

Working Group Meeting for Development of Curriculum and Teaching Material for Certificate Course in Digital Marketing: 29 July to 2 August 2024

A Working Group Meeting for the development of the curriculum and teaching materials for a Certificate Course in Digital Marketing was held from July 29th to August 2nd, 2024, at the PSS Central Institute of Vocational Education, Bhopal. External experts Dr. Vikram V. Shete, Prathamesh Sakhadeo, and Ameya Ambulkar, along with Dr. P. Veeraiah and Dr. Pravin Narayan Mahamuni, participated in



the meeting. The objective was to create a comprehensive curriculum to equip students with key digital marketing skills. The team reviewed existing courses to identify best practices and gaps, finalizing content areas such as SEO, SEM, social media marketing, and analytics. They developed a modular course structure with clearly defined outcomes. The draft curriculum was reviewed for accuracy and relevance, and additional resource requirements were identified. After consolidating feedback, the curriculum was revised, and plans were made for supplementary study materials. The meeting successfully produced a well-structured curriculum.