



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 (CDOE)

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Dr. Sandhya P
Director



VTU/MYS/CDOE/2025-26/227/3

Date: 27-11-2025

Circular

Sub: Live Interactive Schedule for 4th semester BBA Digital Marketing.

Ref: VTU/MYS/CDOE/2025-26/194, Dated: 15.10.2025

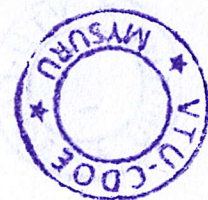
VTU/MYS/CDOE/MGMT/38/2025-26, Dated: 22.11.2025

The students of 4th semester of BBA Digital Marketing are hereby informed to attend the live interactive sessions / Doubt Clearing sessions. The schedule is as shown below.

Programme Name : BBA in Digital Marketing				
Date	Time	Course Name & Course Code	Module	Name of the Course Expert
01-12-2025	6:00 - 7:00 pm	Management Information System (OBBD401)	Module-1	Dr. Pankajakshi R, Associate Professor, Dept. of MBA, VTU CPGS Muddenahalli
01-12-2025	7:00 - 8:00 pm	Integrated Marketing Communication (OBBD402)	Module-1	Dr. Prakash H S, Professor, Dept. of MBA, SDMCE, Dharwad
02-12-2025	6:00 - 7:00 pm	Brand Management in Digital Era (OBBD403)	Module-1	Prof. Anju A Nair, Assistant Professor, Dept. of MBA, Acharya Institute of Technology, Bengaluru
02-12-2025	7:00 - 8:00 pm	Customer Relationship Management (OBBD404)	Module-1	Dr. Lakshmi P, Associate Professor, Dept. of MBA, Vidyavardhaka College of Engineering, Mysuru
03-12-2025	6:00 - 7:00 pm	Fundamentals of IOT for Business (OBBD405)	Module-1	Dr. Sharadha S, Associate Professor, Dept. of MBA, HNNC, Bangalore.
03-12-2025	7:00 - 8:00 pm	Universal Human Values (OBBD406)	Module-1	Dr. Savita Patil, Professor, Faculty of Engineering and Technology (Co-Ed), Sharnbasva University, Kalaburagi
10-12-2025	6:00 - 7:00 pm	Management Information System (OBBD401)	Module-2	Dr. Pankajakshi R, Associate Professor, Dept. of MBA, VTU CPGS Muddenahalli



10-12-2025	7:00 - 8:00 pm	Integrated Marketing Communication (OBBD402)	Module-2	Dr. Prakash H S, Professor, Dept. of MBA, SDMCE, Dharwad
11-12-2025	6:00 - 7:00 pm	Brand Management in Digital Era (OBBD403)	Module-2	Prof. Anju A Nair , Assistant Professor, Dept. of MBA, Acharya Institute of Technology, Bengaluru
11-12-2025	7:00 - 8:00 pm	Customer Relationship Management (OBBD404)	Module-2	Dr. Lakshmi P, Associate Professor, Dept. of MBA, VVCE, Mysuru
12-12-2025	6:00 - 7:00 pm	Fundamentals of IOT for Business (OBBD405)	Module-2	Dr. Sharadha S, Associate Professor, Dept. of MBA, HNNC, Bangalore.
12-12-2025	7:00 - 8:00 pm	Universal Human Values (OBBD406)	Module-2	Dr. Savita Patil, Professor, Faculty of Engineering and Technology (Co-Ed)), Sharnbasva University, Kalaburagi
05-01-2026	6:00 - 7:00 pm	Management Information System (OBBD401)	Module-3	Dr. Pankajakshi R, Associate Professor, Dept. of MBA, VTU CPGS Muddenahalli
05-01-2026	7:00 - 8:00 pm	Integrated Marketing Communication (OBBD402)	Module-3	Dr. Prakash H S, Professor, Dept. of MBA, SDMCE, Dharwad
06-01-2026	6:00 - 7:00 pm	Brand Management in Digital Era (OBBD403)	Module-3	Prof. Anju A Nair , Assistant Professor, Dept. of MBA, Acharya Institute of Technology, Bengaluru
06-01-2026	7:00 - 8:00 pm	Customer Relationship Management (OBBD404)	Module-3	Dr. Lakshmi P, Associate Professor, Dept. of MBA, VVCE, Mysuru
07-01-2026	6:00 - 7:00 pm	Fundamentals of IOT for Business (OBBD405)	Module-3	Dr. Prashanth Kumar A, Assistant Professor, Dept of Information Science and Engineering, Canara College of Engineering, Mangalore.
07-01-2026	7:00 - 8:00 pm	Universal Human Values (OBBD406)	Module-3	Dr. Savita Patil, Professor, Faculty of Engineering and Technology (Co-Ed)), Sharnbasva University, Kalaburagi



22-01-2026	6:00 - 7:00 pm	Management Information System (OBBD401)	Module-4	Dr. Prashanth Kumar A, Assistant Professor, Dept of Information Science and Engineering, Canara College of Engineering, Mangalore.
22-01-2026	7:00 - 8:00 pm	Integrated Marketing Communication (OBBD402)	Module-4	Dr. Shivakumar, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
23-01-2026	6:00 - 7:00 pm	Brand Management in Digital Era (OBBD403)	Module-4	Prof. Anju A Nair, Assistant Professor, Dept. of MBA, Acharya Institute of Technology, Bengaluru
23-01-2026	7:00 - 8:00 pm	Customer Relationship Management (OBBD404)	Module-4	Dr. Lakshmi P, Associate Professor, Dept. of MBA, VVCE, Mysuru
24-01-2026	6:00 - 7:00 pm	Fundamentals of IOT for Business (OBBD405)	Module-4	Dr. Sharadha S, Associate Professor, Dept. of MBA, HNNC, Bangalore.
24-01-2026	7:00 - 8:00 pm	Universal Human Values (OBBD406)	Module-4	Dr. Savita Patil, Professor, Faculty of Engineering and Technology (Co-Ed)), Sharnbasva University, Kalaburagi
29-01-2026	6:00 - 7:00 pm	Management Information System (OBBD401)	Module-5	Dr. Prashanth Kumar A, Assistant Professor, Dept of Information Science and Engineering, Canara College of Engineering, Mangalore.
29-01-2026	7:00 - 8:00 pm	Integrated Marketing Communication (OBBD402)	Module-5	Dr. Shivakumar, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
30-01-2026	6:00 - 7:00 pm	Brand Management in Digital Era (OBBD403)	Module-5	Prof. Anju A Nair, Assistant Professor, Dept. of MBA, Acharya Institute of Technology, Bengaluru
30-01-2026	7:00 - 8:00 pm	Customer Relationship Management (OBBD404)	Module-5	Dr. Lakshmi P, Associate Professor, Dept. of MBA, VVCE, Mysuru
31-01-2026	6:00 - 7:00 pm	Fundamentals of IOT for Business (OBBD405)	Module-5	Dr. Sharadha S, Associate Professor, Dept. of MBA, HNNC, Bangalore.



31-01-2026	7:00 - 8:00 pm	Universal Human Values (OBBD406)	Module-5	Dr. Savita Patil, Professor, Faculty of Engineering and Technology (Co-Ed)), Sharnbasva University, Kalaburagi
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To,

The Student of the 4th semester BBA in Digital Marketing.

Please Note:

- The Interactive Live Lecture Schedule maybe modified as per the Notification of MHRD/ UGC/ AICTE/ State Government issue guidelines time to time.
- For any queries contact @ 0821 - 2570223 or Email: vtucode@gmail.com
- For regular updates visit <https://onlinedegree.vtu.ac.in/>

Copy to:

1. The Hon'ble Vice Chancellor through the secretary to VC, VTU, Belagavi - for information.
2. The Registrar, VTU Belagavi - for kind information.
3. Office file.

S. S. S.
Director
DIRECTOR
VTU CDOE, Mysuru