

Working Group Meeting for Development of Teaching Materials for a Certificate Course in Digital Marketing: 25 November to 29 November 2024

The working group meeting for the Development of Teaching Materials for the Certificate Course in Digital Marketing was held from 25th to 29th November 2024 in the Department of Business and Commerce, PSS Central Institute of Vocational Education (PSSCIVE), Bhopal. The meeting brought together a team of experts including Dr. Vikram V. Shete, Mr. Prathamesh Sakhadeo, and Ms. Achala Acharya, who participated in person, and Mr. Ameya Ambulkar, who contributed online.

The primary objective of the meeting was to develop comprehensive teaching materials tailored for the Certificate Course in Digital Marketing. The experts focused on creating detailed, learner-friendly content aligned with industry standards. They collaborated to finalize the structure of key modules, ensuring that the course is both practical and engaging.

Infographics, images, and screenshots were integrated into the materials to enhance visual appeal and facilitate understanding. The team also reviewed and refined the content to ensure consistency and accuracy across the course modules. By the end of the meeting, the teaching materials were finalized and deemed ready for implementation.

This initiative marks a significant step towards equipping learners with essential digital marketing skills, combining theoretical insights with practical applications to prepare them for real-world challenges in the digital economy.



Dr. Pravin Narayan Mahamuni, Programme Coordinator, with Dr. Deepak Paliwal, Joint Director, PSSCIVE, and experts during the workshop