

Retail and digital marketing among courses approved

TIMES NEWS NETWORK

Indore: Digital marketing, retail marketing and cyber security are the three new courses that Devi Ahilya Vishwavidyalaya (DAVV) has come up with for Massive Open Online Course (MOOC) this year.

Digital marketing course, formulated with help of Indian Institute of Management (IIM) Indore, will be rolled out in July while course on cyber security prepared with help of Indian Institute of Technology (IIT) Indore and retail marketing course will be starting from January.

The courses on MOOC platform are free of cost. But, in case, a student wants to get certificate, they will have to pay a fee of Rs 1000 which will be refunded if student passes the test.

"Digital marketing course has already been submitted, while retail marketing and cyber security courses

are being prepared," director of Educational Multimedia Research Center (EMRC), Dr AK Singh told TOI. These courses are credit based and students will be given credit of 2-3 points, he added. The approval for these undergraduate courses had to be taken from University Grants Commission (UGC) and EMRC had submitted application for these courses last year. "We had submitted proposals of 11 courses. The

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remaining courses are in the pipeline and will be starting only after they are approved. As of now, three courses have been approved," said media spokesperson of DAVV Dr Chandan Gupta.

UGC has extended last date for submission of application to offer online courses to April 15 and the application in the form of hard copy to April 22.