



ANDHRAMAHLASABHA ARTS&SCIENCECOLLEGEFORWOMEN

Autonomous-NAACRe-Accredited,OU.Campus,Hyderabad-500007



The Placement cell of AMSASCW has organized a Four-day The Management Development Program (MDP) on Digital Marketing with the objective of enhancing digital marketing skills and entrepreneurial capabilities among participants.

Program: Employability Training

Target Group: FY 2025–26 UG Passout Students

Venue: AMS College, OU Campus

Training Dates: 4th, 5th, 6th, & 7th January 2026

Program Details

Trainer Name	Class Count
SUDHARSHAN	40

Program Overview

The Management Development Program on Digital Marketing was designed to provide comprehensive knowledge of digital marketing concepts, tools, and strategies. The program focused on helping participants understand business problems and apply digital solutions for branding, promotion, and growth.

Key Highlights

- Search Engine Optimization (SEO)
- Marketing Principles and Branding
- Social Media Optimization and Content Marketing
- Paid Marketing and Email Marketing
- Digital Marketing Analytics, Strategy, and ROI Measurement

Learning Outcomes

- Improved understanding of digital marketing tools and strategies
- Enhanced ability to promote businesses online
- Better awareness of branding and customer engagement
- Ability to analyze marketing performance and ROI

Methodology

The program followed an interactive and application-oriented methodology, including presentations, case discussions, and practical demonstrations.

Conclusion

The Management Development Program on Digital Marketing was a successful initiative that contributed to skill development, entrepreneurial growth, and effective use of digital platforms.







