

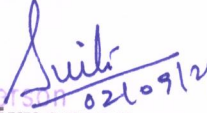
Sr. No.	Name of Programme	Name of Course	Duration of Course	Sanctioned Intake	Eligibility Condition
1	Certificate Course	Digital Marketing	6 Months	20	Graduation with 50% marks (47.50% in case of SC / ST / Blind / Visually/ Differently Abled etc. candidates).

Program-Specific Career Options:

1	Program of Study and its duration	Digital Marketing- 6 months certificate course
2	MOU's and Collaboration for this program	NIL
3	Business Houses/Companies which visits Campus for Recruitment	NIL
4	Details of Business Houses/Companies offering in-industrial projects/ training	NIL
5	Projects/training offered by University	Practical classes for the course in laboratory environment.
6	Entrepreneurship Opportunities	Web-based Teaching Institutes, Content creation through digital media, Commission based Affiliate marketing, Building personal Web Blogs.
7	Opportunities in Education Sector	Teaching & Non-Teaching
8	Opportunities as Social Worker	Yes, Join NGOs, NPOs for online marketing, and website designing for online sales.
9	Opportunities in other Nations	Website and Application designing for International Brands, Affiliate Marketing, time-bound contract projects, Technical description writing.
10	Opportunities as an Academician	Research & Training, teaching web-based courses.
11	Opportunities for Nation Development	Contribute in economic development through affiliate marketing, freelancing, Direct product promotion, Search Engine Optimization.
12	Opportunities as Consultant	as counselors
13	Opportunities for self-employment and How program leads to livelihood?	Web-designing for Startups, freelancing, affiliate marketing, blogging, online trading in merchandise.
14	Role/Details of Specific Membership for the program (for eg. CII, AIMA, ISTE, IAA etc.)	NIL
15	Aptness of the program with future challenges	The program is designed keeping in mind the current prospects of the web-based model in business and other employments
16	Can program contribute in rural development? How?	Yes, Rural Marketing, online sale of the regional goods and crafts.
17	Industrial Visits related to the program made by students	NIL


Registrar

CBLU, Bhiwani


Chairperson
Department of Management
Chaudhary Bansi Lal University
Bhiwani (Harodon) India

Dept. of Management
CBLU, Bhiwani

Note: Duly signed by the Chairperson/HOD and countersigned by the Registrar of the University.