



# DEPARTMENT OF COMMERCE



Gargi College, University of Delhi  
Accredited Grade 'A+' by NAAC

Under the Aegis of RDC

Presents

## Add-on Course

on

# Digital Marketing & Personal Branding: An Entrepreneurial Approach

### COURSE DETAILS

- Duration: 15 weeks
- Last date for registration: 14 February, 2025
- Commencement: 15 February, 2025 (Tentative)
- Mode: Hybrid
- Fee: INR 10,000

### COURSE HIGHLIGHTS

- Interactive sessions by Industry experts
- 60 hours of theoretical and practical knowledge
- Hands-on activities and real life case studies
- Prepare for Industry oriented jobs

LIMITED SEATS AVAILABLE

### COURSE INSTRUCTORS

#### Dr. Sandeep Kumar Goel

Professor at Department of Commerce, Acharya Narendra Dev College, University of Delhi  
Honorary (Founder) Director, ANDC inStart Foundation funded by Govt. of N.C.T. of Delhi



#### Dr. Rakesh Kumar Gupta

Assistant Professor  
Dr. B. R. Ambedkar University of Delhi  
Developed the Entrepreneurship Mindset Curriculum (EMC) and Business Blasters program at SCERT, Delhi



#### Dr. Sumangla Rathore

Principal at Suyash College  
Adjunct Faculty Member, ICFAI Foundation of Higher Education, Hyderabad, India



#### Ms. Esha Guha

Expert in PR, Communication, and Advertising for government and corporate clients, including Dabur, DLF, ONGC, Indian Oil, FICCI, and CII



FIRST COME FIRST SERVE BASIS

### ADVISORY BOARD



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Director, Centre For Innovation And Entrepreneurship, Jamia Millia Islamia  
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### TEACHER-IN-CHARGE

Prof. Anjni Anand

### COURSE DIRECTORS

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Ms. Anam Khan

REGISTER NOW!



### Bank details for Fee Payment

Account Name: Gargi College Addon Courses  
Account No: 10617208676  
Bank Name: State Bank of India  
IFSC Code: SBIN0001188

For Detailed Information!



For any queries, mail us at [addon.commerce@gargi.du.ac.in](mailto:addon.commerce@gargi.du.ac.in)