



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

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Dr. P. Sandhya
Director

VTU/MYS/CDOE/2025-26/223/20

Date: 24.11.2025

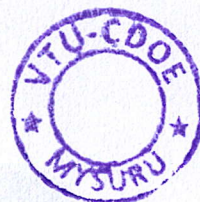
Office Order

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 Master of Business Administration in Digital Marketing offered by the VTU Centre for Distance and Online Education (CDOE), Mysuru.

Programme : Master of Business Administration

Specialization : Digital Marketing

Sl. No.	Course Name	Names with Designation
1	Principles of Management	Dr. Chiranth K M Assistant Professor
2	Marketing Management	Dr. Arun Rotti Assistant Professor
3	Fundamentals of Digital Marketing	Dr. Sanjivkumar Pol Assistant Professor
4	Google Marketing Platform and Web Analytics	Prof. Vishwanath Havalappagol Assistant Professor
5	Digital Entrepreneurship	Dr. Srinivasa Murthy, 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	Employability & Professional Skills	Dr. Binoy Mathew, Professor
12	Consumer Neuroscience	Prof. Divya S P, Assistant Professor
13	Universal Human values	Dr. Savita Patil, Professor
14	Affiliate Marketing	Dr. Vasanthi Reena Williams, Professor
15	Content Marketing Strategy	Dr. Padmalini Singh, Associate Professor



16	LinkedIn Marketing	Dr. Uma K, Assistant Professor
17	E-Commerce Marketing	Dr. Pankajakshi R Professor
18	Artificial Intelligence in Digital Marketing	Dr. Pankajakshi R Professor
19	Data Visualization	Dr. Sanjeev Ingalagi, Associate Professor
20	Project Work	Dr. Shivakumar Assistant Professor

Seng.
Director

To,

The Course Mentors

Master of Business Administration in Digital Marketing

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.