



University of Kalyani
Centre for Information Resource Management

Certificate Course
in
Digital Marketing

UNDER

RUSA COMPONENT TO (ENTREPRENEURSHIP & CAREER HUB)

Duration- Three Months [Virtual Mode] Intake- 50

Application Link- <https://rb.gy/nwtpj5>

Course Co-ordinator - Dr. Ujjal Majhi

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Important Dates:

Last Date of Application
18.11.2021

Publication of Final List of
Selected Candidates
26.11.2021

Commencement of Classes
01.12.2021

Course Fee: Rs. 1000/-
Inclusive

www.kyuni.ac.in

Digital Marketing
Strategy

Web Designing

Search Engine
Optimization

SEO

SMM

Social Media
Marketing

Email Marketing

Digital Marketing
Automation

Data Analytics

Paid Search

Content
Marketing

CRM