



Department of Computer Science and Business System
Academic Year 2024 – 2025 (Even Semester)

Degree, Semester & Branch: V Semester B.Tech CSBS

Course Code & Title: CCW332 & Digital Marketing

Name of the Faculty member (s): Mrs. M.Jeya Sundari, AP/CSBS

Innovative Practice Description

- **Unit / Topic:** Unit V / Building Customer Relationship.
- **Course Outcome:** CO5
- **Topic Learning Outcome :** TLO 4
- **Activity Chosen:** Muddiest point
- **Justification:**

Muddiest Point is a quick monitoring technique in which students are asked to take a few minutes to write down the most difficult or confusing part of a lesson.

AdWords, Email Marketing, Mobile Optimization, Social media and web analytics are Important components of digital transformation.

- **Time Allotted for the Activity:** 45 Minutes
- **Details of the Implementation:**

The students were divided into 8 groups of 6 or 7 students in each group. Each student in a group identified the difficult topic.

From each team one student is selected and framed as a team – “Expert Group”. 15 minutes were allotted to the teams to discuss the concepts which is most difficult topic.

They shared their ideas to all the other members in the group thus enabling each student difficult topics .

Finally each group will be write down the difficult topics list and discuss.

• CO – PO / PSO mapping:

CO	PO1	PO2	PO3	PO9	PO10	PSO2
CO1	3	2	1	2	2	2

(1 – Low 2 – Moderate 3 – High)

• PO / PSO mapped:

Innovative practice	PO1	PO2	PO3	PO9	PO10	PSO2
	3	3	2	2	2	2
Justification for correlation	Requires basic engineering knowledge to understand the adwords concept.	Able to Identify engineering problems with improving Email Marketing techniques	Able to design solutions for complex engineering problems using mobile optimization techniques	Able to solve any difficult topics individually or in team.	Able to explain the way to resolve social media marketing problems with their team members.	Able to know about web analytics tools to provide solutions to real-world business problems

• Images / Screenshot of the practice:

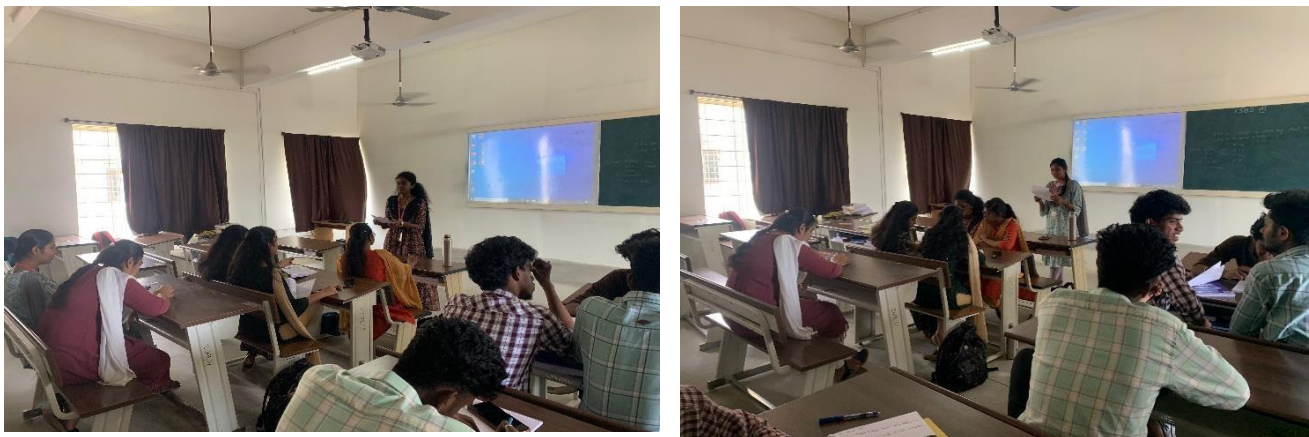


Figure 1 & 2: Students discussion with their team members

- **Reflective Critique:**

- ❖ ***Feedback of practice from students and other stakeholders:***

- Every student was actively participated and done the task and practice among their group members.
- Each student explored the knowledge of strong AdWords and mobile optimization concepts among the other students in the class.
- It enables students to learn thoroughly about each topics.

- ❖ ***Benefit of the practice:***

- Students were actively participated in this activity.
- From this activity, the students got clear idea about most difficult topics.

- ❖ ***Challenges faced in implementation:***

- It took some time and difficulties to organize the students into groups.
- Some students in the team did not participate actively in the team.

References:

- ❖ <https://www.jigsaw.org/>
- ❖ <https://www.readingrockets.org/strategies/jigsaw>

Signature of Faculty Member

HOD