

23rd January, 2023

Department of Commerce

Faculty of Commerce & Business Studies University of Delhi

Guidelines for Skill Enhancement Course (SEC) Under Graduate Curriculum Framework (UGCF) 2022 based on NEP 2020 w.e.f. Academic

Year 2022-23 Paper Titled:

“Digital Marketing”

**Offered by Department of Commerce,
Semester-I**

- 1. An online meeting for Skill Enhancement Course (SEC) paper titled “Digital Marketing” offered by Department of Commerce was held on Google Meet platform on 23rd January, 2023 at 2.00 pm.**
- 2. 64 faculty members registered for the meeting and the following faculty members attended the meeting on the scheduled day:**

Sr. No	Name of the Attendee	Department/ Affiliated College Name
1	RANJEET KUMAR AMBAST	GARGI COLLEGE
2	Dr VIPRA KAPOOR	DELHI COLLEGE OF ARTS AND COMMERCE
3	NEETI NAGAR	Shaheed Bhagat Singh College, University of Delhi
4	Gurneet Kaur	SRI GURU NANAK DEV KHALSA COLLEGE
5	YOGESH	Sri Venkateswara College DU
6	Dr. PRIYANKA TRIPATHI	Shyama prasad Mukherjee college
7	RANJANA	SHAHEED BHAGAT SINGH COLLEGE
8	RITIKA GUPTA	SATYAWATI COLLEGE(EVE)
9	Pooja	Shaheed Bhagat Singh
10	NITU JAISWAL	Sri Venkateswara College
11	DEEPIKA	ARSD college
12	Neelam Kapoor	LAKSHMIBAI COLLEGE
13	RENU AGGARWAL	ATMA RAM SANATAN DHARMA COLLEGE
14	PREETI	Rajdhani College
15	DILIP KUMAR GUPTA	ATMA RAM SANATAN DHARMA COLLEGE
16	BARUN KUMAR JHA	ATMA RAM SANATAN DHARMA COLLEGE
17	DEEPIKA MISHRA	College of Vocational Studies
18	SAHER SAYED	SHAHEED BHAGAT SINGH COLLEGE
19	ANSHI GOEL	JESUS & MARY COLLEGE
20	Gulshan Kumar	Bharati College
21	MONIKA	LAKSHMIBAI COLLEGE, NCWEB
22	MANJOT KAUR BOPARAI	MATA SUNDRI COLLEGE FOR WOMEN

23	MANLEEN KAUR	SRI GURU GOBIND SINGH COLLEGE OF COMMERCE
24	Parminder Kaur	ARSD College
25	Aashi Singhal	SATYAWATI COLLEGE
26	Nisha Devi	Dyal singh college (Morning)
27	ASHIMA GABA	SHYAMA PRASAD MUKHERJEE COLLEGE FOR WOMEN
28	KANWALPREET KAUR	DYAL SINGH COLLEGE
29	ANITA	DELHI COLLEGE OF ARTS & COMMERCE
30	RAHUL	KAMALA NEHRU COLLEGE
31	SHIVAM AGNIHOTRI	SHAHEED BHAGAT SING COLLEGE
32	ALOK ANAND	BHARATI COLLEGE
33	SONIA LOHIA	SRI AUROBINDO COLLEGE
34	PRIYA DAHIYA	JESUS AND MARY COLLEGE
35	Chander Gopal	Ramjas
36	ARVIND GUPTA	RAMJAS COLLEGE
37	VAISHALI	KESHAV MAHAVIDYALAYA (NCWEB)
38	Avneet kaur	SRI GURU GOBIND SINGH COLLEGE OF COMMERCE
39	Shoeba	Zakir Husain Delhi College
40	Sufiya	Zakir Husain Delhi College
41	Dr. Mohd Rehan Alam	ARSD COLLEGE
42	SURJIT KUMAR	Zakir Husain Delhi college
43	Suneel Kumar	Zakir Husain Delhi College
44	Dr Saima	Zakir Husain Delhi College
45	Dr Ritu Atheya	INSTITUTE OF HOME ECONOMICS
46	RITESH KUMAR	MLNCE
47	APARNA PRITAM	ZAKIR HUSAIN DELHI COLLEGE
48	PALAK KANOJIA	HANSRAJ COLLEGE
49	Divya Gupta	SRI GURU NANAK DEV KHALSA COLLEGE
50	D Appala Naidu	Atma Ram Sanatan Dharma College
51	EKTA SINGH	SHIVAJI COLLEGE
52	Deepika	ARSD college DU
53	RACHNA SONI	Shivaji College
54	Vikram Chand	ARSD
55	DHUN	KALINDI COLLEGE
56	SIMONA DUTTA	JESUS AND MARY COLLEGE
57	VIKKI SHARMA	SHRI RAM COLLEGE OF COMMERCE
58	Bimaldeep Kaur	Sri Guru Gobind Singh College of Commerce
59	Akansha	Satyawati College
60	Dr. Shevata Marwah	Sri Aurobindo College (Evening)
61	Shweta Jain	Kamala Nehru Colleg
62	Dr. Rohini Baghel	Delhi College of Arts & Commerce
63	Dr. Aditi Batheja	PGDAV College
64	Priyanka	Ramjas College

3. Assessment Method

Theory exam shall carry 50 marks, Practical Exam (internal) shall carry 25 marks, and internal assessment 25 marks. The theory exam will be of 2 hours.

4. The following guidelines* were set in the meeting with the consent of all teachers and the representative of Department of Commerce, University of Delhi:

Examination Scheme and Mode

Particulars	Time allotted	Questions	Marks
End Semester University Exam	2 Hour	Open choice at the discretion of the paper setter.	50
Practical Exam (Internal)	1 Hour	Topics Mentioned below.	25
Internal Assessment	<ul style="list-style-type: none">• 20 marks for assignment, class test, projects, presentations and field work• 5 marks for attendance		25
Total			100

*Subject to directions from the Examination Branch/University of Delhi from time to time.

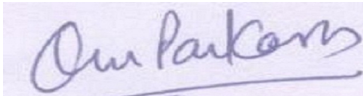
5. Practical Exercises

1. Creating Email Service Provider Account and Learning Email Marketing through MailChimp/G-Mass.
2. Posting Digital Marketing contents on any two media channels (Facebook, YouTube, LinkedIn etc.) and comparing the results thereof.
3. Creating a website using Google Docs as a tool for Content Marketing.
4. Making use of Google Analytics, Creation of Google Ads Account, Google My Business Account, YouTube Channel, Facebook Business Page Creation, Facebook Marketplace etc.

6. Other Suggestions

1. The concept of marketing should be introduced/explained before moving to Digital Marketing.
2. Tools like Canva, G-Mass, MailChimp, Google Docs etc. can be used for practical exercises.
3. Various marketing emails can be shown to the students to make them analyze the impacts and effectiveness of the same.
4. Due to the limitation of time and heterogenous students, concepts should be discussed in brief and only application part should be focused upon.

7. The faculty members participated actively in the discussion and appreciated the initiative of Prof. Ajay Kumar Singh, the Head and Dean, Department of Commerce, Delhi School of Economics, University of Delhi.
8. The meeting ended with a vote of thanks to Prof. H.K. Dangi, the organizing team, and all the faculty members.



Dr. Om Parkash
(Convenor of the Meeting)
Assistant Professor
Department of Commerce
Ramjas College
University of Delhi



Prof. H.K. Dangi
(Department Representative)
Professor
Department of Commerce
Delhi School of Economics
University of Delhi

