

# 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/2025-26/223/16

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 Mentors 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. Shambulingappa,<br>Associate Professor        |
| 2       | Business Economics                    | Dr. Shantavva Porapur,<br>Assistant Professor     |
| 3       | Fundamentals of Statistics            | Dr. Brijesh Singh<br>Assistant Professor          |
| 4       | Principles of Marketing               | Dr. Hema Patil<br>Associate Professor             |
| 5       | Business Communication                | Dr. Pankajakshi R,<br>Professor                   |
| 6       | Financial Accounting                  | Dr T Manjunatha,<br>Professor                     |
| 7       | Computer Applications in Business     | Dr. Sanjivkumar Pol<br>Assistant Professor        |
| 8       | Fundamentals of Digital Marketing     | Dr. Deepak S<br>Assistant Professor               |
| 9       | Human Resources Management            | Dr. Veena Rani K<br>Assistant Professor           |
| 10      | Fundamentals of Research Methodology  | Dr. Marulasiddaiah Mathada<br>Assistant Professor |
| 11      | Marketing Analytics                   | Dr. Somashekhar I C<br>Associate Professor        |
| 12      | Financial Management                  | Dr. Shivakumar<br>Assistant Professor             |
| 13      | Strategic Management                  | Dr. Pankajakshi R,<br>Professor                   |
| 14      | Digital Entrepreneurship              | Dr. Srinivasa Murthy,<br>Professor                |
| 15      | Consumer Behaviour in Digital Era     | Dr. K Shivaramana Gouda,<br>Assistant Professor   |



|    |                                                   |                                             |
|----|---------------------------------------------------|---------------------------------------------|
| 16 | Indian Constitution                               | Dr. H H Ramesh,<br>Associate Professor      |
| 18 | Management Information System                     | Dr. Pankajakshi R,<br>Professor             |
| 19 | Integrated Marketing Communication                | Dr. Prakash H S,<br>Professor               |
| 20 | Brand Management in Digital Era                   | Prof. Anju A Nair,<br>Assistant Professor   |
| 21 | Customer Relationship Management                  | Prof. Anuradha H N,<br>Assistant Professor  |
| 22 | Fundamentals of IoT for Business                  | Dr. Pradeep S,<br>Associate Professor       |
| 23 | Universal Human Values                            | Dr. Savita Patil,<br>Professor              |
| 24 | Website Design & Development                      | Prof. Vidyadhara,<br>Assistant Professor    |
| 25 | Content Marketing                                 | Dr. Uma K,<br>Assistant Professor           |
| 26 | Search Engine Optimization                        | Dr. Uma K,<br>Assistant Professor           |
| 27 | Social Media Marketing                            | Dr. Uma K,<br>Assistant Professor           |
| 28 | Personality Development &<br>Employability Skills | Dr. Binoy Mathew,<br>Professor              |
| 29 | Influencer Marketing                              | Dr. Shobhana Chandra<br>Assistant Professor |
| 30 | Affiliate Marketing                               | Dr. Vasanthi Reena Williams,<br>Professor   |
| 31 | Neuro Marketing                                   | Dr. Noor Firdoos Jahan,<br>Professor        |
| 32 | Project Report                                    | Dr. Vasanthi Reena Williams,<br>Professor   |

To,

The Course Mentors  
Bachelor of Business Administration in Digital Marketing

*Shruti*  
Director

**DIRECTOR**  
**VTU CDOE, Mysuru**  
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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.