



**DIGITAL AND SOCIAL MEDIA MARKETING**  
**SCHOOL OF BUSINESS MANAGEMENT**

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# Anurag Group of Institutions

School of Business Management

Course Name : DIGITAL AND SOCIAL MEDIA MARKETING

Course Number : A94002M

Course Designation : Core Elective-4

Credits : 4

II MBA – II Semester

(2019-20)

Y.ARUN KUMAR, Assistant Professor

Course Coordinator

## SYLLABUS

<b>Unit – I</b>	<b>Introduction</b> – Evolution of Digital Marketing, Importance, Scope, The Digital Consumer & Communities Online, Digital Marketing Landscape
<b>Unit – II</b>	<b>Social Media Marketing:</b> Adwords, ORM, Search Engine Marketing, PPC and Online Advertising, Social Media Marketing, Social Media Strategy & Customer Engagement
<b>Unit – III</b>	<b>Affiliate Marketing:</b> Affiliate Marketing & Strategic Partnerships, Affiliate Marketing Networks, Promoting the Affiliate Products, Social Affiliate, Email Marketing, Content Strategies
<b>Unit – IV</b>	<b>Analytics:</b> CRM & CX in Digital Marketing-Digital Marketing, Data and Analytics-Social Listening- Web Analytics.
<b>Unit – V</b>	<b>Integrating Digital &amp; Social Media:</b> Social Media Analytics – Mobile Marketing – Integrating Digital and Social Media Strategies

<b>Text Books</b>	
1.	Michael Solomon and Tracy Tuten, Social Media Marketing, Pearson,2013
2.	Scial Media Marketing for Beginners: Create Successful Campains, Gain more Fans and boost sales from any social network by F.R.Media, 2/e, June 2014
<b>Reference Books</b>	
1.	Jan Zimmerman and Deborah Ng. Social Media Marketing All in one for Dummies, 2012
2.	Douglas A.Norman, The Design of Everyday Things, Apr, 2011
3.	Jack Z.Scissors and Roger B.Baron Advertising Media Planning, 2010
4.	Bhatia Punit, Fundamentals of Digital Marketing, Pearson, 2017
5.	Ian Doodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaign, Wiley, 2016

## Program Learning Outcomes

The learning outcomes specify the knowledge, skills, values and attitudes students are expected to attain in courses or in a program.

1. ***Business Environment and Domain Knowledge:*** Graduates are able to improve their awareness and knowledge about functioning of local and global business environment and society.
2. ***Critical thinking, Business Analysis, Problem Solving and Innovative Solutions:*** Graduates are expected to develop skills on analyzing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources.
3. ***Global Exposure and Cross-Cultural Understanding:*** Demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding.
4. ***Social Responsiveness and Ethics:*** Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making.
5. ***Effective Communication:*** Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology.
6. ***Leadership and Teamwork:*** Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

## Program Educational objectives

1. To impart the fundamentals of the key elements of a business organization.
2. To provide a critical perspective on theoretical knowledge and practical approach to various functional areas of management and decision making.
3. To develop analytical skills to identify the link between the management practices in the functional areas of an organization and business environment.
4. To establish and realize a creative research culture among the student community.
5. To provide insights into latest technology, business communication, management concepts and to build team work and leadership skills among them.
6. To inculcate the habit of inquisitiveness and creativeness aimed at self actualization and realization of ethical practices.

## **Course Objectives:**

To understand and estimate the mindset of online consumer and design strategies to enhance Consumer Digital Marketing Experiences.

## **Course Outcomes:**

- Explain the Evolution and Landscape of Digital Marketing.
- Analyze the Social Media Marketing Strategy for Consumer Engagement
- Interpret the concepts of various Digital Promotion Strategies
- Evaluate the CRM and web analytics techniques.
- Use social media analytics and integrative media strategies

### Revised Bloom's Taxonomy:

Definitions	I. Remembering	II. Understanding	III. Applying	IV. Analyzing	V. Evaluating	VI. Creating
<b>Bloom's Definition</b>	Exhibit memory of previously learned material by recalling facts, terms, basic concepts, and answers.	Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating main ideas.	Solve problems to new situations by applying acquired knowledge, facts, techniques and rules in a different way.	Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations.	Present and defend opinions by making judgments about information, validity of ideas, or quality of work based on a set of criteria.	Compile information together in a different way by combining elements in a new pattern or proposing alternative solutions.
<b>Verbs</b>	<ul style="list-style-type: none"> <li>• Choose</li> <li>• Define</li> <li>• Find</li> <li>• How</li> <li>• Label</li> <li>• List</li> <li>• Match</li> <li>• Name</li> <li>• Omit</li> <li>• Recall</li> <li>• Relate</li> <li>• Select</li> <li>• Show</li> <li>• Spell</li> <li>• Tell</li> <li>• What</li> <li>• When</li> <li>• Where</li> <li>• Which</li> <li>• Who</li> <li>• Why</li> </ul>	<ul style="list-style-type: none"> <li>• Classify</li> <li>• Compare</li> <li>• Contrast</li> <li>• Demonstrate</li> <li>• Explain</li> <li>• Extend</li> <li>• Illustrate</li> <li>• Infer</li> <li>• Interpret</li> <li>• Outline</li> <li>• Relate</li> <li>• Rephrase</li> <li>• Show</li> <li>• Summarize</li> <li>• Translate</li> </ul>	<ul style="list-style-type: none"> <li>• Apply</li> <li>• Build</li> <li>• Choose</li> <li>• Construct</li> <li>• Develop</li> <li>• Experiment with</li> <li>• Identify</li> <li>• Interview</li> <li>• Make use of</li> <li>• Model</li> <li>• Organize</li> <li>• Plan</li> <li>• Select</li> <li>• Solve</li> <li>• Utilize</li> </ul>	<ul style="list-style-type: none"> <li>• Analyze</li> <li>• Assume</li> <li>• Categorize</li> <li>• Classify</li> <li>• Compare</li> <li>• Conclusion</li> <li>• Contrast</li> <li>• Discover</li> <li>• Dissect</li> <li>• Distinguish</li> <li>• Divide</li> <li>• Examine</li> <li>• Function</li> <li>• Inference</li> <li>• Inspect</li> <li>• List</li> <li>• Motive</li> <li>• Relationships</li> <li>• Simplify</li> <li>• Survey</li> <li>• Take part in</li> <li>• Test for</li> <li>• Theme</li> </ul>	<ul style="list-style-type: none"> <li>• Agree</li> <li>• Appraise</li> <li>• Assess</li> <li>• Award</li> <li>• Choose</li> <li>• Compare</li> <li>• Conclude</li> <li>• Criteria</li> <li>• Criticize</li> <li>• Decide</li> <li>• Deduct</li> <li>• Defend</li> <li>• Determine</li> <li>• Disprove</li> <li>• Estimate</li> <li>• Evaluate</li> <li>• Explain</li> <li>• Importance</li> <li>• Influence</li> <li>• Interpret</li> <li>• Judge</li> <li>• Justify</li> <li>• Mark</li> <li>• Measure</li> <li>• Opinion</li> <li>• Perceive</li> <li>• Prioritize</li> <li>• Prove</li> <li>• Rate</li> <li>• Recommended</li> <li>• Rule on</li> <li>• Select</li> <li>• Support</li> <li>• Value</li> </ul>	<ul style="list-style-type: none"> <li>• Adapt</li> <li>• Build</li> <li>• Change</li> <li>• Choose</li> <li>• Combine</li> <li>• Compile</li> <li>• Compose</li> <li>• Construct</li> <li>• Create</li> <li>• Delete</li> <li>• Design</li> <li>• Develop</li> <li>• Discuss</li> <li>• Elaborate</li> <li>• Estimate</li> <li>• Formulate</li> <li>• Happen</li> <li>• Imagine</li> <li>• Improve</li> <li>• Invent</li> <li>• Make up</li> <li>• Maximize</li> <li>• Minimize</li> <li>• Modify</li> <li>• Original</li> <li>• Originate</li> <li>• Plan</li> <li>• Predict</li> <li>• Propose</li> <li>• Solution</li> <li>• Solve</li> <li>• Suppose</li> <li>• Test</li> <li>• Theory</li> </ul>



### MAPPING OF COURSE OUT COMES WITH PO's & PEO's

Course Outcomes	PO's	PEO's
C01	1,3	1,2,4
C02	2,3,5	2,3,5
C03	2,3,6	2,3,4,5,6
C04	3,6	1,3,5
C05	4,5,6	4,5,6

### ARTICULATION MATRIX OF COURSE OUTCOMES WITH PO'S

	Program Outcomes						PEO's					
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5	PEO 6
C01	2	-	2	-	-	-	2	1	-	2	-	-
C02	-	3	2	-	1	-	-	2	3	-	2	-
C03	-	3	2	-	-	2	-	2	1	2	3	3
C04	-	-	2	-	-	1	1	-	2	-	2	-
C05	-	-	-	1	2	3	-	-	-	3	2	1

## Course Schedule

### Distribution of Hours in Unit – Wise

<b>Unit</b>	<b>Topic</b>	<b>References</b>	<b>Total No. of Hours</b>
I	UNIT-I	Fundamentals of Digital Marketing, Bhatia Punit	8
II	UNIT-II	Social Media Marketing All in one For Dummies, Jan Zimmerman	9
III	UNIT-III	Social Media Marketing, Michael Solomon and Tracy Tuten	8
IV	UNIT-IV	Working in Microsoft Office, Ron Mansfield	8
V	UNIT-V	Social Media Marketing All in one For Dummies, Jan Zimmerman	7
Total classes for Syllabus coverage			

## Lecture plan

S. No.	Topic	No of Lecture Hours	Method of teaching
<b>UNIT- I – Introduction</b>			
1	Introduction to Digital Marketing	2	Chalk & Board
2	Evolution of Digital Marketing, Importance, Scope	2	PPT
3	The Digital Consumer	1	PPT
4	Communities Online	1	PPT
5	Digital Marketing Landscape	1	PPT
6	Review of Unit 1	1	Chalk & Board
<b>UNIT-II- Social Media Marketing</b>			
1	Introduction, Adwords, ORM	2	Chalk & Board
2	Search Engine Marketing	1	PPT
3	PPC & Online Advertising	2	PPT
4	Social Media Marketing	1	Chalk & Board
5	Social Media Strategy	1	Chalk & Board
6	Customer Engagement	1	Chalk & Board
7	Review of Unit 2	1	Chalk & Board
<b>Unit-III- Affiliate Marketing</b>			
1	Introduction	1	Chalk & Board
2	Affiliate Marketing & Strategic Partnerships	1	Chalk & Board
3	Affiliate Marketing Networks	1	PPT
4	Promoting the Affiliate Products	1	PPT

5	Social Affiliate, Email Marketing	2	PPT
6	Content Strategies	1	Chalk & Board
7	Review of Unit 3	1	Chalk & Board
<b>UNIT- IV – Analytics</b>			
1	Introduction, CRM & CS in Digital Marketing	2	PPT
2	Digital Marketing	2	PPT
3	Data and Analytics	1	PPT
4	Social Listening & Web Analytics	2	PPT
5	Review of Unit 4	1	Chalk & Board
<b>UNIT-V- Integrating Digital &amp; Social Media</b>			
1	Social Media Analytics	2	Chalk & Board
2	Mobile Marketing	2	PPT
3	Integrating Digital & Social Media	1	PPT
4	Integrating Digital & Social Media – Strategies	1	PPT
5	Review of Unit 5	1	Chalk & Board

## Minutes of Course Review Meeting

Details of Meeting No -	
Date of Meeting	
Member's Present	
Signature of Member's	
Remarks	
Details of Meeting No -	
Date of Meeting	
Member's Present	
Signature of Member's	
Remarks	
Details of Meeting No -	
Date of Meeting	
Member's Present	
Signature of Member's	
Remarks	

## **Unit-I            Short type questions**

1. Define Digital Marketing (L1)
2. What is Inbound Marketing (L1)
3. Explain Search Engine Optimization (L2)
4. Who is Digital Consumer (L1)
5. What is Online Community (L1)
6. Identify the importance of DM (L3)
7. Examine the scope of DM (L3)
8. Define Outbound Marketing (L1)
9. What is 'Keyword' in DM (L1)
10. List out advantages of DM (L1)

## **Essay questions**

1. Explain the concept of SEO in detail (L2)
2. Explain why is keyword research important (L5)
3. Discuss the concept of Digital Marketing Landscape (L6)
4. Explain the evolution of DM (L5)
5. Examine the part of Google in DM (L4)
6. Identify the role of Youtube in DM (L3)
7. Discuss the concept of Digital Consumer in detail (L6)
8. Illustrate the role of committees online in DM (L2)
9. Explain the technologies in DM (L2)
10. Determine how DM is useful in various organizations (L5)

## **Unit-II        Short type questions**

1. Define Adwords (L1)
2. What is ORM (L1)
3. Explain SEM (L2)
4. Explain what is PPC (L2)
5. Define Online Advertising (L1)
6. Define Social Media Marketing (L1)
7. Explain what is Social Media Strategy (L2)
8. Discuss Customer Engagement (L6)
9. List out the advantages of SMM (L1)
10. List the ways of Online Advertising (L1)

## **Essay Questions**

1. What are the primary models for PPC (L1)
2. Illustrate the concept of Google Adwords (L2)
3. Identify how the PPC effectively works (L3)
4. Discuss the ways to optimize SEM (L6)
5. Determine the ways of Social Media Strategies (L5)

6. Explain the various media in SMM (L5)
7. Identify how customer engagement is important in SMM (L3)
8. Discuss the process of ORM (L6)
9. Explain how to make Online Advertising more effective (L5)
10. Examine the process of PPC in detail (L4)

### **Unit-III Short type questions**

1. Define Affiliate Marketing (L1)
2. What is strategic partnership (L1)
3. List out types of strategic partnerships (L1)
4. List out affiliate marketing networks (L1)
5. Define affiliate products (L1)
6. Explain promoting the affiliate products (L2)
7. Explain what is social affiliate (L2)
8. Define Email Marketing (L1)
9. Define content strategy (L1)
10. Identify Examples of email marketing (L3)

### **Essay Questions**

1. Explain strategic partnerships in detail (L2)
2. Illustrate the concept of Affiliate Marketing (L2)
3. Determine the types of Affiliate Marketing Networks (L5)
4. Examine the importance of affiliate marketing networks (L4)
5. Discover the process of promoting the affiliate products (L4)
6. Critically examine social affiliation (L4)
7. Discuss the types of email marketing (L6)
8. Determine the importance of Content strategies (L5)
9. Illustrate the importance of email marketing in affiliate marketing (L2)
10. Examine the ways to improve email marketing (L4)

### **Unit-IV Short type questions**

1. What is CRM (L1)
2. Define CX (L1)
3. Define Digital Marketing (L1)
4. What is Analytics (L1)
5. Explain what is social listening (L2)
6. Explain Web analytics (L2)
7. List the examples of Social Listening (L1)
8. Identify the examples of web analytics (L3)
9. What are the uses of Digital Marketing (L1)
10. List the examples of CX (L1)

## **Essay Questions**

1. Identify the importance of digital marketing analytics (L3)
2. Critically examine the role of CRM in digital marketing (L4)
3. Explain the role of CX in digital marketing (L5)
4. Discover various analytical tools in digital marketing (L4)
5. Explain the concept of Social listening (L5)
6. Inspect the working of web analytics (L5)
7. Explain various terms used in web analytics (L5)
8. Identify the benefits of using web analytics (L3)
9. Examine the process of Google Analytics (L4)
10. What is Key Performance Indicators in web analytics (L1)

## **Unit-V Short type questions**

1. What is Digital Media (L1)
2. Explain Social Media (L2)
3. Define Social Media Analytics (L1)
4. Define Mobile Marketing (L1)
5. List out Social media strategies (L1)
6. Identify Digital media strategies (L3)
7. Define Digital media analytics (L1)
8. List examples of mobile marketing (L1)
9. What are the advantages of mobile marketing (L1)
10. List out the digital media (L1)

## **Essay Questions**

1. How does integrating marketing strengthen client services (L1)
2. Identify how to integrate digital and social media (L3)
3. Discuss the failures in integrated media (L6)
4. Illustrate integrative media strategies (L5)
5. Explain the ways of effective mobile marketing (L5)
6. Identify how the organizations benefited integrating media marketing (L3)
7. How to build social media strategy (L1)
8. How the integrated is helpful for consumers (L1)
9. Explain the evolution of integrated media marketing (L2)
10. Discuss the process of mobile marketing (L6)



## **CASE STUDY**

### **1. Flipkart – Amazon of India**

E-commerce transactions in India are gaining popularity at the very fast pace majorly due to its attributes of ease of shopping, good discounts, social media integration, cash on delivery mode of payment etc. the industry is all set to grow and beat the records considering the recent show of strength of several E-commerce companies of India Inc in their capability to raise funds as well. Flipkart – one of the leading Indian E-commerce companies headquartered in Bangalore, Karnataka. The overall brand value of FLIPKART is good, but it is facing tough competition from its global as well as local competitors. But in India, it is the most superior E-business portal which is aggressively expanding and planting its roots deep into the Indian market and at the same time shifting the mindset of the people i.e. from going and shopping from physical stores to online stores, which is enormous.

- i. Discuss the initial challenges faced by Flipkart
- ii. How Flipkart succeeded in Building the Trust of Online customers?
- iii. How can Social media can be used to increase the market share of the Brand?

### **2. The Indispensables**

Godrej as a brand has been already established as a household name. However, its pedigree is that of stability rather than innovation, especially in the appliances segment. To break free of this impression they devised a branding + personification strategy. Literally the appliances would speak for themselves.

Godrej Indispensables, an online web sitcom starring various products. Why Indispensables? Well they are confident that the products abilities to handle all that is thrown at them in a day to day functioning of a household. They are the silent protectors of a family's home, the behind the scenes heroes of everyday chores. Every episode shows them faced with a daily plight which they resolve in a way unique to their persona. Using 3D animation, we brought to life these selfless helpers ad given them a wide variety of quirks and personalities.

So far the videos have garnered cumulatively over 50000+ views on Youtube. A special hashtag called #TheIndispensables was created to launch the first series of videos. In it they

asked out followers to list out their gadgets which they felt were indispensable to them. This #tag trended globally and gave the campaign a sizable boost in impressions. The products themselves will dispense some much needed advice on how to better operate them. Going Ahead – The Indispensables will continue to thwart household crisis, and keep audience entertained and informed.

- i. How does an appliance brand enhance brand presence in an already cluttered social space?
- ii. Online consumers read reviews and recommendations when making a purchase. Justify?
- iii. What advantages Godrej can enjoy if they are successful in Online Marketing?

### **3. KNORR**

Knorr has been making cooking easy since 1838. Its ready-made sauces and stock pots are available in nearly 90 countries worldwide and with annual sales over \$3 billion, it is parent company Unilever's biggest-selling brand. In Poland, Knorr's best-known product is Bulionetka; a stock used in soups and braised dishes. Even well-known brands can't stand in the hyper-competitive FMCG category, especially when busy lifestyles mean that fewer and fewer Polish people take the time to cook at home. Knorr's new TV campaign was designed to raise awareness among women aged 25-49, but Knorr also wanted to reach a younger audience to drive sampling and sales.

- i. Knorr approached you to prepare a suitable and multi-channel digital marketing plan to attract the younger audience to its products.
- ii. Prepare a digital ad to promote Knorr products and services in social media of your choice. Justify your choice of social media.



# ANURAG GROUP OF INSTITUTIONS

(Formerly CVSR college of Engineering)  
Venkatapur (v), Ghatkesar (M), R.R. Dist.

## II MBA II SEMSTER

### Sub: DIGITAL AND SOCIAL MEDIA MARKETING Model Question paper

#### PART-A

Answer all the following

5\*5M= 25 marks

1. Compare online and offline marketing strategies.
2. Explain the scope, importance and advantages of Digital Marketing.
3. What do you mean by pay-per-click?
4. Briefly explain the behavior of online consumer
5. Write a note on mobile marketing.

#### PART – B

Answer the following

5\*10M= 50 marks

6. a) “Digital marketing has shifted the landscape of traditional marketing”. Discuss  
(OR)  
b) Discuss the process of SEO in digital marketing.
7. a) What do you mean by online reputation management? Explain its scope and importance  
(OR)  
b). Discuss the role and importance of social media marketing in online branding
8. a) Explain the benefits and strategies of Affiliate Marketing.  
(OR)  
b) What are the objectives of Email Marketing? Discuss the Email Marketing practices.
9. a) Briefly explain the role of CRM in digital world.  
(OR)  
b) What is Web analytics? How it contributes and benefits Digital Marketing?
10. a) Explain the different strategies in Mobile Marketing.  
(OR)  
b) Discuss the strategies for integrating digital and social media.

## Tutorial Sheet

Unit-I Topics Revised
Topic Name
Unit-I Topics Revised
Topic Name
Unit-III Topics Revised
Topic Name
Unit-IV Topics Revised
Topic Name
Unit-V Topics Revised
Topic Name

## **Course Assessment Report**

Batch:

Academic Year/Sem:

Course Name:

Course Number:

Course Attainment (75% of Direct + 25% of Indirect) on a scale of 1 to 3.

Remarks and suggestions:

Course Coordinator

## Direct Course Assessment Sheet (As per IonCudos)

### a) Internal Examination

#### Course assessment sheet Ass1

Hall Ticket No	S1	S2	TOT
1			
2			
3			

#### Course assessment sheet Mid1

Hall Ticket No	S1	S2	S3	S4	S5	L1	L2	L3	L4	L5	TOT
1											
2											
3											

#### Course assessment sheet Ass2

Hall Ticket No	S1	S2	TOT
1			
2			
3			

#### Course assessment sheet Mid2

Hall Ticket No	S1	S2	S3	S4	S5	L1	L2	L3	L4	L5	TOT
1											
2											
3											

### b) External Examination

Hall Ticket No	Total Marks

## CSP Rubric

CSP Rubric			
S.No.	Criteria	LEVEL ( Level: 3-Excellent      Level: 2-Good      Level: 1-Poor)	
1	Oral Communication	3	Student speaks in phase with the given topic confidently using Audio-Visual aids. Vocabulary is good
		2	Student speaking without proper planning, fair usage of Audio-Visual aids. Vocabulary is not good
		1	Student speaks vaguely not in phase with the given topic. No synchronization among the talk and Visual Aids
2	Writing Skills	3	Proper structuring of the document with relevant subtitles, readability of document is high with correct use of grammar. Work is genuine and not published anywhere else
		2	Information is gathered without continuity of topic, sentences were not framed properly. Few topics are copied from other documents
		1	Information gathered was not relevant to the given task, vague collection of sentences. Content is copied from other documents
3	Social and Ethical Awareness	3	Student identifies most potential ethical or societal issues and tries to provide solutions for them discussing with peers
		2	Student identifies the societal and ethical issues but fails to provide any solutions discussing with peers
		1	Student makes no attempt in identifying the societal and ethical issues
4	Content Knowledge	3	Student uses appropriate methods, techniques to model and solve the problem accurately
		2	Student tries to model the problem but fails to solve the problem
		1	Student fails to model the problem and also fails to solve the problem
5	Student Participation	3	Listens carefully to the class and tries to answer questions confidently
		2	Listens carefully to the lecture but doesn't attempt to answer the questions
		1	Student neither listens to the class nor attempts to answer the questions
6	Managerial skills	3	The program structure is well organized with appropriate use of technologies and methodology. Code is easy to read and well documented. Student is able to implement the algorithm producing accurate results
		2	Program structure is well organized with appropriate use of technologies and methodology. Code is quite difficult to read and not properly documented. Student is able to implement the algorithm providing accurate results.
		1	Program structure is not well organized with mistakes in usage of appropriate technologies and methodology. Code is difficult to read and student is not able to execute the program

Tools:

a) Case Study

S.No.	Hall Ticket Number	Rubric Assessment
1		
2		
3		

b) Course End Survey Report

Add-ons (Guest Lecture/Video Lecture/Certification/Training Program/Poster Presentation.... etc.)

1. Poster Presentation

Unit Wise PPT's & Lecture Notes

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