

REGISTRATION PROCESS :

There is **No Registration fee** for the Program
One can register for the Program in AICTE training and learning ATAL Program (ATAL Academy) Link given below.

Registration Link: <https://www.aicte-india.org/atal>

CERTIFICATION PROCESS :

The e-certificate will be issued by ATAL Academy to those participants who have attended the program with 80% and scoring minimum of 60% marks in the test conducted at the end of the program.

IMPORTANT DATES:

10th OCT 2020 TO 14th OCT 2020

Last date for Registration: Sep 30th , 2020

Date of Confirmation by Email: Oct 5th, 2020.

FDP PLATFORM :



FDP COORDINATOR :



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CO-COORDINATOR :

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ORGANIZING TEAM

Chief Patrons

Dr. P.S. Rao President, GVP
Sri. D. Dakshina Murthy, Vice-President, GVP
Secretary & Correspondent, GVP College for Degree & PG Courses (A).
Prof.P.V.Sarma Vice-President, GAYATRI VIDYA PARISHAD

CHAIRMAN

Prof. S. Rajani Principal

Executive Committee

Prof.K.S Bose Professor
Dr.G.Syamala Rao Associate Professor
Dr. P. V. Mohini Associate Professor
Dr. A. Sairoop Associate Professor
Dr. N. Vijaya Jyothi Associate Professor
Dr. A. Anand Associate Professor
Dr.K.V.V Devi Prasad Associate Professor
Mr. V. Rajesh Asst Professor
Mr. B. Mahendra Reddy Asst Professor
Mr. B. Sai Kishore Asst Professor



**Faculty Development Programme under
AICTE Training And Learning (ATAL) Academy**

**One-Week Online Faculty
Development Program on**

**DIGITAL
MARKETING**

**10th OCT 2020 TO 14th OCT 2020
FDP- Timings : 10.00AM TO 4.00 PM**



**Organized by
DEPARTMENT OF MANAGEMENT
STUDIES**

(Program Accredited by NBA)

**GAYATRI VIDYA PARISHAD
COLLEGE FOR DEGREE AND P.G. COURSES (A)**

(Affiliated to Andhra University & Approved by AICTE)

Accredited by NAAC

website: www.gvpcdpge.edu.in

ABOUT THE INSTITUTION

Gayatri Vidya Parishad College for Degree and PG Courses (A) is a premier educational institution established in the year 1989 in Visakhapatnam, under the aegis of Gayatri Vidya Parishad Education Society which was established by a group of visionary academicians and philanthropists with the objective of promoting quality higher education in this region. The founding members are the strength of the institution and their wisdom is reflected in the content and quality of the curriculum for all the courses. Over the three decades of its saga, the Parishad has established and promoted 3 more colleges besides Gayatri Vidya Parishad College for Degree and PG Courses. They are Gayatri Vidya Parishad College of Engineering (A), Gayatri Vidya Parishad College of Engineering for Women, Gayatri Vidya Parishad Institute of Health Care and Medical Technology.

The core value of all these institutions is providing value based education. Since its inception, the College has been offering need based Programmes and has evolved into a multidisciplinary institution offering Programmes at both UG and PG levels in the disciplines of Science, Arts, Commerce & Management and Engineering & Technology. It also offers part time PhD Program in Management Studies. GAYATRI VIDYA PARISHAD introduced MBA program in the year 1995 with the aim of producing competent management professionals to meet the requirements of the corporate world. Since day one, the department has been constantly striving to achieve excellence in the field of management education by focusing on qualitative teaching. The department has been successful in adopting innovative methods of imparting management education and preparing the students to meet the challenges of industry.

ABOUT THE DEPARTMENT

VISION : Provide value based management education to nurture global business leaders.

MISSION : Transform into a premier management institution in pursuit of global knowledge and pragmatic orientation for grooming leadership, entrepreneurial talent and corporate acumen to nurture socially responsible business leaders.

MBA Department is reaccredited by both NBA and NAAC. The department has been very fortunate in having the expertise of several senior academicians and intellectuals who have been instrumental in shaping the institution to its present status with their vision and teaching. The faculty has successfully completed UGC Major Projects, UGC Minor Projects and AICTE sanctioned projects.

Research work done by faculty of any postgraduate course contributes significantly to the department and to the college as well. The progress of the MBA department in this is very significant with a total of 14 Doctorates in the department. The Department has been recognized as a research Centre by Andhra University. The department has Entrepreneurship Development Cell, and an Industry Institute Partnership Cell, all approved and funded by UGC/AICTE.

DIGITAL MARKETING

Digitalization is the buzz word in the present day commercial world. Digital marketing has become a main stream course. It is no longer a choice but an inevitable part of marketing. It is changing the face of the marketing. It has created a level playing field for big as well as small companies and marketers. It is not biased in favor of MNC's with big pocket's. It even helps small and medium enterprises to reach their target audience.

These day's consumers are spending more time online than mass media. Marketers thus have to transform from traditional marketing to digital marketing to reach their target group of customers with cost efficiency. The changing landscape of marketing has made digital marketing a must have subject in the curricula of almost every B school. The subject requires a fine balancing act between strategy and execution. Another unique aspect or feature of this subject is the breadth of domains it covers. Considering these above challenges, the proposed Faculty Development Program deals with basics in different facets of digital marketing.

RESOURCE PERSONS

Resource Persons are from Reputed Academic Institutions and Industry Experts from Related Areas of Digital Marketing.

CONTENTS OF FDP

- **BASICS OF DIGITAL MARKETING**
- **TERMINOLOGIES IN DIGITAL MARKETING**
- **SEARCH ENGINE OPTIMISATION**
- **SEARCH ENGINE MARKETING**
- **SOCIAL MEDIA MARKETING**
- **SOCIAL MEDIA ANALYTICS**
- **GOOGLE ADWORDS**
- **MOBILE MARKETING**
- **AFFILIATE MARKETING**
- **PAY PER CLICK**
- **DISPLAY ADVERTISING**
- **YOUTUBE ADS**
- **EMAIL MARKETING**
- **CONTENT MARKETING**
- **CAREERS AND OPPORTUNITIES**

REGISTRATION LINK


<https://www.aicte-india.org/atal>

**Click Here
To Register**

CONTACT FOR FURTHER DETAILS

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