



**Department of Management Studies in association with
Centre for Career Development and Training**

Incorporated under the Govt. of Kerala vide Regin No. T/1849/2005

Basics of Digital Marketing

Open to First Year BBA Students



SYLLABUS:

- Introduction to Digital Marketing
- Demand Generation & Fulfilment
- Messages to Customers
- Online Brand Building
- Digital Marketing in Action
- Foundation of Graphic Designing

**COURSE
FEE
₹ 2000/-**

Platform:
Online
Google Meet
& Offline

Duration: 30 Hours



Mr Sreekanth Balachandran
Resource Person
(Digital Marketing)



Mr Deepu Thomas
Resource Person
(Digital Designing)

Objectives of the Programme

1. To familiarise the students with the scope and importance of digital marketing in India and across the globe.
2. To enlighten the students about the methods and practices of digital marketing
3. To educate the students to explore career options in Digital Marketing Industry

For more information contact: **Ms Parvathy G. S.**

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