



Department of Business Administration

September 12, 2025

NOTICE

Bizmind, E-Cell of MAIMS presents: InnovateX: Digital Marketing & Branding with AI

Event Name:	Skill Enhancement Course "InnovateX: Digital Marketing & Branding with AI"
Organized By:	Department of Business Administration in collaboration with Bizmind, E-Cell of MAIMS
Target Audience:	Undergraduate and Postgraduate students from MAIMS and outside MAIMS aiming to build careers in digital marketing, advertising, social media management, and branding.
Duration:	October 6th, 2025 to December 10, 2025
Mode:	Online
Fee:	MAIMS students: Rs. 100 Non - MAIMS students: Rs. 150
Objective:	Providing participants with a holistic understanding of digital marketing and branding by covering essential domains such as SEO, social media marketing, website design, Google Analytics, email marketing, and online advertising. The program seeks to enhance participants' strategic thinking and practical application skills, enabling them to develop effective campaigns and strengthen brand presence in the digital space.
Course Deliverables:	Certificate of Completion from MAIMS
Faculty Coordinators:	Dr. Riya Sharma, Associate Professor, Department of Business Administration Ms. Shweta Rastogi, Assistant Professor, Department of Business Administration Dr. Sumedha Dutta, Associate Professor, Department of Business Administration

Attendance and Assessment:	Minimum 75% attendance required, Continuous Internal Assessment (CIA) through tests and assignments.
Registration Link:	https://forms.gle/YSSiH8sptqA6TP3BA
Payment Link:	 7827609985@kotak811
Contact for more Information:	7827609985 (Rishab Robin) 8528068490 (Vishvendra Mani Dixit)

Manoj
16/09/2025

Prof. (Dr.) Manoj Verma
(Head, Department of BBA)