



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

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

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



Dr. P. Sandhya
Director

VTU/MYS/CDOE/2025-26/223/23

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 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, 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	Digital Entrepreneurship	Dr. Srinivasa Murthy, Professor
12	Developing Employability	Dr. Binoy Mathew, Professor
13	Sales Management	Dr. Srinivasa Murthy, Professor
14	Consumer Neuroscience	Prof. Divya S P, Assistant Professor



15	E-Commerce Marketing	Dr. Vasanthi Reena Williams, Professor
16	Content Marketing Strategy	Dr. Padmalini Singh, Associate Professor
17	Artificial Intelligence in Digital Marketing	Dr. Sanjeev Ingalagi, Associate Professor
18	Facebook Marketing	Dr. Padmalini Singh, Associate Professor
19	Project Work	Dr. Preeti Patil, Assistant Professor

Singh
Director

To,

The Course Coordinators
Post Graduate Diploma in Marketing Analytics

DIRECTOR
VTU CDOE, Mysuru
[Signature]

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.