

Digital Marketing of Resource



Raja Kunwar Singh Subharti
Department of Library & Information Science
Faculty of Arts & Social Science



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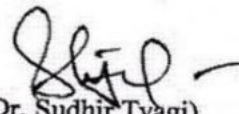
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Office of the HOD

Ref. No.: FASS/DLIS/2019/5215
Dated: 24/08/2019

Notice

All Students of BLIS & MLIS programme are hereby informed that value added course "Digital Marketing of Resource" will be start from 07/09/2019. All interested students are advised to contact Dr. Javed Khan, Associate Professor & Dr. Sapna Sharma, Assistant Professor for registration and other information.


(Dr. Sudhir Tyagi)
HOD

Copy To:-

- Dr. Javed Khan, Associate Professor, DLIS
- Dr. Sapna Sharma, Assistant Professor, DLIS
- Department Notice Board, DLIS


Registrar
Swami Vivekanand
Subharti University
MEERUT

Syllabus Value Added Course 2019-20

Digital Marketing of Resources

Code: LIS-VAC-06

Duration - 30 hours

Unit: 1- Fundamentals of Marketing

- Marketing
- Digital Marketing
- Digital Information Resources
- Information Products/Services
- Marketing of information product and services & Techniques

Unit: 2- Marketing Management

- Marketing Management
- Marketing planning: Consumer and Buyer behavior, Customer focus marketing

Unit: 3- Implications of Digital Marketing in LIS

- Products and Brand Management
- Relationship Marketing, E-marketing, Customer satisfaction
- Growth of Information Industry and Implications on Library and Information Services and Products


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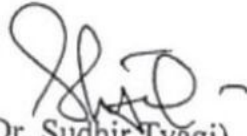
Dated: 26/12/2019

Reports on Value Added Course 'Digital Marketing of Resource'

Department of library and information science launched a newly introduced value added course 'Digital Marketing of Resource' for the session 2019-20. Applications from BLIS & MLIS students were invited. All admitted students in BLIS & MLIS were approached for the admission. Classes of value added course were conducted every Saturday from 9:00 am to 11:00 am from 07/09/2019. Co-ordinator of this value added course was Dr. Javed Khan & Dr. Sapna Sharma. All admitted BLIS & MLIS students successfully completed this course.

The purpose of this course was to promote libraries and their services to users in a rapidly growing digital environment, and to use these digital resources in the library by future librarians.


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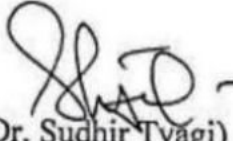
List of Students Enrolled

Bachelor of Library & Information Science (BLIS)

2019-20

S. No.	Name of Students	Enrolment No.
1	Km Lalita Sharma	1910000003097
2	Puneet Mathur	1910000000737
3	Km Amreen	1910000001010
4	Km Pooja Singh	1910000001011
5	Km Bhumika	1910000001012
6	Angelica Masih	1910000001013
7	Km. Sonika Yadav	1910000001014
8	Shaina Khatoon	1910000001015
9	Km Anjum	1910000001016
10	Km Uzma	1910000001017
11	Sunita Sauda	1910000001046


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Where Education is a Passion ...



Raja Kunwar Singh Subharti Department of Library & Information Science

CERTIFICATE

This is to certify that *Puneet Mathur* of BLIS session 2019-20 has attended & successfully completed 30 hours value added course "Digital Marketing of Resource" at Department of Library & Information Science, Swami Vivekanand Subharti University, Meerut.

Dr. Sudhir Tyagi
Head

Dept. of Library & Info. Science



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CERTIFICATE

This is to certify that *Km. Sonika Yadav* of BLIS session 2019-20 has attended & successfully completed 30 hours value added course "Digital Marketing of Resource" at Department of Library & Information Science, Swami Vivekanand Subharti University, Meerut.

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Head

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CERTIFICATE

This is to certify that **Km. Pornima Bhardwaj** of MLIS session 2019-20 has attended & successfully completed 30 hours value added course "Digital Marketing of Resource" at Department of Library & Information Science, Swami Vivekanand Subharti University, Meerut.

Dr. Sudhir Tyagi
Head

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CERTIFICATE

This is to certify that *Angelica Masih* of BLIS session 2019-20 has attended & successfully completed 30 hours value added course "Digital Marketing of Resource" at Department of Library & Information Science, Swami Vivekanand Subharti University, Meerut.

Dr. Sudhir Tyagi
Head

Dept. of Library & Info. Science



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CERTIFICATE

This is to certify that *Karuna Jha* of MLIS session 2019-20 has attended & successfully completed 30 hours value added course "Digital Marketing of Resource" at Department of Library & Information Science, Swami Vivekanand Subharti University, Meerut.

Dr. Sudhir Tyagi
Head

Dept. of Library & Info. Science