ADITYA RAJ	P	P	P	P	P	P	P	P	P	P	P
2202520005	KATHAN JAIN	P	P	P	P	P	P	P	P	P	P	P
2202520004	LAVANEY KUMAR	P	P	P	P	P	P	P	P	P	P	P
2202520003	KASHISH	P	P	P	P	P	P	P	P	P	P	P
2202520002	VINIT KUMAR	P	P	P	P	P	P	P	P	P	P	P
2202520001	ANUJ BISHARIYA	P	P	P	P	P	P	P	P	P	P	P

Anshu

COURSE INCHARGE

Dr. J. P.

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School of Management & Commerce (SOMC)
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ATTENDANCE SHEET
VAC COURSE FOR ACADEMIC YEAR 2022-23
COURSE CODE: VAC128
COURSE TITLE: DIGITAL MARKETING ESSENTIALS

ROLL NO	NAME	13-Oct-22	15-Oct-22	17-Oct-22	20-Oct-22	22-Oct-22	23-Oct-22	24-Oct-22	27-Oct-22	29-Oct-22	31-Oct-22
2202520025	SNEHA	P	A	P	A	P	P	A	P	P	A
2202520024	AKARSH MALIK	P	P	P	P	P	P	P	P	P	P
2202520023	LAKSHAY YADAV	P	P	P	P	P	P	P	P	P	P
2202520020	HIMANSHI PANDEY	P	P	P	P	P	P	P	P	P	P
2202520019	BHAVAY GUPTA	P	P	P	P	P	P	P	P	P	A
2202520018	SOMYA	A	P	P	P	P	P	P	A	P	P
2202520016	NITYAM VATSAM	P	P	P	P	P	P	P	P	P	A
2202520014	GARVIT	P	P	P	A	A	P	P	P	P	P
2202520013	LAKSH BAIJAI	P	P	P	P	P	P	P	P	P	P
2202520012	AKSHAT SHARMA	P	P	A	P	A	P	P	P	P	P
2202520011	ADITYA SHARMA	P	P	P	A	A	P	P	P	P	P
2202520010	YASH SHARMA	P	P	P	P	P	P	P	P	A	P
2202520009	SHEKHAR	P	A	P	P	P	A	P	P	A	P
2202520008	RIYA DAGAR	P	P	P	P	P	P	P	P	P	P
2202520007	TUSHAR SHARMA	A	P	P	A	P	P	A	P	A	P
2202520006	ADITYA RAJ	P	P	P	P	P	P	P	P	P	P
2202520005	KATHAN JAIN	P	P	P	P	P	P	P	P	A	P
2202520004	LAVANEY KUMAR	P	P	P	P	P	P	A	P	A	P
2202520003	KASHISH	P	P	P	P	A	P	P	P	P	A
2202520002	VINIT KUMAR	P	A	P	P	P	P	A	P	P	P
2202520001	ANUJ BISHARIYA	P	P	P	P	P	P	P	P	P	P

Anshu kaur

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ATTENDANCE SHEET
VAC COURSE FOR ACADEMIC YEAR 2022-23
COURSE CODE: VAC128
COURSE TITLE: DIGITAL MARKETING ESSENTIALS

ROLL NO	NAME	1-Nov-22	5-Nov-22	7-Nov-22	10-Nov-22	12-Nov-22	14-Nov-22	17-Nov-22	19-Nov-22	21-Nov-22	24-Nov-22
2202520025	SNEHA	P	P	P	P	P	P	P	P	P	P
2202520024	AKARSH MALIK	P	P	P	P	P	P	P	P	P	P
2202520023	LAKSHAY YADAV	P	P	P	P	P	P	P	P	P	P
2202520020	HIMANSHI PANDEY	P	P	P	P	A	P	P	P	A	P
2202520019	BHAVAY GUPTA	P	P	P	P	P	P	P	P	P	P
2202520018	SOMYA	P	P	A	P	P	P	P	P	P	P
2202520016	NITYAM VATSAM	P	P	P	P	P	P	P	P	P	A
2202520014	GARVIT	P	P	P	A	P	P	P	P	A	P
2202520013	LAKSH BAUPAI	P	P	P	P	P	P	P	A	P	P
2202520012	AKSHAT SHARMA	P	P	P	P	P	P	P	P	P	P
2202520011	ADITYA SHARMA	P	P	P	P	P	P	A	P	P	A
2202520010	YASH SHARMA	P	P	P	P	P	P	P	A	P	P
2202520009	SHEKHAR	P	P	P	P	P	P	P	P	P	P
2202520008	RIYA DAGAR	A	P	P	P	P	P	P	A	P	P
2202520007	TUSHAR SHARMA	P	P	P	P	P	P	P	P	P	A
2202520006	ADITYA RAJ	P	P	P	P	P	P	P	P	P	P
2202520005	KATHAN JAIN	P	P	A	P	P	P	P	A	P	P
2202520004	LAVANEY KUMAR	P	P	P	P	P	P	P	P	P	P
2202520003	KASHISH	P	P	A	P	P	A	P	P	P	P
2202520002	VINIT KUMAR	P	P	P	P	P	A	P	P	A	P
2202520001	ANUJ BISHARIYA	P	P	P	P	P	P	P	P	P	P

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ATTENDANCE SHEET
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COURSE CODE: VAC128
COURSE TITLE: DIGITAL MARKETING ESSENTIALS

ROLL NO	NAME	26-Nov-22	28-Nov-22	1-Dec-22	3-Dec-22	5-Dec-22	8-Dec-22	10-Dec-22	12-Dec-22	15-Dec-22	17-Dec-22
2202520025	SNEHA	P	P	A	P	A	P	P	A	P	P
2202520024	AKARSH MALIK	P	P	P	P	P	P	P	P	P	P
2202520023	LAKSHAY YADAV	P	P	P	P	P	P	P	P	P	P
2202520020	HIMANSHI PANDEY	P	P	P	P	P	P	P	P	P	P
2202520019	BHAVAY GUPTA	P	P	P	P	P	P	P	P	P	P
2202520018	SOMYA	A	A	P	P	P	P	P	P	A	P
2202520016	NITYAM VATSAM	P	P	P	P	P	P	P	P	P	P
2202520014	GARVIT	A	P	P	P	P	P	P	A	P	P
2202520013	LAKSH BAJPAI	A	P	P	P	P	P	P	P	P	P
2202520012	AKSHAT SHARMA	P	P	P	P	P	P	P	P	P	P
2202520011	ADITYA SHARMA	P	P	P	P	P	A	P	P	P	P
2202520010	YASH SHARMA	A	P	P	P	A	A	P	P	P	P
2202520009	SHEKHAR	P	P	P	P	P	P	A	P	P	A
2202520008	RIYA DAGAR	P	P	A	P	P	P	P	P	P	A
2202520007	TUSHAR SHARMA	P	P	P	P	P	P	P	P	P	P
2202520006	ADITYA RAJ	A	A	P	P	A	P	P	A	P	A
2202520005	KATHAN JAIN	P	P	P	P	P	P	P	P	P	P
2202520004	LAVANEY KUMAR	P	P	P	P	P	P	P	A	P	A
2202520003	KASHISH	P	P	P	P	P	A	P	P	P	P
2202520002	VINIT KUMAR	P	P	P	P	P	P	P	A	P	P
2202520001	ANUJ BISHARIYA	P	P	P	P	P	P	P	P	P	P

Anurag

COURSE INCHARGE


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Director
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Haryana 122603



ATTENDANCE SHEET
VAC COURSE FOR ACADEMIC YEAR 2022-23
COURSE CODE: VAC128
COURSE TITLE: DIGITAL MARKETING ESSENTIALS

ROLL NO	NAME	19-Dec-22	22-Dec-22	24-Dec-22	26-Dec-22	29-Dec-22	Total	Present	Percentage
2202520025	SNEHA	P	P	P	P	A	51	42	82.35
2202520024	AKARSH MALIK	P	P	P	P	P	51	48	94.12
2202520023	LAKSHAY YADAV	P	P	P	P	P	51	47	92.16
2202520020	HIMANSHI PANDEY	P	P	P	P	A	51	46	90.20
2202520019	BHAVAY GUPTA	P	P	A	P	P	51	46	90.20
2202520018	SOMYA	P	P	P	P	A	51	40	78.43
2202520016	NITYAM VATSAM	P	P	P	P	P	51	45	88.24
2202520014	GARVIT	P	P	P	P	P	51	41	80.39
2202520013	LAKSH BAJPAI	P	P	P	P	P	51	47	92.16
2202520012	AKSHAT SHARMA	P	P	P	P	P	51	42	82.35
2202520011	ADITYA SHARMA	P	P	P	A	P	51	41	80.39
2202520010	YASH SHARMA	P	P	P	A	P	51	43	84.31
2202520009	SHEKHAR	P	P	P	P	P	51	46	90.20
2202520008	RIYA DAGAR	P	A	P	A	P	51	41	80.39
2202520007	TUSHAR SHARMA	P	P	A	A	P	51	44	86.27
2202520006	ADITYA RAJ	P	P	P	A	P	51	41	80.39
2202520005	KATHAN JAIN	P	P	P	A	P	51	44	86.27
2202520004	LAVANEY KUMAR	A	P	P	P	A	51	41	80.39
2202520003	KASHISH	P	P	P	P	P	51	42	82.35
2202520002	VINIT KUMAR	A	P	P	P	A	51	45	88.24
2202520001	ANUJ BISHARIYA	P	P	P	P	P	51	49	96.08

Anshu

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Haryana 122103



VALUE ADDED COURSE (VAC)

ACADEMIC YEAR 2022-23

COURSE CODE: VAC128

COURSE TITLE: DIGITAL MARKETING ESSENTIALS

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	2022-23	2202520025	SNEHA	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
2	2022-23	2202520024	AKARSH MALIK	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
3	2022-23	2202520023	LAKSHAY YADAV	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
4	2022-23	2202520020	HIMANSHI PANDEY	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
5	2022-23	2202520019	BHAVAY GUPTA	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
6	2022-23	2202520018	SOMYA	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
7	2022-23	2202520016	NITYAM VATSAM	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
8	2022-23	2202520014	GARVIT	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
9	2022-23	2202520013	LAKSH BAUPAI	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
10	2022-23	2202520012	AKSHAT SHARMA	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
11	2022-23	2202520011	ADITYA SHARMA	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
12	2022-23	2202520010	YASH SHARMA	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
13	2022-23	2202520009	SHEKHAR	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
14	2022-23	2202520008	RIYA DAGAR	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
15	2022-23	2202520007	TUSHAR SHARMA	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
16	2022-23	2202520006	ADITYA RAJ	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
17	2022-23	2202520005	KATHAN JAIN	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
18	2022-23	2202520004	LAVANEY KUMAR	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
19	2022-23	2202520003	KASHISH .	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
20	2022-23	2202520002	VINIT KUMAR	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
21	2022-23	2202520001	ANUJ BISHARIYA	BBA AND MBA INTEGRATED	Semester-I	VAC128	DIGITAL MARKETING ESSENTIALS	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)

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This is to certify that **Sneha**, University Enrolment No **2202520025** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23** (Odd Semester).

Date: 20.02.2023

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This is to certify that **Akarsh malik**, University Enrolment No **2202520024** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23** (Odd Semester).

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This is to certify that **Lakshay Yadav**, University Enrolment No **2202520023** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23** (Odd Semester).

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This is to certify that **Himanshi Pandey**, University Enrolment No **2202520020** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23 (Odd Semester)**.

Himanshi

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This is to certify that **Bhavay Gupta**, University Enrolment No **2202520019** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23** (Odd Semester).

Bhavay

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This is to certify that **Somya**, University Enrolment No **2202520018** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23** (Odd Semester).

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This is to certify that **Nityam Vatsam**, University Enrolment No **2202520016** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23** (**Odd Semester**).

Date: 20.02.2023

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This is to certify that Garvit, University Enrolment No 2202520014 of BBA AND MBA
INTEGRATED programme has successfully qualified **VALUE ADDED COURSE**
VAC128 (DIGITAL MARKETING ESSENTIALS) during Academic Session 2022-23
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This is to certify that **Laksh Bajpai**, University Enrolment No **2202520013** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23** (**Odd Semester**).

Lakshajai

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This is to certify that **AKSHAT SHARMA**, University Enrolment No **2202520012** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23 (Odd Semester)**.

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This is to certify that **Aditya Sharma**, University Enrolment No **2202520011** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23** (Odd Semester).

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This is to certify that **Yash Sharma**, University Enrolment No **2202520010** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23** (Odd Semester).

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This is to certify that **Shekhar**, University Enrolment No **2202520009** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23** (Odd Semester).

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This is to certify that **Riya Dagar**, University Enrolment No **2202520008** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23** (Odd Semester).

hrajjan

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This is to certify that **Tushar Sharma**, University Enrolment No **2202520007** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23** (Odd Semester).

Date: 20.02.2023

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This is to certify that **Aditya Raj**, University Enrolment No **2202520006** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23** (Odd Semester).

h. mahajan

Date: 20.02.2023

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This is to certify that **Kathan Jain**, University Enrolment No **2202520005** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23** (Odd Semester).

Kathan Jain

Date: 20.02.2023

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This is to certify that **Lavaney Kumar**, University Enrolment No **2202520004** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23** (Odd Semester).

Date: 20.02.2023

Lavaney

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This is to certify that **Kashish**, University Enrolment No **2202520003** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23** (Odd Semester).

Kashish

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This is to certify that **Vinit Kumar**, University Enrolment No **2202520002** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23** (Odd Semester).

Date: 20.02.2023

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This is to certify that **ANUJ BISHARIYA**, University Enrolment No **2202520001** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC128 (DIGITAL MARKETING ESSENTIALS)** during Academic Session **2022-23 (Odd Semester)**.

h. rajan

Date: 20.02.2023

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