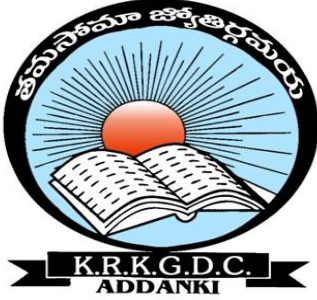




2019-20

CERTIFICATE TRAINING ON

“E-COMMERCE & DIGITAL MARKETING”

UNDER THE CARRER GUIDANCE CELL ,

K.R.K. GOVERNMENT DEGREE & PG COLLEGE, ADDANKI.

**(Organized by Andhra Pradesh state skill development corporation,
Vijayawada)**

FROM 27-12-2019 TO 09-03-2020

OBJECTIVES OF THE PROGRAMME

The aim of the training is to impart basic knowledge, experiencing practical techniques to the students about marketing management and marketing strategies. It has the following objectives:

- ❖ To increase the knowledge and understanding of the marketing , its impacts to create Blogs and pages of related organization.
- ❖ To provide students with sufficient techniques in Ads management and costs.
- ❖ To ensure skills and abilities to analyze potential effects of copy right management and copy right infringement.

NOTICE

27/12/2019

APSSDC (Skill Development) class are conducting today onwards (27-12-2019) at - 1.20 to 2.00 PM daily for BSc, BA, and Bcom students at MANA TV Room (upstairs). All the students must attend the class and utilise the opportunity without fail.

APSSDC - off-time classes for all groups directed by Govt of AP.

[Signature]
 PRINCIPAL
 NRI Govt. Degree College
 ADDANKI, Prakasham Dist.



*E commerce & digital
marketing offline class
conduct at KRK GOVT
Degree college Addanki*

Name	Category	District	Address	Batch Name	Start Date	End Date
Bommala Ajay	SC	PRAKASAM	1-116-korisapadu-KORISAPADU	ESC_E-C_119_1548	27-12-2019	09-03-2020
Tupakula Ramaiah	ST	PRAKASAM	-Nujellapalli-JANAKAVARAMPANGULURU	ESC_E-C_119_1548	27-12-2019	09-03-2020
Yaramotu Srilata	SC	PRAKASAM	--ADDANKI	ESC_E-C_119_1548	27-12-2019	09-03-2020
Karampudi Mahendra	SC	PRAKASAM	--BALLIKURAVA	ESC_E-C_119_1548	27-12-2019	09-03-2020
Bontha Bhuvaneswara Rao	SC	PRAKASAM	2-13-Balikurava-BALLIKURAVA	ESC_E-C_119_1548	27-12-2019	09-03-2020
GAJJA ANJI BABU	BC-B	PRAKASAM	3-287--CHIMAKURTHI	ESC_E-C_119_1548	27-12-2019	09-03-2020
Galidinne Gopi Krishna	BC-A	PRAKASAM	--ONGOLE	ESC_E-C_119_1548	27-12-2019	09-03-2020
Gurrala Srinivasarao	BC-B	PRAKASAM	--BALLIKURAVA	ESC_E-C_119_1548	27-12-2019	09-03-2020
Galidinne Gopi Krishna	BC-B	PRAKASAM	--MUNDLAMURU	ESC_E-C_119_1548	27-12-2019	09-03-2020
Jyothi Chakravarthi	BC-A	PRAKASAM	--ADDANKI	ESC_E-C_119_1548	27-12-2019	09-03-2020
Gajja Anjibabu	BC-B	PRAKASAM	--ADDANKI	ESC_E-C_119_1548	27-12-2019	09-03-2020
Thanneru Narasimha Nardhan	BC-B	PRAKASAM	--ADDANKI	ESC_E-C_119_1548	27-12-2019	09-03-2020
Bhuvanagiri Ramarao	BC-B	GUNTUR	--VINUKONDA	ESC_E-C_119_1548	27-12-2019	09-03-2020
Tupakula Ramaiah	BC-B	PRAKASAM	--PULLALACHERUVU	ESC_E-C_119_1548	27-12-2019	09-03-2020
Kalapala Daya Sagar	BC-B	PRAKASAM	--JANAKAVARAMPANGULURU	ESC_E-C_119_1548	27-12-2019	09-03-2020
Sampengula Saiman	BC-B	PRAKASAM	--JANAKAVARAMPANGULURU	ESC_E-C_119_1548	27-12-2019	09-03-2020
Yaramala Yalamandha	OC	PRAKASAM	--NAGULUPPALAPADU	ESC_E-C_119_1548	27-12-2019	09-03-2020
Naga Suri Sankar Sai Saran	OC	PRAKASAM	--ADDANKI	ESC_E-C_119_1548	27-12-2019	09-03-2020
Gurram Gopi	BC-B	PRAKASAM	--ADDANKI	ESC_E-C_119_1548	27-12-2019	09-03-2020
Kandula Anil Kumar	BC-B	PRAKASAM	--BALLIKURAVA	ESC_E-C_119_1548	17-12-2019	09-03-2020
Tupakula Lakshmaiah	ST	PRAKASAM	-Nujellapalli-JANAKAVARAMPANGULURU	ESC_E-C_119_1548	17-12-2019	09-03-2020
Addanki Venkateswarlu	BC-A	PRAKASAM	2-31/2,-Renimgavaram-JANAKAVARAMPANGULURU	ESC_E-C_119_1548	27-12-2019	09-03-2020
Pothuri Manikanta Swami	BC-B	PRAKASAM	--KORISAPADU	ESC_E-C_119_1548	27-12-2019	09-03-2020
Thalari Anil	SC	PRAKASAM	2-183-Sankarapuram-MUNDLAMURU	ESC_E-C_119_1548	27-12-2019	09-03-2020
Addanki Brahmarao	BC-A	PRAKASAM	-Reningvaram-JANAKAVARAMPANGULURU	ESC_E-C_119_1548	27-12-2019	09-03-2020
Gella Ravi	BC-B	PRAKASAM	--CHADRASEKARAPURAM	ESC_E-C_119_1548	27-12-2019	09-03-2020
Manda Santosh	SC	PRAKASAM	--ADDANKI	ESC_E-C_119_1548	27-12-2019	09-03-2020
Pamidi Sirisha	BC-B	PRAKASAM	--MADDIPADU	ESC_E-C_119_1548	27-12-2019	09-03-2020
Upputholla Prabudasu	SC	PRAKASAM	--VETAPALEM	ESC_E-C_119_1548	27-12-2019	09-03-2020
Mattakoyya Ruthu	OC	PRAKASAM	--JANAKAVARAMPANGULURU	ESC_E-C_119_1548	27-12-2019	09-03-2020
Katari Ravi	BC-B	GUNTUR	--Vinukonda	ESC_E-C_119_1548	27-12-2019	09-03-2020

LEARNING OUTCOMES

Students learn to understand the principles of Digital Markets from the point of view of theory and practice.

- They acquire comprehensive knowledge of planning, implementation, management and control of marketing related activities in the digital media.
- Students learn to use and evaluate strategies and models for the realization of successful mobile and online campaigns.
- Students learn to recognize the interplay of technology and economic drivers to be able to derive management implications.
- How to apply some of the important marketing tools in the online space and understand better the potential of omni-channel.
- Business ideas from various industries using Cases. Master the fundamentals , terms and conditions and business models of electronic trade.
- Students learn in detail concepts of retailing, classical brick-and mortar to click and ship models with Case Studies.
- E-commerce framework with understanding of the core processes from Customer Demand to Customer Experience i.e from e-procurement to e-Fulfillment (including payment, delivery and return and customer service) and all in-between.
- Students will know the Marketing and Ads and promotion of a Company
- Students will gain a capacity of Creating pages ,Blogs and search engine management
- Students will have understanding marketing management, social media marketing