



ਆਈ. ਕੇ. ਗੁਜਰਾਲ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ, ਕਪੂਰਥਲਾ
I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR, KAPURTHALA
Centre for Training and Placement

Ref. No. IKGPTU/T&P/...379.....

Dated...24/09/2025

Directors/Principals

All the University Campuses & it's Affiliated Colleges

I K Gujral Punjab Technical University Jalandhar

Sub: Regarding the online Digital Marketing Program (Free of cost) being offered by NIIT Foundation in collaboration with the Infosys Project.

Respected Sir/Madam

NIIT Foundation, in collaboration with the Infosys Foundation, running the Professional Edge (Soft Skills) Program. This program is designed to bridge the gap between traditional education and the rapidly growing demand for digital skills, empowering youth to become industry-ready professionals.

Program details are as mentioned below:-

Program Name : Digital Marketing Program (Free of Cost)

Mode of Delivery : Online

Course/ Stream: Graduates

Batch Eligible: 2025 passed out & 2026 passing out

Duration: 160 hours of hands-on training

Spread over: 3 months

Batch Size: 50- 75 participants per batch

Placement Focus:

- Dedicated career support & placement assistance
- Recognized certification awarded upon completion

Detailed Digital Marketing session planner is attached.

Interested students may register at the link mentioned below:-

https://docs.google.com/forms/d/1YjIW5V7TsPZSwtczSGWICmN23j0XT6Y1_NXmcC0R3_o/edit

You are requested to kindly direct the Training & Placement Officers/ Faculty Coordinator of your college/campus to share the information with the concerned students & to motivate them to enroll for the courses. **Last date of online registration is 26-Sept-25 before 1300 hrs.**

With profound regards,

Er. Mohit Jain

Assistant Registrar (T&P)

CC:

1. SVC: For kind information of the Hon'ble Vice Chancellor
2. Deputy Director (T&P): For kind information
3. DR (ITS) - To upload at University website

"Propelling Punjab to a prosperous Knowledge Society"

I.K. Gujral Punjab Technical University

Jalandhar-Kapurthala Highway, Kapurthala -144 603. Phone : 01822-282580

E-mail : placements@ptu.ac.in Website : www.ptu.ac.in

Course Code	Course: Course Name	Session Description	Session No
CLDM2	Program in Digital Marketing 2	CMLS Live Class 1: Welcome to the Change Maker Orientation	1
CLDM2	Program in Digital Marketing 2	Guided Learning: Introduction to the Program CMLS and Change Maker qualities	2
CLDM2	Program in Digital Marketing 2	CMLS Live Class 3- Program and You + Know Yourself (CMLS Pre Assessment)	3
CLDM2	Program in Digital Marketing 2	Guided Learning: CMLS Live Class 4: How to be Happy	4
CLDM2	Program in Digital Marketing 2	Guided Learning: CMLS Live Class 5: Building a Valuable Life	5
CLDM2	Program in Digital Marketing 2	CMLS Live Class 6: Taking a Pause	6
CLDM2	Program in Digital Marketing 2	Guided Learning: CMLS Live Class 7: Helpful Nature	7
CLDM2	Program in Digital Marketing 2	Guided Learning: CMLS Live Class 8: Working Together	8
CLDM2	Program in Digital Marketing 2	Guided Learning: CMLS Live Class 9: Effective Communication and Taking a Pause	9
CLDM2	Program in Digital Marketing 2	CMLS Live Class 10: Gender Equality- Breaking Gender Stereotypes	10
CLDM2	Program in Digital Marketing 2	CMLS Live Class 11: Celebration Program Closing and CMLS Post Assessment	11
CLDM2	Program in Digital Marketing 2	Guided Learning: Brief discussion marketing	12
CLDM2	Program in Digital Marketing 2	Internet Marketing	13
CLDM2	Program in Digital Marketing 2	Concept of digital marketing and Quiz 1	14
CLDM2	Program in Digital Marketing 2	Live Class 1	15
CLDM2	Program in Digital Marketing 2	Guided Learning: The digital consumers and communities	16
CLDM2	Program in Digital Marketing 2	Website planning conceptualizing and Quiz 2	17
CLDM2	Program in Digital Marketing 2	CGT Live Class 1: Lesson 1- Introduction and purpose of CGT sessions.	18
CLDM2	Program in Digital Marketing 2	Live Class 2: Project Work Allocation	19
CLDM2	Program in Digital Marketing 2	Guided Learning: Creating blueprint of each page and Summary	20
CLDM2	Program in Digital Marketing 2	Social Media Marketing(Organic)	21

CLDM2	Program in Digital Marketing 2	Facebook marketing(creation of Pages group..etc. and Quiz 3	22
CLDM2	Program in Digital Marketing 2	Live Class 3: Summative Module Assessment Module 1	23
CLDM2	Program in Digital Marketing 2	Guided Learning: Social media Optimization(SMO)	24
CLDM2	Program in Digital Marketing 2	Instagram(creation of Pages ..etc.)	25
CLDM2	Program in Digital Marketing 2	LinkedIn Marketing(creation of Pages group..etc.)	26
CLDM2	Program in Digital Marketing 2	Summary for social media marketing (organic) (Paid) and Quiz 4	27
CLDM2	Program in Digital Marketing 2	Live Class 4: Revisit Project Work	28
CLDM2	Program in Digital Marketing 2	Guided Learning: Types of Facebook advertising	29
CLDM2	Program in Digital Marketing 2	How to advertise on Facebook	30
CLDM2	Program in Digital Marketing 2	Creating Facebook ad campaign	31
CLDM2	Program in Digital Marketing 2	Creating ads for App installs video views and Quiz 5	32
CLDM2	Program in Digital Marketing 2	Live Class 5: Summative Module Assessment Module 2	33
CLDM2	Program in Digital Marketing 2	Guided Learning: Creating ads for lead generation	34
CLDM2	Program in Digital Marketing 2	Facebook analytics	35
CLDM2	Program in Digital Marketing 2	LinkedIn advertising LinkedIn Ads and Quiz 6	36
CLDM2	Program in Digital Marketing 2	CGT Live Class 2Lesson 2- Introduction and resume building to Interview	37
CLDM2	Program in Digital Marketing 2	Live Class 6: Revisit Project Work	38
CLDM2	Program in Digital Marketing 2	Guided Learning: Twitter ads Campaign	39
CLDM2	Program in Digital Marketing 2	Search Engine Optimization(SEO)	40
CLDM2	Program in Digital Marketing 2	Concept of Search Engine Optimization(SEO)	41
CLDM2	Program in Digital Marketing 2	On-Page and Off-Page SEO and Quiz 7	42
CLDM2	Program in Digital Marketing 2	Live Class 7: Summative Module Assessment Module 3	43
CLDM2	Program in Digital Marketing 2	Guided Learning: SEO Audits and Analytics	44
CLDM2	Program in Digital Marketing 2	Search Engine Advertising	45
CLDM2	Program in Digital Marketing 2	Google my Business	46

CLDM2	Program in Digital Marketing 2	About and Creating Google Ads campaign and Quiz 8	47
CLDM2	Program in Digital Marketing 2	Live Class 8: Revisit Project Work	48
CLDM2	Program in Digital Marketing 2	Guided Learning: Google Analytics	49
CLDM2	Program in Digital Marketing 2	Lead Generation	50
CLDM2	Program in Digital Marketing 2	Online Concept Display Advertising and Quiz 9	51
CLDM2	Program in Digital Marketing 2	Live Class 9: Summative Module Assessment Module 4	52
CLDM2	Program in Digital Marketing 2	Guided Learning: Types of Display Advertising	53
CLDM2	Program in Digital Marketing 2	Email Marketing Regulation Analysis and Quiz 10	54
CLDM2	Program in Digital Marketing 2	Email Marketing Regulation Analysis and Quiz 10 and Live Class	55
CLDM2	Program in Digital Marketing 2	Guided Learning: Personality development and Communication Skills	56
CLDM2	Program in Digital Marketing 2	Behaviour and Positive attitude	57
CLDM2	Program in Digital Marketing 2	Grooming and Appearance	58
CLDM2	Program in Digital Marketing 2	Telephone etiquette	59
CLDM2	Program in Digital Marketing 2	Live Class 11: Summative Module Assessment Module 5	60
CLDM2	Program in Digital Marketing 2	Guided Learning: Video call etiquette	61
CLDM2	Program in Digital Marketing 2	E-mail Etiquette and business writing	62
CLDM2	Program in Digital Marketing 2	Leadership Skills and Time Management	63
CLDM2	Program in Digital Marketing 2	Decision making	64
CLDM2	Program in Digital Marketing 2	Resume writing	65
CLDM2	Program in Digital Marketing 2	Live Class 12	66
CLDM2	Program in Digital Marketing 2	Guided Learning: Self Introduction	67
CLDM2	Program in Digital Marketing 2	Interview skills 1 (introduction types stages)	68
CLDM2	Program in Digital Marketing 2	Interview skills 2 (Tips on interview online and offline do's and don'ts)	69
CLDM2	Program in Digital Marketing 2	Group Discussion	70
CLDM2	Program in Digital Marketing 2	Customer Relationship Management	71

CLDM2	Program in Digital Marketing 2	Live Class 13: Summative Module Assessment Professional Edge/Feedback	72
CLDM2	Program in Digital Marketing 2	Work place safety and ethics	73
CLDM2	Program in Digital Marketing 2	Work place safety and ethics	74
CLDM2	Program in Digital Marketing 2	Work place safety and ethics	75
CLDM2	Program in Digital Marketing 2	CGT Live Class 3 Lesson 3: Grooming and etiquettes for interview.	76
CLDM2	Program in Digital Marketing 2	CGT Live Class 4 Lesson 4: Mock Interviews	77
CLDM2	Program in Digital Marketing 2	Master Live Class / Project Work Evaluation	78
CLDM2	Program in Digital Marketing 2	Appraisal_LMS_Project Work	79
CLDM2	Program in Digital Marketing 2	Appraisal_LMS_Module_Assessment	80
CLDM2	Program in Digital Marketing 2	Appraisal_JAS_Final_Assessment	81
CLDM2	Program in Digital Marketing 2	Appraisal_Internal	
CLDM2	Program in Digital Marketing 2	Appraisal_External	