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**Jaipur :** COVID-19 has increased the importance of digital marketing with the number of online users that have increased exponentially. Considering the growing market demand and need to train, IIHMR University shall be conducting a 5-day Faculty Development Program. The program on Digital Marketing shall be conducted online by the Centre for Incubation, Innovation, and Entrepreneurship (CIIE) at IIHMR University, Jaipur, sponsored by AICTE Training & Learning (ATAL) Academy. This Digital Marketing program will be conducted from July 26, 2021, to July 30, 2021. The faculty members of the AICTE approved institutions, research scholars, PG scholars, participants from Government, Industry (Bureaucrats/Technicians/Participants from Industry, etc.), CBSE Teachers can register free of cost for this program.

Dr. PR Sodani, President, IIHMR University, said, “The Faculty Development Program on Digital Marketing is free of cost and sponsored by ATAL Academy. We are happy to receive this opportunity from AICTE. Our idea is to support government’s endeavour and constantly provide new knowledge. The Digital Marketing program will include emerging digital technologies relevant to business. COVID-19 has created ample opportunities and innovations which have brought in newer scope for the health and education sector on the whole.. The program will cover dynamics and latest trends in digital marketing, comprehensive digital marketing strategy and its application, hands-on experience to use new age digital tools such as SEO, SEM, digital analytics and business strategies for popular social media handles. Dr. Sheenu Jain, Associate Professor – Marketing Chair, Centre for Innovation Incubation Entrepreneurship, said, With the increased focus of organizations towards digital marketing, it is our effort to enhance skills of faculty and professionals towards digital marketing tools. We are getting very positive response from the faculty members. The program has 200 seats out of which we have received 130 applications already.

With this support from AICTE Training and Learning (ATAL) Academy we are contributing towards empowerment and skill development of faculty of higher education institutions and training and creating skilled faculty members.

This program does not require any prior experience in digital marketing skills. Any faculty member from Management / Engineering/ Social Science or any other field who wishes to teach the course or aspire to become a digital marketing professional can attend this program. This is an experiential online course that involves lot of interaction, hands on exercises, and project. Each course will be taught with the help of case studies, live corporate examples, and general discussions.. This program will help faculty to upskill and plan their growth. Interested participants are requested to register for FDP on the ATAL Academy website on or before July 10, 2021. Intimation of selection will be given by July 20, 2021.