ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ

"ಬಿ 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)

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

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

Dr. Sandhya P
Director

VTU/MYS/CDOE/2025-26/227/1

Date: 27.11.2025

Circular

Sub: Live Interactive Schedule for 5th 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 5th semester of BBA Digital Marketing are hereby informed to attend the live interactive sessions / Doubt Clearing sessions. The schedule is as shown below.
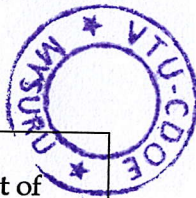
Programme Name : BBA in Digital Marketing				
Date	**Time**	**Course Name & Course Code**	**Module**	**Name of the Course Expert**
01-12-2025	6:00 - 7:00 pm	Website Design and Development (OBBD501)	Module-1	Dr. Guruprasad, Associate Professor, Sri Venkateshwara College of Engineering, Bangalore
01-12-2025	7:00 - 8:00 pm	Content Marketing (OBBD502)	Module-1	Dr. Pankajakshi R, Associate Professor, Dept. of MBA, VTU CPGS Muddenahalli
02-12-2025	6:00 - 7:00 pm	Search Engine Optimization (OBBD503)	Module-1	Dr. Uma K, Assistant Professor, Dept. of MBA, GSSSETW, Mysore
02-12-2025	7:00 - 8:00 pm	Social Media Marketing (OBBD504)	Module-1	Dr. Harisha B S, Associate Professor, Dept. of MBA, Nitte Meenakshi Institute of Technology, Bangalore
03-12-2025	6:00 - 7:00 pm	Personality Development and Employability Skills (OBBD505)	Module-1	Dr. Dharmananda M, Associate Professor, Dept. of MBA, Nitte Meenakshi Institute of Technology, Bangalore
10-12-2025	6:00 - 7:00 pm	Website Design and Development (OBBD501)	Module-2	Dr. Guruprasad, Associate Professor, Sri Venkateshwara College of Engineering, Bangalore
10-12-2025	7:00 - 8:00 pm	Content Marketing (OBBD502)	Module-2	Dr. Priyam Ghosh, Assistant Professor, School of Commerce, NMIMIS, Bangalore
11-12-2025	6:00 - 7:00 pm	Search Engine Optimization (OBBD503)	Module-2	Dr. Uma K, Assistant Professor, Dept. of MBA, GSSSETW, Mysore

Date	Time	Course	Module	Faculty
11-12-2025	7:00 - 8:00 pm	Social Media Marketing (OBBD504)	Module-2	Dr. Harisha B S, Associate Professor, Dept. of MBA, Nitte Meenakshi Institute of Technology, Bangalore
12-12-2025	6:00 - 7:00 pm	Personality Development and Employability Skills (OBBD505)	Module-2	Dr. Dharmananda M, Associate Professor, Dept. of MBA, Nitte Meenakshi Institute of Technology, Bangalore
05-01-2026	6:00 - 7:00 pm	Website Design and Development (OBBD501)	Module-3	Dr. Guruprasad, Associate Professor, Sri Venkateshwara College of Engineering, Bangalore
05-01-2026	7:00 - 8:00 pm	Content Marketing (OBBD502)	Module-3	Dr. Uma K, Assistant Professor, Dept. of MBA, GSSSETW, Mysore
06-01-2026	6:00 - 7:00 pm	Search Engine Optimization (OBBD503)	Module-3	Dr. Uma K, Assistant Professor, Dept. of MBA, GSSSETW, Mysore
06-01-2026	7:00 - 8:00 pm	Social Media Marketing (OBBD504)	Module-3	Dr. Harisha B S, Associate Professor, Dept. of MBA, Nitte Meenakshi Institute of Technology, Bangalore
07-01-2026	6:00 - 7:00 pm	Personality Development and Employability Skills (OBBD505)	Module-3	Dr. Dharmananda M, Associate Professor, Dept. of MBA, Nitte Meenakshi Institute of Technology, Bangalore
22-01-2026	6:00 - 7:00 pm	Website Design and Development (OBBD501)	Module-4	Prof. Abhiroop Mitra, Professor of Practice, Dept of MBA, Global Institute of Business Studies, Bangalore
22-01-2026	7:00 - 8:00 pm	Content Marketing (OBBD502)	Module-4	Dr. Uma K, Assistant Professor, Dept. of MBA, GSSSETW, Mysore
23-01-2026	6:00 - 7:00 pm	Search Engine Optimization (OBBD503)	Module-4	Dr. Uma K, Assistant Professor, Dept. of MBA, GSSSETW, Mysore
23-01-2026	7:00 - 8:00 pm	Social Media Marketing (OBBD504)	Module-4	Dr. Harisha B S, Associate Professor, Dept. of MBA, Nitte Meenakshi Institute of Technology, Bangalore
24-01-2026	6:00 - 7:00 pm	Personality Development and Employability Skills (OBBD505)	Module-4	Dr. Dharmananda M, Associate Professor, Dept. of MBA, Nitte Meenakshi Institute of Technology, Bangalore
24-01-2026	7:00 - 8:00 pm	Universal Human values (OMBD303)	Module-4	Dr. Savita Patil, Professor, Faculty of Engineering and Technology (Co-Ed)), Sharnbasva University, Kalaburagi

Date	Time	Subject	Module	Faculty
29-01-2026	6:00 - 7:00 pm	Website Design and Development (OBBD501)	Module-5	Prof. Abhiroop Mitra, Professor of Practice, Dept of MBA, Global Institute of Business Studies, Bangalore
29-01-2026	7:00 - 8:00 pm	Content Marketing (OBBD502)	Module-5	Dr. Pankajakshi R, Associate Professor, Dept. of MBA, VTU CPGS, Muddenahalli
30-01-2026	6:00 - 7:00 pm	Search Engine Optimization (OBBD503)	Module-5	Dr. Uma K, Assistant Professor, Dept. of MBA, GSSSETW, Mysore
30-01-2026	7:00 - 8:00 pm	Social Media Marketing (OBBD504)	Module-5	Dr. Harisha B S, Associate Professor, Dept. of MBA, Nitte Meenakshi Institute of Technology, Bangalore
31-01-2026	6:00 - 7:00 pm	Personality Development and Employability Skills (OBBD505)	Module-5	Dr. Dharmananda M, Associate Professor, Dept. of MBA, Nitte Meenakshi Institute of Technology, Bangalore

To,

The Student of the 5th semester BBA 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/

Director
DIRECTOR
VTU CDOE, Mysuru

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.