



IDEAL INSTITUTE OF MANAGEMENT AND TECHNOLOGY



Recognized by  
Govt. of NCT, Delhi



Affiliated to GGS  
Indraprastha University



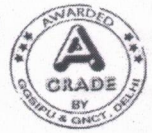
Approved by  
Bar Council of India



Accredited by National Assessment  
And Accreditation Council (NAAC)



AN ISO 9001:2015  
Certified Institute



Ref No.: IIMT/BBA/VAC/OCT/2022/01

Date: 11.10.2022

***GOLDEN OPPORTUNITY TO UPSKILL YOURSELF AND AVAIL INCENTIVE\****  
**(Anywhere Anytime learning)**  
**With FutureSkills Prime Program**

**NOTICE**



Ministry of Electronics &  
Information Technology,  
Government of India



IT - ITes SSC  
NASSCOM

**Bridge Course Training Program**

**“Fundamentals of Digital Marketing using Social Media Platforms”**

This is to inform that BBA 1<sup>st</sup> Shift is organizing a 15 days Bridge Course Training Programme on “*Fundamentals of Digital Marketing using Social Media Platforms*” in association with Ministry of Electronics & Information Technology (MEIT), NASSCOM & CDAC. The first-of-its-kind self-paced digital skilling ecosystem in emerging technologies designed and developed keeping in mind the aspirational values of students. The course offered is in line with the industry requirements and also aligned to Govt. Standards. The candidate will be provided with **SSC NASSCOM Certification** on successfully attempting & clearing the Certification.

Interested students may submit their names to Faculty Coordinators by 15<sup>th</sup> October, 2022.

**\*Incentives for eligible Beneficiaries**

Ms. Sonal Goel  
Dr. Deepa Jain  
Ms. Jasmandeep Kaur  
Ms. Harsh Kalra  
(Bridge Course Coordinators)

Dr. Mahesh Sharma  
(Vice Principal, BBA 1<sup>st</sup> Shift)

Dr. Vineeta Sharma

(Principal, BBA 1<sup>st</sup> Shift)