

Report Add-on Courses 2022-23

1. The course content of two Add on Courses namely Certificate course in E-marketing and Certificate Course in Advertising and Sales Management were reviewed and revised by the Committee constituted for the purpose. The course content of the Add on course in Community Development and Social Welfare had already been revised in 2020-21.

Minutes of meeting held on 28-09-2022

A meeting was held on 28-09-2022 in Physics Lab regarding review of course content related to ad-on-courses namely; Certificate Course in E-Marketing and Certificate Course in Advertising & Sales Management with the following members:

1. Ms. Punam Garg, Coordinator *Punam*
2. Dr. Rakhi, Convener *Rakhi*
3. Mr. Gourav Bareja, Member *Gourav*
4. Mr. Anuj Bhardwaj, Member *Anuj*
5. Ms. Preetika, Member *Preetika*

All members decided that course curriculum of both courses is needed to be updated and the changes have been introduced in the old syllabus as mentioned in annexure.

Annexure

Course Title - Certificate Course in E-Marketing

Nomenclature	:	Certificate Course in E-Marketing (1st year)
Duration of Course	:	1 year
Eligibility	:	Bonafide student of any undergraduate Class
Admission Procedure	:	Admission shall be made by the college at its own level on merit basis
Medium of Instruction	:	English/Hindi
Examination System	:	Annual
Intake Capacity	:	40 per unit (Max.)
Teaching Term	:	30 hours per annum

Theory Marks: 100
Practical Marks: 30
Viva Marks: 20

E-Marketing
Paper-I

Time: 3 Hours
Max. Marks: 100

Unit 1

Understanding Marketing Basics and Fundamentals, Marketing Mix, E-market, Traditional Marketing v/s E-marketing, E-market Segmentation, Consumer Behaviour Towards E-marketing, Search Engines, Market Targeting and Positioning Strategies, Customer Retention in E-Market.

Unit-II

Web page design, E-posters, Knowledge of search engines, e-payment gateways, cyber issues in e-marketing.

Meeting

Ravi

Annexure

Course Title - Certificate Course in Advertising & Sales Management

Nomenclature	:	Certificate Course in Advertising & Sales Mgt. (1st year)
Duration of Course	:	1 year
Eligibility	:	Bonafide student of any undergraduate Class
Admission Procedure	:	Admission shall be made by the college at its own level on merit basis
Medium of Instruction	:	English/Hindi
Examination System	:	Annual
Intake Capacity	:	40 per unit (Max.)
Teaching Term	:	30 hours per annum

Theory Marks: 100
Practical Marks: 30
Viva Marks: 20

Unit 1

Introduction to Advertising; Meaning, Features, Importance and Types of Advertising, Creativity in Advertising, Ad-agencies, Digital Advertising, Effectiveness of Advertising Social, Legal and Ethical issues in Advertising.

Unit-II

Introduction to Sales Management, Personal Selling, Sales force Management; Planning, Organising, Staffing, Directing and Controlling of Sales Personnel.

Practical- Ad-jingles, Logo design, Design of Print, Social Media and Broadcast Advertisements.

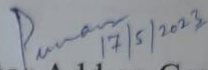
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Preetika *Rachy* *Pz*

2. Twenty-two students were enrolled in the Certificate Course in E-marketing and thirty students were enrolled in the Certificate Course in Community Development and Social Welfare. There was no enrolment in Advertising and Sales Management this year.

Report of Add on Courses 2022-23

Sr. No.	Course Name	No. of Students Enrolled	No. of Students appeared	No. of Students passed
1	Certificate Course in E-Marketing	22	8	8
2	Certificate Course in Community Development and Social Welfare	30	14	14


Principal


Coordinator Add on Course

Maharaja Agrasen college, jagadhri
Add on course of E-Marketing First Year
Result of Practical exam & Viva held on May 01, 2023
and Theory exam on May 02, 2023

Sr No.	Roll no	Name	Class	Theory marks Obtain out of 100	Practical marks Obtain out of 30	Viva-voice marks Obtain out of 20	Total Marks 150	Signature
1	1222513039001	Srishti	B. com CA 1 st yr	47	24	16	87	<i>Srishti</i>
2	1222513039005	Payal	B. com CA 1 st yr	—	Absent	—	—	<i>Payal</i>
3	1222513039008	Karisha	B. com CA 1 st yr	41	23	15	79	<i>Karisha</i>
4	1222513039009	Dilsha	B. com CA 1 st yr	48	25	16	89	<i>Dilsha</i>
5	1222513039010	Tarun	B. com CA 1 st yr	47	22	14	83	<i>Tarun</i>
6	1222513039012	Tanu	B. com CA 1 st yr	—	Absent	—	—	<i>Tanu</i>
7	1222513039014	Shagun	B. com CA 1 st yr	47	26	18	91	<i>Shagun</i>
8	1222512003007	Mandeep	B. com Gen 1 st yr	40	21	13	74	<i>Mandeep</i>
9	1222512003008	Mohd. Azem	B. com Gen 1 st yr	—	Absent	—	—	<i>Mohd. Azem</i>
10	1222512003015	Hari Shanker	B. com Gen 1 st yr	46	26	18	90	<i>Hari Shanker</i>
11	1222512003022	Sumit	B. com Gen 1 st yr	—	Absent	—	—	<i>Sumit</i>
12	1222512003025	Mohit	B. com Gen 1 st yr	—	Absent	—	—	<i>Mohit</i>
13	1222512003030	Aarju	B. com Gen 1 st yr	—	Absent	—	—	<i>Aarju</i>
14	1222512003031	Vani	B. com Gen 1 st yr	—	Absent	—	—	<i>Vani</i>
15	1222512003032	Preeti	B. com Gen 1 st yr	—	Absent	—	—	<i>Preeti</i>
16	1222512003034	Abhishek	B. com Gen 1 st yr	—	Absent	—	—	<i>Abhishek</i>
17	1222512003037	Dijot	B. com Gen 1 st yr	46	22	14	82	<i>Dijot</i>
18	1222512003040	Sunny	B. com Gen 1 st yr	—	Absent	—	—	<i>Sunny</i>
19	1222512003047	Ritik	B. com Gen 1 st yr	—	Absent	—	—	<i>Ritik</i>
20	1222512003053	Rahul	B. com Gen 1 st yr	—	Absent	—	—	<i>Rahul</i>
21	1222512003054	Aman	B. com Gen 1 st yr	—	Absent	—	—	<i>Aman</i>
22	1222512003061	Ankash	B. com Gen 1 st yr	—	Absent	—	—	<i>Ankash</i>

Practical
Preethi
05/05/23

Maharaja Agrasen College, Jagadhri

SR. NO. 378

Date 13-09-2022

Notice

All the first year students are informed that following Add-on-Courses are commencing with effect from October 01, 2022. Interested students are required to contact the teachers in charge of the courses and enrol themselves latest by 25-09-2022.

Name of Course

Certificate Course in E-Marketing

Certificate course in Advertising & Sales Management

Certificate course in Community Dev. & Social Welfare

Name of the Teacher Incharge

Mr. Randeep Bhatia

Ms. Preetika Bhatia

Mr. Anuj Bhardwaj

Ms. Ritu

Principal

Co-ordinator, Add-on-Courses

32 B4 I
B Com I
BBA I
BCA I

13/9/22

IAHARAJA AGRASEN MAHAVIDYALYA JAGADHRI

r.no. 587

Date :- 14.03.2023

Notice

All the faculty members who are teaching Add-on-Courses are informed that they should take the required number of classes as per the schedule and complete the syllabus of their respective course upto last week of April 2023. They are to conduct the final examination during the first week of May, 2023 according to the following scheme of marks-

	Max. Marks	Pass Marks
Theory Paper	100	40
Practical	30	12
Project Viva-voce	20	08

R. B. Singh
Principal

Punam
Ms. Punam Garg
Coordinator
Add-on-Courses

Ms. Randeep *Randeep?* 21/03/23
Ms. Preetika Bhatia *Preetika* 28/03/23
Ms. Ritu *Ritu* 28/03/23