



# Centre for Skill Development

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## REPORT ON FUNDAMENTAL COURSE IN DIGITAL AND SOCIAL MEDIA MARKETING.

**Date:** 30/12/2024 to 03/03/2025

**Event Name:** Fundamental Course in Digital and Social Media Marketing

**Centre/Society/Department:** Centre for Skill Development (CSD), Shyam Lal College, University of Delhi

**Program Convenor/Coordinator:** Prof. Kavita Arora (Convenor, CSD, SLC)

**Resource Person:** Mr. Nilesh Varshney, National Institute of Electronics & Information Technology (NIELIT), Delhi

**Collaborations:** National Institute of Electronics & Information Technology (NIELIT)

In recent years, there has been a notable surge in the demand for expertise in Artificial Intelligence and digital marketing. Understanding the importance of preparing students in these areas, the Centre for Skill Development collaborated with the prestigious National Institute of Electronics and Information Technology, Delhi (NIELIT). NIELIT, an autonomous scientific society under the Ministry of Electronics & Information Technology (MOE&IT), Government of India. They collaborated with the Centre to introduce the third edition of IT courses. These courses were specifically designed to focus on the fundamentals of Digital and Social Media Marketing. The centre successfully ran the courses, after receiving an overwhelming response from participants. It provided them with invaluable insights and practical skills in digital marketing strategies. Participants learned how to effectively leverage social media platforms and navigate the ever-evolving landscape of online promotion. The success of the program underscores the



growing importance of equipping individuals with expertise in these critical domains to meet the demands of today's digital economy.

SLC (UNIVERSITY OF DELHI)  
**SHYAM LAL COLLEGE**  
CENTRE FOR SKILL DEVELOPMENT



## ADD ON COURSES

### CERTIFICATE COURSE IN FOREIGN LANGUAGES

(UNDER THE AEGIS OF UNIVERSITY OF DELHI)

FRENCH SPANISH JAPANESE  
GERMAN KOREAN CHINESE  
ITALIAN

Duration: 1 Yr

### DIPLOMA COURSE IN FOREIGN LANGUAGES

(UNDER THE AEGIS OF UNIVERSITY OF DELHI)

FRENCH SPANISH JAPANESE  
GERMAN KOREAN CHINESE  
ITALIAN

Duration: 1 Yr

### ADVANCED DIPLOMA IN FOREIGN LANGUAGES

(UNDER THE AEGIS OF UNIVERSITY OF DELHI)

FRENCH SPANISH JAPANESE  
GERMAN KOREAN CHINESE  
ITALIAN

Duration: 1 Yr

### CERTIFICATE COURSE IN STOCK TRADING

(UNDER THE AEGIS OF UNIVERSITY OF DELHI)

"Stock Selection Through Fundamental  
& Technical Analysis"

(In collaboration with BSE Institute Ltd.)

2 months

ELIGIBILITY: 10+2

## NATIONAL INSTITUTE OF ELECTRONICS & INFORMATION TECHNOLOGY

Autonomous Scientific Society of Ministry of Electronics and Information Technology  
(MeitY), Government of India

### CERTIFICATE IN IT COURSES

CERTIFICATE COURSE  
IN VLSI

PROGRAMMING THROUGH  
PYTHON

ARTIFICIAL INTELLIGENCE  
AND MACHINE LEARNING

DIGITAL AND SOCIAL  
MEDIA MARKETING

OFFICE  
AUTOMATION

SHORT TERM COURSES 40 - 60 Hours  
NOMINAL PRICE



SCAN QR  
TO REGISTER

For Detailed Guidelines of All Courses : <https://bit.ly/guidelines2024-25>

Prof. Kavita Arora  
(Convenor, CSD)

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(Principal)

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