



ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ

೧೬ 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

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Dr. P. Sandhya
Director

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

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 Mentors have been nominated for the course of Master of Business Administration in Digital Marketing offered by the VTU Centre for Distance and Online Education (CDOE), Mysuru.

Programme : Master of Business Administration		
Specialization : Digital Marketing		
Sl. No.	Course Name	Names with Designation
1	Principles of Management	Dr. Chiranth K M Assistant Professor
2	Marketing Management	Dr. Arun Rotti Assistant Professor
3	Fundamentals of Digital Marketing	Dr. Sanjivkumar Pol Assistant Professor
4	Google Marketing Platform and Web Analytics	Prof. Vishwanath Havalappagol Assistant Professor
5	Digital Entrepreneurship	Dr. Srinivasa Murthy, 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
11	Employability & Professional Skills	Dr. Binoy Mathew, Associate Professor
12	Consumer Neuroscience	Prof. Divya S P, Assistant Professor
13	Universal Human values	Dr. Savita Patil, Professor
14	Sales Management	Not opted



15	Affiliate Marketing	Dr. Vasanthi Reena Williams, Professor
16	Franchise Marketing	Not opted
17	Influencer Marketing	Not opted
18	Content Marketing Strategy	Dr. Padmalini Singh, Associate Professor
19	Customer Relationship Management	Not opted
20	LinkedIn Marketing	Dr. Uma K, Assistant Professor
21	Twitter Marketing	Not opted
22	Facebook Marketing	Not opted

To,

The Respective Course Mentors

Surya
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