



## ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ

ಗವಿ ಟಿ ಯು ಅಧಿನಿಯಮ ೧೯೯೪ ರ ಅಡಿಯಲ್ಲಿ ಕರ್ನಾಟಕ ಸರ್ಕಾರದಿಂದ ಸ್ಥಾಪಿತವಾದ ರಾಜ್ಯ ವಿಶ್ವವಿದ್ಯಾಲಯ

**Visvesvaraya Technological University**

(State University of Government of Karnataka Established as per the VTU Act, 1994)

"Jnana Sangama" Belagavi-590018, Karnataka, India

**Centre for Distance and Online Education**

Hanchya, Sathagalli Layout (Ring Road), Mysuru-570019

☎: (0821)2570223 | ✉: vtucdoe@vtu.ac.in | onlinedegree.vtu.ac.in

**Dr. P. Sandhya**  
Director

VTU/MYS/CDOE/2024-25/184/9

04.11.2024

### Office Order

As per Notification Ref. No.: VTU/MYS/ELC/eSP/247/1/2022-23 dated: 20.03.2023 and the recommendation of e-Content review committee, the following Course Coordinators have been nominated for the course of Post Graduate Diploma in Marketing Analytics offered by the VTU Centre for Distance and Online Education (CDOE), Mysuru.

Programme : Post Graduate Diploma Specialization : Marketing Analytics		
Sl. No.	Course Name	Names with Designation
1	Principles of Management	Dr. Chiranth K M Assistant Professor
2	Marketing Management	Dr. Preeti Patil, Assistant Professor
3	Fundamentals of Digital Marketing	Dr. Vasanthi Reena Williams, Professor
4	Google Marketing Platform and Web Analytics	Prof. Vishwanath Havalappagol Assistant Professor
5	Business Communication	Dr. Pankajakshi R, Associate Professor
6	Human Resources Management	Dr. Kavitha B N Assistant Professor
7	Search Engine Optimization & Marketing	Dr. K Uma Assistant Professor
8	Financial Management	Dr. Bhagyalakshmi K, Assistant Professor
9	Business Research Methods	Dr. Preeti Patil, Assistant Professor
10	Digital Brand Strategy	Dr. Sanjeev Ingalagi, Associate Professor

To,

The Respective Course Coordinators

*Sandhya*  
Director

**DIRECTOR**  
VTU CDOE, Mysuru



**Copy to:**

1. The Hon'ble Vice Chancellor through the secretary to VC, VTU, Belagavi - for information.
2. The Registrar, VTU Belagavi - for kind information.
3. The Deputy Director, VTU CDOE, Mysuru - for kind information.
4. Assistant Director, VTU CDOE, Mysuru - for kind information.
5. The Programme Coordinator Management and Computer Application, VTU CDOE, Mysuru - for kind information.
6. Office File.