

E- COMMERCE AND DIGITAL MARKETING

S NO	Topic	Sub Topic	Day	Time
1	Introduction	what is marketing,what is digital marketing	1	
2		what is the use of digital marketing		
3		Marketing Activites		
4		Adavantages and disadvantages of Traditional Marketing & Digital Marketing		
5	Digital Marketing	4ps(Product,place,promotion,price)	2	
6		Types of Advertisings		
7		what is Traffic		
8		Types of Search Engines		
9		User Behavior and Best Practise in Digital Marketing		
10	Website	What is WebSite	3	
11		Basic Requirements of Website		
12		What is Domain		
13		Types of Domains	4	
14		Web Hosting		
15		Types of Hostings		
16	Word Press	Types of Servers	5	
17		Installing Server		
18		Installing Word Press	6	
19		Web site Creation		
20		Installing Themes and Plugins	7	
		Weekly Exam		
21	Blogging	Blogger Creation	8	
22	SEO(Search Engine Optimization)	What is SEO & Why SEO	9	
23		Types of Keywords		
24		Google Keywords Planner		
25		Domain & Page Authority	10	
26		On Page SEO		
27		Off Page SEO		
28	SMM(Social Media Marketing)	Facebook Page Creation	11	

29		Instagram		
30		Twitter		
31		You Tube		
32		LinkdIn	12	
34	SEM(Search Engine Marketing)	what is Online Advertising	13	
35		Benefits of Online Marketing		
36		Over view of Google Ads		
37	Google Analytics	Google Console	14	
38		Fundamentals of Google Analytics		
39		Monitoring Bounce Rate		
40		Monitoring Visitors Behavior		
41	Email Marketing	Email Marketing	15	
42		Setting up a Campaign		
	Final Exam	Final Exam		
Total			15 Days	30 Hrs

Name	Start Date	End Date
korra roja ramani	17-02-2021	30-06-2021
Chodipilli Gouthami	17-02-2021	30-06-2021
PATHALAM SAI LAKSHMI	17-02-2021	30-06-2021
peruri lavanya lakshmi	17-02-2021	30-06-2021
Simma Salomi	17-02-2021	30-06-2021
Munji Swarna kumari	17-02-2021	30-06-2021
Garubilli hema	17-02-2021	30-06-2021
Kovvuri Sireesha	17-02-2021	30-06-2021
dalli anjali	17-02-2021	30-06-2021
ravada bhagya	17-02-2021	30-06-2021
GEDELA SWARANI	17-02-2021	30-06-2021
Uggina Rupa	17-02-2021	30-06-2021
Meesala bhagyasri	17-02-2021	30-06-2021
LAKKAVARAPU SITHA MAHA LAKSHM	17-02-2021	30-06-2021
Pangi Matya kumari	17-02-2021	30-06-2021
Bonangi Anuradha	17-02-2021	30-06-2021
khandavalli tejaswini	17-02-2021	30-06-2021
akula aneela	17-02-2021	30-06-2021
Kotthali Yernamma	17-02-2021	30-06-2021
Gantyada Bujji	17-02-2021	30-06-2021
JAJIMOGGALA SRI TULASIDEVI	17-02-2021	30-06-2021
Thollala Kiranmayi	17-02-2021	30-06-2021
THIRUPATHI RAJULAMMA	17-02-2021	30-06-2021
varapula swathi	17-02-2021	30-06-2021
thanavarapu swapna kumari	17-02-2021	30-06-2021
Sabada Nandini	17-02-2021	30-06-2021
Arika Susmitha	17-02-2021	30-06-2021
Palasi Priyanka	17-02-2021	30-06-2021
Pangi Sriudayini	17-02-2021	30-06-2021
koppala aparna	17-02-2021	30-06-2021
jonnada Santhi	17-02-2021	30-06-2021
Seedari Sandhya	17-02-2021	30-06-2021