

Date: 18/08/2017

To
The Principal
Vaagdevi College of Engineering
Bollikunta,
Warangal.

Respected Sir,

Sub: "Accord permission to conduct on **Digital Marketing Program** for MBA student – Reg"

With reference to the subject cited to MBA department is planning to conduct a program on **Digital Marketing** for six days in the month of Aug 26 & Sep 2,16,23,30 & Oct 7. So I request you to accord permission to conduct the course for MBA students for their career betterment.

Thanking you sir,



HEAD
MBA DEPARTMENT





**VAAGDEVI COLLEGE OF ENGINEERING
AUTONOMOUS
BOLLIKUNTA WARANGAL-506005**

Date: 21st August, 2017

Circular

All the MBA II year / I semester students are informed that the department is planning for a value added course on **Digital Marketing** to improve the life skills. Every Saturday will conduct the value added course and it will starts on 26th of Aug 2017. The interested students may enrol their names with the course Co-ordinator **Dr.B.Vijay.**


HOD

MBA DEPARTMENT
MBA Department
Vaagdevi College of Engineering
Bollikunta, WARANGAL-506 005

Participants: This Programme is open to all MBA students of Vaagdevi College of Engineering.

Registration Fee: Free of Cost.

Last date for Registration: 25-08-2017

The course duration: 30 Hours(Six Days).

Patron:

Dr. Ch. Devender Reddy
Secretary & Correspondant
Viswambhara Educational Society,
Warangal (TS)

Co - Patron:

Dr. C. Satyapal Reddy
Chief Administrative Officer
Vaagdevi Group of Colleges,
Bollikunta, Warangal(TS)

Programme Director

Dr. Y. Bhaskar Rao
Head, MBA Department
Contact No. 9948128997
e-mail:vipraagseminar@gmail.com

Programme Coordinator:

Dr. B. VIJAY
Asst. Prof. MBA Department
Contact No. +91 9515682140

VALUE ADDED COURSE On DIGITAL MARKETING

26-08-2017 to 07-10-2017



Organized by

**Department of Business Management
VAAGDEVI COLLEGE OF ENGINEERING
AUTONOMOUS**

Bollikunta, Warangal - 506 005 (TS)

ABOUT VAAGDEVI GROUP OF COLLEGES:

Viswambhara Educational Society was established in 1993 with a Philanthropic objective in providing Educational services in Telangana region. The Society has established many colleges in the name of Goddess "Vaagdevi" in different fields covering Engineering, Pharmacy, Management, Education, Medical and conventional Degree & P.G. Courses. These Institutions with academicians having more experience imparting education in different areas and Today the Vaagdevi Group has a reputation for Academic performance, sports and extracurricular activities. As of today, Vaagdevi Group of Colleges have a strength of more than 25,000 students. The society has completed 25 years in imparting education and one of the largest Group of Colleges in Warangal after Hyderabad in Telangana State.

ABOUT THE DEPARTMENT:

The Department of Business Management was established in 2007 in Vaagdevi College of Engineering, Bollikunta, offering two years full time programme in Business Administration with the annual intake of 60 students. Presently MBA course is being offered Autonomous status CBCS pattern and present intake is 180 students. Well qualified and experienced Faculty Members, Staff, Students and Management has led the department on to the path of academic excellence with a number of achievements during the last few years. It has been continuously contributing to the generations and spreading of knowledge in the area of business and management to different target groups. Students are being well placed in different reputed organizations. The department has an updated computer lab, library and class rooms for the students to make lectures interactive and interesting.

ABOUT THE PROGRAMME

Digital marketing is an exciting area of marketing practice. In this course, specific topics on Digital Marketing will be covered. First, establish habits for keeping up to date on emerging digital technologies relevant to business and to marketing. Second, rise to the challenge of developing strategy to guide tactics. Third, identify data sources that allow you to define and track performance indicators for your digital marketing activities. The course is designed to get the student to think like a digital marketing professional, and to give experience with industry-relevant hands-on assignments and exercises.

PROGRAMME OBJECTIVES

1. Learn the dynamics and latest trends in digital marketing
2. Learn to develop a comprehensive digital marketing strategy and its application
3. Learn through doing how to use new media such as mobile, search and social networking
4. Learn the measurement techniques used in evaluating digital marketing efforts
5. Learn and understand the ethical and legislation impact on digital marketing

TOPICS COVERED

E-Marketing
The Online Marketing Mix
The Online Consumer
Customer Relationship Management in a Social Media
Online Branding
Traffic Building
Web Business Models

VAAGDEVI COLLEGE OF ENGINEERING, WARANGAL
MBA- VALUE ADDED COURSE - DIGITAL MARKETING

2017-18


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3	16641E0003	SAINI SUMA	✓	✓	✓	✓	✓
4	16641E0004	MARTHA RAVALIKA	✓	✓	✓	✓	✓
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7	16641E0007	DURGAM HARITHA	✓	✓	✓	✓	✓
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9	16641E0009	SALLA RAJANNA	✓	✓	✓	✓	✓
10	16641E0010	GOLI MOUNIKA	✓	✓	✓	✓	✓
11	16641E0011	AILI SAGAR	✓	✓	✓	✓	✓
12	16641E0012	ANUM FATHIMA	✓	✓	✓	✓	✓
13	16641E0013	D PRATHYUSHA	✓	✓	✓	✓	✓
14	16641E0014	MERGU SHIVA PRASAD	✓	✓	✓	✓	✓
15	16641E0024	PRATHAPANI KEERTHI	✓	✓	✓	✓	✓
16	16641E0025	MUNIGANTI SRIKANTH	✓	✓	✓	✓	✓
17	16641E0026	MUPPIDI VINAY KUMAR	✓	✓	✓	✓	✓
18	16641E0027	BONKURI VENKATESH	✓	✓	✓	✓	✓
19	16641E0028	KANUKUNTLA RANI	✓	✓	✓	✓	✓
20	16641E0029	GANNU SUSHMA	✓	✓	✓	✓	✓
21	16641E0030	VARUN SAIRI	✓	✓	✓	✓	✓
22	16641E0040	YELLABOINA DILEEP	✓	✓	✓	✓	✓
23	16641E0041	AREPALLY ANIL	✓	✓	✓	✓	✓
24	16641E0042	KOLAGANI SRILAKSHMI	✓	✓	✓	✓	✓
25	16641E0043	KAMPATI MOUNIKA	✓	✓	✓	✓	✓
26	16641E0051	RAVVA VISHNUPRIYA	✓	✓	✓	✓	✓
27	16641E0052	JANNU KISHTAYYA	✓	✓	✓	✓	✓
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29	16641E0054	KOSNA SHRAVANKUMAR	✓	✓	✓	✓	✓
30	16641E0055	MAMIDI SHIREESHA	✓	✓	✓	✓	✓
31	16641E0056	GALI SRINIVAS	✓	✓	✓	✓	✓
32	16641E0063	TOUTAM NARSASIMHASWAMY	✓	✓	✓	✓	✓
33	16641E0064	EMMADI SHYAMSUNDERR	✓	✓	✓	✓	✓
34	16641E0065	BETHI CHANAKYA	✓	✓	✓	✓	✓
35	16641E0066	SHAIK FERAZ PASHA	✓	✓	✓	✓	✓
36	16641E0067	SALLA PRASHANTHI	✓	✓	✓	✓	✓
37	16641E0089	SYED NAZARUDDIN AHMED	✓	✓	✓	✓	✓
38	16641E0090	MOHAMMED AAMER SIDDIQUI	✓	✓	✓	✓	✓
39	16641E00A9	MAMINDLA RADHIKA	✓	✓	✓	✓	✓
40	16641E00B0	KANDULA SANTOSH KUAMR	✓	✓	✓	✓	✓


HOD

MBA Department
 Vagdevi College of Engineering
 BHEL Road, WARANGAL - 506005

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MBA- VALUE ADDED COURSE - DIGITAL MARKETING
2017-18

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2	16641E0002	S.KALYAN KUMAR	✓	✓	✓	✓	✓
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16	16641E0025	MUNIGANTI SRIKANTH	✓	✓	✓	✓	✓
17	16641E0026	MUPPIDI VINAY KUMAR	✓	✓	✓	✓	✓
18	16641E0027	BONKURI VENKATESH	✓	✓	✓	✓	✓
19	16641E0028	KANUKUNTALA RANI	✓	✓	✓	✓	✓
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22	16641E0040	YELLABOINA DILEEP	✓	✓	✓	✓	✓
23	16641E0041	AREPALLY ANIL	✓	✓	✓	✓	✓
24	16641E0042	KOLAGANI SRILAKSHMI	✓	✓	✓	✓	✓
25	16641E0043	KAMPATI MOUNIKA	✓	✓	✓	✓	✓
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30	16641E0055	MAMIDI SHIREESHA	✓	✓	✓	✓	✓
31	16641E0056	GALI SRINIVAS	✓	✓	✓	✓	✓
32	16641E0063	TOUTAM NARSASIMHASWAMY	✓	✓	✓	✓	✓
33	16641E0064	EMMADI SHYAMSUNDERR	✓	✓	✓	✓	✓
34	16641E0065	BETHI CHANAKYA	✓	✓	✓	✓	✓
35	16641E0066	SHAIK FERAZ PASHA	✓	✓	✓	✓	✓
36	16641E0067	SALLA PRASHANTHI	✓	✓	✓	✓	✓
37	16641E0089	SYED NAZARUDDIN AHMED	✓	✓	✓	✓	✓
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39	16641E00A9	MAMINDLA RADHIKA	✓	✓	✓	✓	✓
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HOD
 MBA Department
 Vaagdevi College of Engineering
 Warangal, WARANGAL

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2017-18

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38	16641E0090	MOHAMMED AAMER SIDDIQUI	✓	✓	✓	✓	✓
39	16641E00A9	MAMINDLA RADHIKA	✓	✓	✓	✓	✓
40	16641E00B0	KANDULA SANTOSH KUAMR	✓	✓	✓	✓	✓


HOD
 MBA Department
 Vaagdevi College of Engineering
 B. V. RAO, WARANGAL-508 005

VAAGDEVI COLLEGE OF ENGINEERING, WARANGAL
MBA- VALUE ADDED COURSE - DIGITAL MARKETING

2017-18

S NO	AD NO	NAME	Class-I	Class-II	Class-III	Class-IV	Class-V
			7/10/2017				
1	16641E0001	KODIMALA NARESH	✓	✓		✓	✓
2	16641E0002	S.KALYAN KUMAR	✓	✓	✓	✓	✓
3	16641E0003	SAINI SUMA	✓	✓	✓	✓	✓
4	16641E0004	MARTHA RAVALIKA	✓	✓	✓	✓	✓
5	16641E0005	AMBALA SRUJANA	✓	✓	✓	✓	✓
6	16641E0006	VADDEBOINA	✓	✓	✓	✓	✓
7	16641E0007	DURGAM HARITHA	✓	✓	✓	✓	✓
8	16641E0008	GANDU TIRUPATHI	✓	✓	✓	✓	✓
9	16641E0009	SALLA RAJANNA	✓	✓	✓	✓	✓
10	16641E0010	GOLI MOUNIKA	✓	✓	✓	✓	✓
11	16641E0011	AILI SAGAR	✓	✓	✓	✓	✓
12	16641E0012	ANUM FATHIMA	✓	✓	✓	✓	✓
13	16641E0013	D PRATHYUSHA	✓	✓	✓	✓	✓
14	16641E0014	MERGU SHIVA PRASAD	✓	✓	✓	✓	✓
15	16641E0024	PRATHAPANI KEERTHI	✓	✓	✓	✓	✓
16	16641E0025	MUNIGANTI SRIKANTH	✓	✓	✓	✓	✓
17	16641E0026	MUPPIDI VINAY KUMAR	✓	✓	✓	✓	✓
18	16641E0027	BONKURI VENKATESH	✓	✓	✓	✓	✓
19	16641E0028	KANUKUNTLA RANI	✓	✓	✓	✓	✓
20	16641E0029	GANNU SUSHMA	✓	✓	✓	✓	✓
21	16641E0030	VARUN SAIRI	✓	✓	✓	✓	✓
22	16641E0040	YELLABOINA DILEEP	✓	✓	✓	✓	✓
23	16641E0041	AREPALLY ANIL	✓	✓	✓	✓	✓
24	16641E0042	KOLAGANI SRILAKSHMI	✓	✓	✓	✓	✓
25	16641E0043	KAMPATI MOUNIKA	✓	✓	✓	✓	✓
26	16641E0051	RAVVA VISHNUPRIYA	✓	✓	✓	✓	✓
27	16641E0052	JANNU KISHTAYYA	✓	✓	✓	✓	✓
28	16641E0053	GOSULA KRISHNA	✓	✓	✓	✓	✓
29	16641E0054	KOSNA SHRAVANKUMAR	✓	✓	✓	✓	✓
30	16641E0055	MAMIDI SHIREESHA	✓	✓	✓	✓	✓
31	16641E0056	GALI SRINIVAS	✓	✓	✓	✓	✓
32	16641E0063	TOUTAM NARSASIMHASWAMY	✓	✓	✓	✓	✓
33	16641E0064	EMMADI SHYAMSUNDERR	✓	✓	✓	✓	✓
34	16641E0065	BETHI CHANAKYA	✓	✓	✓	✓	✓
35	16641E0066	SHAIK FERAZ PASHA	✓	✓	✓	✓	✓
36	16641E0067	SALLA PRASHANTHI	✓	✓	✓	✓	✓
37	16641E00B9	SYED NAZARUDDIN AHMED		✓	✓	✓	✓
38	16641E0090	MOHAMMED AAMER SIDDIQUI	✓	✓	✓	✓	✓
39	16641E00A9	MAMINDLA RADHIKA	✓	✓	✓	✓	✓
40	16641E00B0	KANDULA SANTOSH KUAMR	✓	✓	✓	✓	✓


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