

FROM

ABDUL AHRAF M

ASST.PROFESSOR &HOD

DEPARTMENT OF MANAGEMENT STUDIES

NAM COLLEGE KALLIKKANDY

TO

THE PRINCIPAL

NAM COLLEGE KALLIKKANDY

Sir ,

Subject: Request for starting certificate course

As per the directions and recommendations from the academic monitoring committee and IQAC , the Department of Management Studies has decided to commence a certificate course ,namely "**certificate course on Emerging Trends in Marketing**".

I request you to do sanction to start the course in 2023-24 academic year. The detailed course syllabus including the objective and evaluation pattern of the course is attached herewith.

*Recommended for
Approval*

*Academic Monitoring
Committee*
Mosthafa KS
Assistant Professor of Commerce
N.A.M College, Kallikkandy
Kannur, Kerala - 670693


Yours faithfully

ABDUL AHRAF M

Abdul Ahraf M
Assistant Professor and Head
Department of Management Studies
NAM College, Kallikkandy
Kannur, Kerala - 670693

Permission granted.


PRINCIPAL
N.A.M. COLLEGE, KALLIKKANDY
P.O.KALLIKKANDY, KANNUR DIST
KERALA - 670 693

NAM COLLEGE KALLIKKANDY
DEPARTMENT OF MANAGEMENT STUDIES
CERTIFICATE COURSE ON EMERGING TRENDS IN MARKETING(2023-24)

OBJECTIVES OF THE COURSE

- To understand the modern marketing management foundation.
- To familiarize with the digital marketing era.
- To know about the effective marketing essentials.

SYLLUBUS

Module 1: Introduction to modern marketing-recent trends in marketing-tools for marketing research-need and importance.

(10 HRS)

Module 2: Digital marketing-relevance of digital marketing in the modern era-social media marketing.

(10 HRS)

Module 3: Essentials of effective marketing – challenges of modern marketing - effective marketing channels.

(10 HRS)



Abdul Ahraf M
Assistant Professor and Head
Department of Management Studies
NAM College, Kallikkandy
Kannur, Kerala - 670693



EVALUATION PATTERN

TYPE OF QUESTIONS AND MARK IN THE EXAMINATION

PARTICULARS	TOTAL QUESTIONS	NO.OF QUESTIONS TO BE ANSWERED	MARK OF EACH QUESTION	TOTAL MARKS
Very short answer	6	6	1	6
Short answer	8	6	2	12
Short essay or problems	6	4	3	12
essay	4	2	5	10
Internal mark				10
total				50




Abdul Ahraf M
Assistant Professor and Head
Department of Management Studies
NAM College, Kallikkandy
Kannur, Kerala - 670693

REGISTERED STUDENTS LIST FOR CERTIFICATE COURSE

EMERGING TRENDS IN MARKETING

(2023-24)

DEPARTMENT OF MANAGEMENT STUDIES

SL NO	ADMISSION NO	NAME OF THE STUDENT	PROGRAMME CODE
1.	431	AKKEEL NAZIM T K	CCETMBBA09
2.	432	AMAN ABDULLA F M	CCETMBBA09
3.	433	FAJIR SADIQUE K T	CCETMBBA09
4.	434	JABIR P T K	CCETMBBA09
5.	435	MOHAMMED SAFWAN	CCETMBBA09
6.	436	MUHAMMED MUBASHIR. K	CCETMBBA09
7.	437	MUHAMMED NIHAL A P	CCETMBBA09
8.	438	MUHAMMED SHIFAN S M	CCETMBBA09
9.	439	SAFVAN V. K	CCETMBBA09
10.	440	VIBIN VISWANATH	CCETMBBA09
11.	441	ANEENA K P	CCETMBBA09
12.	442	AYANA.V.C	CCETMBBA09
13.	443	FAJINA T	CCETMBBA09
14.	444	FATHIMATH FIDHA.O. K	CCETMBBA09
15.	445	FATHIMATH RASMI.M. K	CCETMBBA09
16.	446	FATHIMATH RIYA C P	CCETMBBA09
17.	447	FATHIMATH ZAIHRA P T K	CCETMBBA09
18.	448	FATHIMATHUL RIFSA.O. K	CCETMBBA09
19.	449	NIHA FATHIMA K K	CCETMBBA09
20.	450	NIVEDYA BINU.P	CCETMBBA09
21.	451	RIZA SALEEM NAMATH	CCETMBBA09
22.	452	SAHALA SHERIN T V	CCETMBBA09
23.	453	AFSEER ALI	CCETMBBA09
24.	454	E K MUHAMMED SHINAS	CCETMBBA09
25.	455	HANAN P	CCETMBBA09
26.	456	IHSAN SHAMEEM V K	CCETMBBA09
27.	457	MASHOOD V K	CCETMBBA09
28.	458	MOHAMMED AJNAS.K. P	CCETMBBA09
29.	459	MOHAMMED AJVAR C	CCETMBBA09
30.	460	MUHAMMED AMAR SHIFAN K	CCETMBBA09
31.	461	MUHAMMED FILHAS V	CCETMBBA09
32.	462	MUHAMMED ITHBAN K	CCETMBBA09
33.	463	MUHAMMED KUNNULLATHIL THAZHE	CCETMBBA09
34.	464	MUHAMMED N	CCETMBBA09
35.	465	MUHAMMED NAZAL K	CCETMBBA09
36.	466	MUHAMMED NIHAL V K	CCETMBBA09
37.	467	MUHAMMED NIJAS T	CCETMBBA09
		MUHAMMED SAHAL T K	



Department of Management Studies
NAM COLLEGE KALLIKKANDY

CERTIFICATE OF COMPLETION

This is to certify that Mr/Miss Muhammed . V.P.
has successfully completed the certificate course in Emerging Trends in Marketing
He/She passed the said examination held on 14.03.2024 and has been awarded

D grade during 2023-24. Academic year.

Course Co-ordinator

Head of the Department

Abdul Ahraf M
Assistant Professor and Head
Department of Management Studies
NAM College, Kallikkandy
Kerala - 670693

Folio No. CCETM-24-40

Date of issue 27.03.2024



Principal
PRINCIPAL
NAM COLLEGE, KALLIKKANDY
P.O KALLIKKANDY
KERALA - 670 693



Department of Management Studies
NAM COLLEGE KALLIKKANDY

CERTIFICATE OF COMPLETION

This is to certify that Mr/Miss
Nabhan.....

has successfully completed the certificate course in *Emerging trends in marketing*

He/She passed the said examination held on *14.03.2024* and has been awarded

D..... grade during *2023-24* Academic year.

[Signature]

Course Co-ordinator

[Signature]

Head of the Department

Assistant Professor and Head
Department of Management Studies
NAM College, Kallikkandy
Kannur, Kerala - 670693

Folio No. *(CETD-24-41)* Date of issue *27.03.2024*



Principal
PRINCIPAL
NAM COLLEGE, KALLIKKANDY
P.O KALLIKKANDY
KERALA - 670 693





Department of Management Studies
NAM COLLEGE KALLIKKANDY

CERTIFICATE OF COMPLETION

This is to certify that Mr/Miss Safwan P. K
 has successfully completed the certificate course in Emerging trends in management

He/She passed the said examination held on 14-03-2024 and has been awarded
D grade during 2023-24 Academic year.

Course Co-ordinator

Head of the Department
Abdul Ahraf M
 Assistant Professor and Head
 Department of Management Studies
 NAM College, Kallikkandy
 Kerala - 670693

Folio No CCETM-24-42 Date of issue 27-03-2024



Principal
PRINCIPAL
 N.A.M COLLEGE, KALLIKKANDY
 P.O KALLIKKANDY
 KERALA - 670 693





Department of Management Studies
NAM COLLEGE KALLIKKANDY

CERTIFICATE OF COMPLETION

This is to certify that Mr/Miss *Sanofar Cherantott*

has successfully completed the certificate course in *Emerging Trends in Marketing*

He/She passed the said examination held on *14.03.2024* and has been awarded

D grade during *2023-24* Academic year.

[Signature]

Course Co-ordinator

[Signature]

Head of the Department
Abdul Ahraf M
 Assistant Professor and Head
 Department of Management Studies
 NAM College, Kallikkandy
 Kannur, Kerala - 670693

Folio No. *CCE/M-24-43* Date of issue *27.03.2024*



Principal
PRINCIPAL
 N.A.M COLLEGE, KALLIKKANDY
 P.O KALLIKKANDY
 KERALA - 670 693





Department of Management Studies
NAM COLLEGE KALLIKKANDY

CERTIFICATE OF COMPLETION

This is to certify that Mr/Miss Shammas
has successfully completed the certificate course in Emerging trends in marketing

He/She passed the said examination held on 14.03.2024 and has been awarded
D grade during 2023-24 Academic year.

Course Co-ordinator

Head of the Department
Abdul Ahraf M
Assistant Professor and Head
Department of Management Studies
NAM College, Kallikkandy
Kannur, Kerala - 670693

Folio No. CC.E10-24-44 Date of issue 27.03.2024



Principal
PRINCIPAL
N.A.M COLLEGE, KALLIKKANDY
P.O KALLIKKANDY
KERALA - 670 693



Department of Management Studies
NAM COLLEGE KALLIKKANDY

CERTIFICATE OF COMPLETION

This is to certify that **Mr/Miss** *Amal Mahamood*
 has successfully completed the certificate course in *Emerging Trends in Marketing*

He/She passed the said examination held on *14-03-2024* and has been awarded

..... *A* grade during *2023-24* Academic year.

[Signature]

Course Co-ordinator

[Signature]

Head of the Department
 Assistant Professor and Head
 Department of Management Studies
 NAM College, Kallikkandy
 Kanner, Kerala - 670693

Folio No. *CCETM-24-47* Date of issue. *27-03-2024*



Principal
PRINCIPAL
 N.A.M COLLEGE, KALLIKKANDY
 P.O KALLIKKANDY
 KERALA - 670 693