

Web: - <https://ksclnmu.ac.in>

Contact/Fax-06272233672



KUNWAR SINGH COLLEGE
A constituent unit of L. N. Mithila University Darbhanga
Estd. 1970
LAHERIASARAI DARBHANGA (BIHAR)



Principal

Letter No-D-94-K.Sc.2

Date:- 18.09.2023

सेवा में,
डॉ० मनोज कुमार कुमार
मैथिली विभाग

विषय:- नोडल पदाधिकारी नामित करने के संबंध में।

संदर्भ:- वि० वि० ज्ञापांक C/PVC/1103-18/23 दिनांक 12-09-2023

महाशय,

उपर्युक्त विषयक विश्वविद्यालय ज्ञापांक C/PVC/1103-18/23 दिनांक 12-09-2023 के आलोक में आपको VAC online Classes हेतु नोडल पदाधिकारी नामित किया जाता है।

सूचनार्थ।

Received
Manoj K. Kumar
18.9.23

Asrasad
18/09/23
प्रधानाचार्य
कुँवर सिंह महाविद्यालय
लाहेरियासराय, दरभंगा

Web: - <https://ksclnmtu.ac.in>

0/L

Contact/Fax-06272233672



KUNWAR SINGH COLLEGE
A constituent unit of L. N. Mithila University Darbhanga
Estd.1970
LAHERIASARAI DARBHANGA (BIHAR)



Principal

Letter No-D-93-KSC-2;

Date:- 18.09.2023

सेवा में,
श्री संजीत कुमार कामत,
गणित विभाग

विषय:- नोडल पदाधिकारी नामित करने के संबंध में।

संदर्भ:- वि० वि० ज्ञापांक C/PVC/1103-18/23 दिनांक 12-09-2023

महाशय,

उपर्युक्त विषयक विश्वविद्यालय ज्ञापांक C/PVC/1103-18/23 दिनांक 12-09-2023 के आलोक में आपको SEC online Classes हेतु नोडल पदाधिकारी नामित किया जाता है।

सूचनार्थ।

Approved

18/09/23

प्रधानाचार्य

कुँवर सिंह महाविद्यालय
लहेरियासराय, दरभंगा

(Signature)

LALIT NARAYAN MITHILA UNIVERSITY

Centralized Online Classes of B.E.C. – I (Digital Marketing) for the students of Undergraduate Programme under C.B.C.S. (Session 2023-27)

Schedule of Classes

Time: 5:00 p.m. to 6:30 p.m.

Mode of Classes: Online

Link for online classes :

<https://zoom.us/j/4187188543?pwd=annuLwThykWyGJzMTlHBIyviCOUd4a.1>

Sl. No.	Date	Day	Topic	Resource Person
1	18/09/23	Monday	Digital Marketing : An Introduction	Dr. Lalit Sharma Deptt. Of Commerce C.M. College, Darbhanga
2	19/09/23	Tuesday	Unit 1 Digital Marketing: Concept, features, Digital Marketing vs. Traditional Marketing, transition from Traditional Marketing to Digital Marketing.	Dr. Vikash Kumar Deptt. Of Economics C.M. College, Darbhanga
3	20/09/23	Wednesday	Unit 1 Digital Marketing Channels	Dr. Vikash Kumar Deptt. Of Economics C.M. College, Darbhanga
4	25/09/23	Monday	Unit 1 5 As framework, Concept of O3, Traits of Online Consumers	Dr. Vikash Kumar Deptt. Of Economics C.M. College, Darbhanga
5	26/09/23	Tuesday	Unit 2 Content Marketing, Email Marketing : Concept and Best Practices	Dr. Lalit Sharma Deptt. Of Commerce C.M. College, Darbhanga
6	27/09/23	Wednesday	Unit 3 Social Media Marketing	Dr. Ritika Maurya Deptt. Of Commerce C.M. College, Darbhanga
7	02/10/23	Monday	Unit 3 Display Marketing	Dr. Ritika Maurya Deptt. Of Commerce C.M. College, Darbhanga
8	03/10/23	Tuesday	Unit 4 Search Engine Marketing : Introduction, Working of Search Engine, Concept of SERP	Sri Abhinna Srivastava Deptt. Of Commerce K.S. College, Darbhanga
9	04/10/23	Wednesday	Unit 4 On-Page Optimization and Off- Page Optimization	Sri Abhinna Srivastava Deptt. Of Commerce K.S. College, Darbhanga
10	09/10/23	Monday	Unit 4 Search Advertising: Overview, benefits, creation of Google Ads, Campaign set up, targeting, Ad Scheduling, Ad Extension, Ad Rotation.	Sri Abhinna Srivastava Deptt. Of Commerce K.S. College, Laheriasarai, Darbhanga

Dr. Lalit Sharma
Department of Commerce
C.M. College, Darbhanga
(Course Coordinator)
Contact No.- 9234920888