

**SIR C.R.REDDY COLLEGE FOR WOMEN  
VATLURU**



**DEPARTMENT OF COMMERCE  
ACTIVITIES OF 2022-23**



**SIR C R REDDY COLLEGE FOR WOMEN**  
(Affiliated to ADIKAVI NANNAYA UNIVERSITY, Rajamahendravaram)  
An ISO - 9001:2015, 14001:2015, 50001:2018 Certified Institution  
UGC 2(f) certified institution  
Vatluru, Eluru - 534007



(Estd : 1987)

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## AWARENESS PROGRAMME

ON

## ONLINE MARKETING

Date: From 28- 09- 2022

Time: From 09.30 am to 12.30 pm

Place: Pothunuru Village

ORGANIZED BY

DEPARTMENT OF COMMERCE

# SIR C R REDDY COLLEGE FOR WOMEN

(Affiliated to Adikavi Nannaya University, Rajamahendravaram)

Vatluru(post), Pedapadu mandal, Eluru Dist(AP)

Dt: 23-09-2022

To  
The Principal  
Sir C.R.Reddy College For Women  
Eluru.

**Subject:** Request to grant permission to organize Awareness Programme on  
Online Marketing to the people of Pothunuru Village  
on 28-09-2022.

This is to bring to your kind notice that Department of Commerce in association with IQAC is planning to arrange the Awareness Programme on Online Marketing on 28-09-2022 from 09.30 am to 12.30 pm. II B.Com students are going to create an awareness regarding Online Marketing to the people of Pothunuru Village. In this context, we request you to grant the permission for IIB.Com students to visit Pothunuru Village and to create awareness regarding Online Marketing on 28-09-2022.

Permitted  
Principal  
Sir C.R.R. College for Women  
ELURU

Thanking You

M. D. [Signature]  
Signature of HOD

# **SIR C R REDDY COLLEGE FOR WOMEN**

**(Affiliated to Adikavi Nannaya University, Rajamahendravaram)**

**Vatluru(post), Pedapadu mandal, Eluru Dist(AP)**

Dt: 27-09-2022.

## NOTICE

This is to inform that, Department of Commerce is going to arrange the Awareness Programme on Online Marketing on 28-09-2022 from 09.30 am to 12.30 pm at Pothunuru Village. In this context, we request all IIB.Com (Gen) & (CA) students to attend the programme and create awareness regarding Online Marketing to the people of Pothunuru Village and make the programme a grand success.

  
Principal

Sir C.R.R. College for Women  
ELURU

## **Objectives of the program:-**

The main objectives of the program are as follows

- To reach out to potential customers through the use of digital channels.
- To allow businesses to connect with customers through multiple ways including E-mail, Social Media.
- To evaluating if the product or brand meets your needs.
- To promoting a service or product in Online.
- To explain brand awareness and corporate identity.

## **Outcomes of the program:-**

- ❖ The students can understand how to help business to create customized marketing campaigns that are targeted to specific demographics.
- ❖ The students aware to manage online reputation.
- ❖ The Students know the complete picture of Online Marketing.

## **Report:-**

Department of Commerce organized an Awareness Programme on On-line Marketing at Pothunuru Village on September 28<sup>th</sup>,2022. II B.Com students created awareness regarding On-line Marketing to the people of Pothunuru Village. They were benefited by this Programme.

II B.Com Students created awareness about basic concepts of Online Marketing like meaning, types, features, merits, demerits of Online Marketing, guidelines for customers for safe online transactions.

## **Meaning of Online Marketing :-**

Online Marketing is the use of a diverse and evolving set of Internet based digital techniques to reach targeted audiences.

## **Types of Online Marketing :-**

- \* Content Marketing
- \* Search Engine Optimization (SEO)
- \* Pay-per Click (PPC)
- \* E-Mail Marketing
- \* Social Media Marketing
- \* Affiliate Marketing

## **Features of Online Marketing :-**

- \* Interactive Communication
- \* Direct and non-intrusive method of reaching out
- \* Targeted Audience Identification
- \* Unrestricted Space and Times
- \* Rich Media

- \* Keep Expanding
- \* Integration
- \* Advancement
- \* High Performance
- \* Economical
- \* Technology Supportive

### **Merits of Online Marketing :-**

- \* Online Marketing is affordable
- \* Online Marketing has a global reach
- \* Better Local Reach
- \* Brand Development
- \* It helps brand demonstrate and build expertise
- \* It allows you to reach prospects where they are
- \* It facilitates personalization
- \* It improves conversion rates
- \* With Online marketing the results are trackable and measurable
- \* It allows you to target specific audiences
- \* It generates higher profits

### **Demerits of Online Marketing :-**

- \* Time Consumption
- \* Security & Privacy issues
- \* Inaccessibility
- \* Reliance on Technology
- \* Technological Issues
- \* Global Competition

- \* Maintenance Cost
- \* Facing negative Feedback & Reviews
- \* Anti-brand activities
- \* Internet Fraudulence
- \* Likelihood of your promotional strategies being copied

**Guidelines for Customers for safe Online Transactions :-**

*The following guidelines will be useful to make online transactions safe and secure.*

- \* Protect your password
- \* Keep your PC updated
- \* Log in carefully
- \* Be vigilant and patient
- \* Do a proper logoff
- \* Check accounts regularly
- \* Report suspicious mail





II B.Com students are creating awareness regarding Online Marketing to the people of Pothunuru Village.



II B.Com students are creating awareness regarding Online Marketing through using mobile phones to the people of Pothunuru Village.

## **SIR C R REDDY COLLEGE FOR WOMEN, ELURU**

**CLASS:** II B.com (V1+V2+GEN)

<b>S.NO</b>	<b>ROLL NO.</b>	<b>NAME OF THE STUDENT</b>
1	218020	D. RENUKA
2	218035	K.S.MOUNIKA
3	218049	S.PAVANI
4	218054	SK. SUMAYYA
5	218098	Y.PAVANI
6	218070	G.SRAVANI
7	218056	B.L.D.PRIYANKA
8	218104	CH.JAYANAGAVARDHINI
9	217017	G.D.N.SOWJANYA
10	207018	G.YOGITHA RAJYALAKSHMI



SIR. C.R REDDY COLLEGE FOR WOMEN, VATLURU, ELURU DISTRICT  
(Affiliated to Adikavi Nannaya University, Rajamahendravaram)

Department of Commerce

Awareness Program

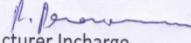
ATTENDANCE SHEET


Topic : on-line marketing

Class : IIB.Com (V1)(V2) (G)

Date : 28/08/2022

S.no	Roll NO.	Name of the Student	Signature of the Student
1	218000	D. Demika (I VI)	D. Demika
2	218035	R. Moumita (I VI)	Moumita
3	218049	S. Pawan (I VI)	S. Pawan
4	218054	S.K. Sumayya (I VI)	S.K. Sumayya
5	218098	Y. Pawan (I VI)	Y. Pawan
6	218070	G. Savani (I VI)	G. Savani
7	218056	B.L.D. Prayanta (I VI)	B.L.D. Prayanta
8	218104	Ch. Janya Naga Varadhini (I VI)	Ch. Janya Naga Varadhini
9	218017	G.D.N. Sowjanya (G)	G.D.N. Sowjanya
10	217018	G. Yogitha Rajeswari (G)	G. Y. R
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Lecturer Incharge

  
Head of the Department