



ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ

"ವಿ 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/2025-26/223/15

Date: 24-11-2025

Office Order

With reference to the approval from Hon'ble Vice Chancellor vide Para No. 24 Dated: 19.06.2026 (Ref. No.: VTU/MYS/CDOE/2025-26/337 dated: 02.03.2026) and the recommendation from e-Content review committee, the following Course Coordinators have been nominated for the course of Bachelor of Business Administration in Digital Marketing offered by the VTU Centre for Distance and Online Education (CDOE), Mysuru.

Programme : Bachelor of Business Administration

Specialization : Digital Marketing

Sl. No.	Course Name	Names with Designation
1	Management & Organizational Behaviour	Dr. Chiranth K M, Assistant Professor
2	Business Economics	Dr. K. Shivaramana Gouda Assistant Professor
3	Fundamentals of Statistics	Dr. H H Ramesha Associate Professor
4	Principles of Marketing	Dr. Preeti Patil, Assistant Professor
5	Business Communication	Dr. Kavitha B N, Assistant Professor
6	Financial Accounting	Dr. Mohammedgous Munshi, Professor
7	Computer Applications in Business	Dr. Preeti Patil, Assistant Professor
8	Fundamentals of Digital Marketing	Prof. Sharanagoud Birardar Assistant Professor
9	Human Resources Management	Dr. Deepti Shetty Assistant Professor
10	Fundamentals of Research Methodology	Dr. Lakshminarayana, Assistant Professor
11	Marketing Analytics	Dr. Somashekhar I C Associate Professor
12	Financial Management	Dr. Shivakumar Assistant Professor
13	Strategic Management	Dr. Pankajakshi R, Professor
14	Digital Entrepreneurship	Dr. Srinivasa Murthy, Professor
15	Consumer Behaviour in Digital Era	Dr. K Shivaramana Gouda, Assistant Professor

16	Indian Constitution	Dr. H H Ramesh, Associate Professor
18	Management Information System	Dr. Pankajakshi R, Professor
19	Integrated Marketing Communication	Dr. Chiranth K M, Assistant Professor
20	Brand Management in Digital Era	Prof. Anju A Nair, Assistant Professor
21	Customer Relationship Management	Dr. Lakshmi P, Associate Professor
22	Fundamentals of IoT for Business	Dr. Sharadha S, Associate Professor
23	Universal Human Values	Dr. Savita Patil, Professor
24	Website Design & Development	Dr. Guruprasad Y K, Professor
25	Content Marketing	Dr. Pankajakshi R, Professor
26	Search Engine Optimization	Dr. Uma K, Assistant Professor
27	Social Media Marketing	Dr. Harisha B S, Associate Professor
28	Personality Development & Employability Skills	Dr. Binoy Mathew, Professor
29	Influencer Marketing	Dr. Noor Firdoos Jahan, Professor
30	Affiliate Marketing	Dr. Mayur Koti Professor
31	Neuro Marketing	Mr. Nikhil M S Assistant Professor
32	Project Report	Dr. Pankajakshi R, Professor

To,
The Course Coordinators
Bachelor of Business Administration in Digital Marketing

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 through the PS to 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.