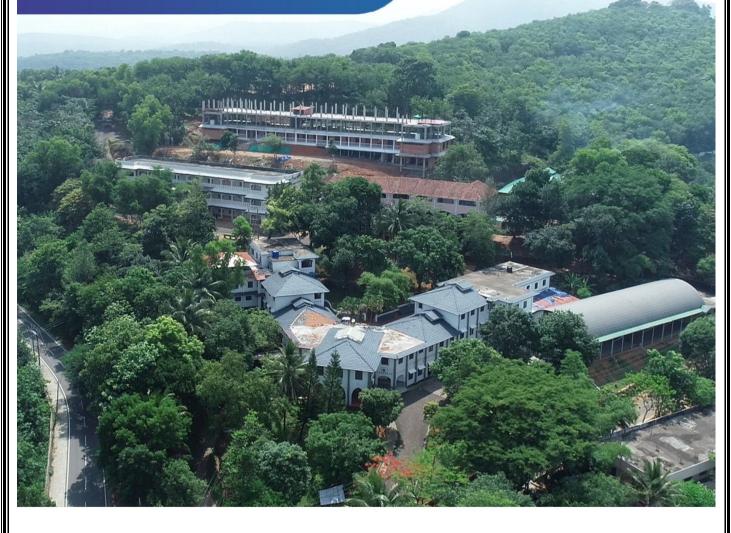


MES COLLEGE ERUMELY

CERTIFICATE COURSE B.COM OFFICE MANAGEMENT





MES COLLEGE ERUMELY

Department of Commerce (Br-Marketing and office Management)

Certificate Course (2021-2022)

Management of Co operative Societies Duration-30 hrs

ASHA KM (HOD Marketing ତ Office Management) ATHIRA NAIR (Coordinator)

MES College Erumely Department of Commerce B.Com Office Manageme	nt			
Department of Commerce <u>Broom</u> entree many				
Certificate course				
DIGITAL MARKETING				
Fotal Hours: 30	10 hours			
MODULE 1				
ntroduction - Introduction to digital marketing, its nature and significance, Traditional marketing Vs Digital marketing, Digital marketing process				
MODULE 2	10 5 5 10 5			
Website Planning and development Types of websites, keywords, understanding Domain and webhosting, Introduction to search engine optimisation	10 hours			
MODULE 3	10 HOURS			
Digital Marketing Strategy				
Introduction to social media marketing, Facebook marketing, Twitter marketing, Developing digital marketing strategy in integration form				
ABOUT THE COURSE				
Today, the communication through online platforms has become a key element of integrated marketing communication strategy and changed the way how oranisations communicate with their stake holders. digital marketing rapidly growing force in the present marketing domain. It has resulted in numerous opportunities in domestic and international business environment	g			
objectives				
1. To understand the fundamentals of digital marketing				
 To inculcate the skill of digital marketing among students To build a conceptual foundation to plan, implement monitor digital marketing 	1			
campaigns				

Director HRDC

MES COLLEGE ERUMELY DEPARTMENT OF COMMERCE (Office Management) V SEM B.Com OFFICE MANAGEMENT (2020-2023 admin) Certificate Course Attendance

SI No	Reg. No	Name of the candidate	Attendance %
1	200021063317	Akash A	85
2	200021063318	Akash K S	80
3	200021063319	Alan George	85
4	200021063320	Alex Thomas	85
5	200021063321	Amal Thomas	85
6	200021063322	Ameen Sha	75
7	200021063323	Ansheena Shukkur	90
8	200021063324	Arjun Krishna	80
9	200021063325	Asif Shakeer	75
10	200021063326	Asish Thomas	75
11	200021063329	Jobins Joseph	78
12	200021063330	Kiran S	80
13	200021063331	Midhun Madhu	75
14	200021063332	Mihara Binu M	90
15	200021063333	Muhammed Saheed	75
16	200021063334	Neju K. John	75
17	200021063335	Nijo Francis	75
18	200021063336	Nikhil Shaji	75
19	200021063337	Sirin Thomas	75
20	200021063338	Swabith M.M	75
21	200021063339	Vimal Varghese	85

Prof. (Dr.) Har BUMAR. S Principal MES College, Erumely

SHAN SOM N

HEAD OF THE DEPARTME DEPT OF COMMERCE MES COLLEGE ERUML

MES COLLEGE ERUMELY Directorate of Human Resource Development Council CERTIFICATE COURSE Eligible List :2021-2022 DEPARTMENT OF COMMERCE (Office Management) Course : Management of Cooperative Societies

SI No	Reg. No	Name of the candidate	Score
1	200021063318	Akash K S	25
2	200021063320	Alex Thomas	27
3	200021063321	Amal Thomas	25
4	200021063325	Asif Shakeer	26
5	200021063329	Jobins Joseph	26
6	200021063330	Kiran S	26
7	200021063333	Muhammed Saheed	29
8	200021063336	Nikhil Shaji	27
9	200021063337	Sirin Thomas	26
10	200021063338	Swabith M.M	30
11	200021063339	Vimal Varghese	26

Head of the Department

Director HRDO

Principal

Asha KM

REJOOLA O.M

Prof. (Dr.) ANIL KUMAR S. PRINCIPAL MES COLLEGE ERUMELY

0/ PROPOSE P. O PIN 686 509 M

26/10/2022



MESCOLLEGE ERUMELY

ESTD : 1995 (AFFILIATED TO MAHATMA GANDHI UNIVERSITY) A Minority Educational Institution, Certified by National Minority Education Commission

M E S Erumely P.O., Kottayam Dist., Pin. 686 509

Meslec/HROC/1384

30/11/22

Certificate of Merit

This is to certify that Mr./MsAkas	h KS, Blom Offi	ce Management 48P
has successfully completed the 30 hours Certif		nagement of
Cooperative Societies	Conduct	ed by MES College Erumely
PROPOSE P.O. PIN-680 509	- Alexander	Prot. (Dr.) ANH KUMAR S Principal
HEAD OF THE POP RIMENT	REJOOLA O.M	MES College Erumely
Head of the Department	Co-Ordinator	Principal



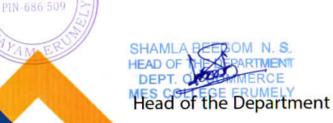
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mes/ec/14RDC/1385

30/11/55

Certificate of Merit





Prof. (Dr.) ANIL KUMAR S. Principal MES College Erumely Principal

Co-Ordinator