



DYAL SINGH COLLEGE, KARNAL

(Affiliated to Kurukshetra University, Kurukshetra, Haryana)

NAAC Accredited 'A' Grade

DEPARTMENT OF COMMERCE

VALUE ADDED CERTIFICATE COURSE

ON

DIGITAL PROMOTION OF BUSINESS

Starting from Feb 20, 2023

Registration Fee
Rs 300/-

Grab the Opportunity to
Develop Your
DIGITAL MARKETING SKILLS

Open for
All Streams

Register at : <https://forms.gle/KgxxgKZ5Fhmv1gsYa6>

Dr. Ashima Gakhar
Principal

Dr. Pooja Malhotra
Convener

Ms. Prema
Coordinator

COURSE CONTENT

Basics of digital marketing, Content marketing, Blogging, Email Marketing, Social media marketing, Search Engine Optimization, Online Ads, Google Adwords, Leads generation, Business Listing, Reputation Management, Web Analytics, Portfolio Management

COURSE DURATION AND PEDAGOGY

Course Duration: 30 Hours

Offline Classes at 2.20 P.M. in Room No. 7

Online Classes as and when required

CONTACT DETAILS

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Ms. Prerna, Assistant Professor, Dept. of Commerce (9034699507)