



**Gujarat Technological University**

(Accredited with A+ Grade by NAAC)

**SCHOOL OF MANAGEMENT STUDIES**

**Report on MOU Signing  
Ceremony between GTU –  
School of Management Studies  
&  
Ahmedabad School of Digital  
Marketing**

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# **Report on MoU Signing Ceremony Between GTU – School of Management Studies and Ahmedabad School of Digital Marketing**

## **Introduction**

The Gujarat Technological University (GTU) – School of Management Studies and Ahmedabad School of Digital Marketing (ASDM) officially entered into a Memorandum of Understanding (MoU) to foster collaboration in the field of digital marketing and professional education. The MoU signing ceremony was conducted with the aim of creating awareness about digital marketing education and providing practical exposure to students.

## **Objectives of the MoU**

The MoU between GTU – School of Management Studies and ASDM outlines the following key objectives:

- To create awareness regarding admission to the Post Graduate Diploma in Digital Marketing (PGDDM) course offered by GTU.
- To enable students to gain practical experience through live projects provided by ASDM.
- To promote awareness about digital marketing among students of various affiliated colleges under GTU.

## **Scope of Work and Major Activities**

The MoU specifies a range of activities that will be conducted to achieve the stated objectives. The major activities include:

**2.1 Awareness Workshops and Seminars** Both parties shall organize awareness workshops and seminars on digital marketing for students at various colleges affiliated with GTU. These workshops will aim to familiarize students with current trends, tools, and opportunities in the field of digital marketing.

**2.2 Awareness Regarding Admission to the PGDDM Course** Special initiatives will be undertaken to highlight the benefits and career opportunities associated with the PGDDM course offered by GTU. This will ensure that students are informed about the value of professional training in digital marketing and encourage them to pursue this course.

**2.3 Live Project Opportunities** ASDM will provide live projects to students pursuing the PGDDM course or other related programs. This initiative aims to bridge the gap between theoretical learning and practical application by offering hands-on experience on real-world projects.

## **Conclusion**

The signing of this MoU marks a significant step towards enhancing awareness and practical knowledge of digital marketing among students. The collaboration between GTU – School of Management Studies and Ahmedabad School of Digital Marketing will open new avenues for students to excel in the ever-evolving field of digital marketing. Through workshops, seminars, and live project opportunities, this partnership will play a crucial role in empowering students with the skills and knowledge required for success in the digital era.

