

PU/P/2017-18/ 226-241

August 12, 2017

To,  
The Heads of Institute,  
Pacific Academy of Higher Education and Research University,  
Udaipur

Dear Sir/ Madam

The Faculty of Management is organizing a Certificate Program for the students of Pacific Academy of Higher Education and Research University on **Digital Marketing and Social Media Techniques** on 26-27 August, 2017.

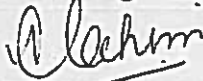
The program has been designed to disseminate knowledge to the students on-

- **Concept and Framwork of Digital Marketing.**
- **Social Media Marketing (SMM):** How to build brand & attract audience on Social Media platforms.
- **Search Engine Marketing (SEM):** How to effectively run ads on Search Engines.
- **Search Engine Optimization (SEO):** How to nurture leads & enhance the customer base.
- **Display Marketing:** How to effectively run Display Advertisement on various Digital Platforms.
- **Web Analytics:** How to make business decisions from the metrics available in Digital Media.

All the heads of institute are requested to circulate the information among the students. The names of the students interested in attending the program may be forwarded in the administrative office of Faculty of Management.

The details of the certificate program are as under:

Date(s)	: 26-27 August, 2017
Timings	: 09:30 am - 04:30 pm
Venue	: Seminar Hall 1(PIM Campus)
Registration Fee	: Rs. 200/
Last Date of Registration	: 20 August, 2017

  
(Prof. Mahima Birla)  
Provost

Copy to:

1. The Registrar
2. The Dean, Pacific College of Social Sciences & Humanities
3. The Director, Pacific Institute of Technology
4. The Director, Pacific Institute of Business Studies
5. The Dean, Faculty of Engineering
6. The Director, Pacific College of Pharmacy
7. The Director, Pacific Institute of Hotel Management
8. The Head, Faculty of Computer Applications
9. The Director, Pacific College of Basic and Applied Science
10. The Director, Pacific Institute of Fire and Safety Management