Centre for Skill Development Report

REPORT ON FUNDAMENTAL COURSE IN DIGITAL AND SOCIAL MEDIA MARKETING.

Date: December 2022 - February 2023

Event Name: Fundamental Course in Digital and Social Media Marketing

Centre/Society/Department: Centre for Skill Development (CSD), Shyam Lal College, University of Delhi

Program Convenor/Coordinator: Dr. Kavita Arora (Convenor, CSD, SLC)

Resource Person: National Institute of Electronics & Information Technology (NIELIT), Delhi

Collaborations: National Institute of Electronics & Information Technology (NIELIT)

In recent years, there has been a notable surge in the demand for expertise in Artificial Intelligence and digital marketing. Understanding the importance of preparing students in these areas, the Centre for Skill Development collaborated with the prestigious National Institute of Electronics and Information Technology, Delhi (NIELIT). NIELIT, an autonomous scientific society under the Ministry of Electronics & Information Technology (MOE&IT), Government of India. They collaborated with the Centre to introduce the third edition of IT courses. These courses were specifically designed to focus on the fundamentals of Digital and Social Media Marketing. The centre successfully ran the courses from December to February 2023, after receiving an overwhelming response from participants. It provided them with invaluable insights and practical skills in digital marketing strategies. Participants learned how to effectively leverage social media platforms and navigate the ever-evolving landscape of online promotion. The success of the program underscores the growing importance of equipping individuals with expertise in these critical domains to meet the demands of today's digital economy.

SLC (UNIVERSITY OF DELHI)
SHYAM LAL COLLEGE
CENTRE FOR SKILL DEVELOPMENT

Presents

ADD ON COURSES
In Collaboration with

National Institute of Electronics and Information Technology
Autonomous Scientific Society Of Ministry of Electronics and Information Technology (MeitY), Goverment of India.

ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

DIGITAL AND SOCIAL MEDIA MARKETING

OFFICE AUTOMATION

Eligibility: 10+2

30 Hrs ✓ 2 Months

REGISTRATION OPEN FOR ALL

For Detailed Guidelines of All Courses -
https://bit.ly/Detailedguidelines2023-24

SCAN QR

Faculty Team : Dr. Gayatri Chaturvedi, Dr. Komilla Suri, Dr. Kinshuk Majumdar, Mr. Parveen Kumar, Dr. Rajni Arora, Ms. Sonia Mudel, Mr. Yogesh

Student Team : Prabhu, Deepanshu, Anand, Pallavi, Chandra Mohan, Shubham, Somya, Megha, Aditi, Abhishree, Abhinav, Gautam, Vivek, Ritik, Shaumil

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