



GOVERNMENT COLLEGE

An Autonomous Institution Since 2000 :: RAJAHMUNDRY, ANDHRA PRADESH, INDIA



**OFFLINE TRAINING FOR
GRADUATES
ON
DIGITAL MARKETING
in association with
APSSDC
MARCH-2026**

REPORT ON OFFLINE TRAINING PROGRAM ON DIGITAL MARKETING FOR BBA STUDENTS

An offline training program on *Digital Marketing* was successfully conducted for BBA students in association with Andhra Pradesh State Skill Development Corporation, as per the instructions of the Commissioner of Higher Education. The program was organized from **16.03.2026 to 25.03.2026** through the Jawahar Knowledge Centre (JKC) in collaboration with the Department of Commerce.

The main objective of this training program was to equip BBA students with practical knowledge and skills in digital marketing, enabling them to meet current industry requirements and enhance their employability. The training curriculum covered key areas such as introduction to digital marketing, search engine optimization (SEO), social media marketing, email marketing, content creation, Google tools, and online advertising strategies.

A total of **[mention number] BBA students** actively participated in the training program. The sessions were handled by experienced trainers from APSSDC, who provided a balanced approach of theoretical concepts and hands-on practical exposure. Students were given opportunities to work on real-time examples and case studies to better understand digital marketing practices.

The training sessions were conducted in an interactive manner, encouraging student participation through discussions, assignments, and practical exercises. The collaboration between JKC and the Department of Commerce ensured smooth coordination and effective implementation of the program.

Students showed great enthusiasm and actively engaged in all sessions throughout the training period. The program helped them gain insights into modern marketing trends and the growing importance of digital platforms in business and entrepreneurship.

At the conclusion of the training, students demonstrated improved understanding and practical skills in digital marketing. Feedback collected from participants reflected that the program was highly informative, skill-oriented, and beneficial for their future careers.

The successful completion of the program was made possible with the support of the Principal, JKC Coordinator, faculty members of the Department of Commerce, and non-teaching staff.

Conclusion:

The offline training program on Digital Marketing for BBA students was a fruitful initiative that significantly enhanced the digital competencies of participants. Such programs, conducted in collaboration with APSSDC, play a vital role in preparing students for the evolving job market and entrepreneurial opportunities.





Welcome: Governme...



ESC Batches

Create New Batch



Digital Marketing- ESC

Approved

Sector Name:

IT-ITeS

Batch Id:

**IT-ESCQ00402026-
03-15 12:35:56**

NSQF:

-

Batch Capacity:

500

Registration Start
Date:

16 Mar 2026

Registration End Date:

21 Mar 2026

Batch Start Date:

16 Mar 2026

Batch End Date:

25 Mar 2026 (Offline)