



# Karnatakak State Open University

Mukthagangotri, Mysuru  
Admission Section

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NO: KSOU/AB/Adm-1/ 97/ 2022-23/02

Dated: 15.07.2022

## ***Request for Proposal***

Proposals are invited from the service providers for enhancing the admissions of MBA & BBA programmes of this university for the academic year 2022-23 July cycle by identifying the student community using different modes of digital social media for a period of three months.

Roles & Responsibilities;

- Plan & execute all digital marketing, including SEO/SEM and Social Media advertising campaign.
- Design, build and maintain our social media presence.
- Approximately 4000 to 5000 enquiries / leads to be generated per month.
- Performance reports to be submitted for all Digital – Marketing campaign.

The last date for submission of **Request for Proposal** is on or before **30.07.2022** up to 16.00 hours to the Registrar, Karnataka State Open University, Mukthagangotri, Mysuru – 570 006, Karnataka.

Please quote “Proposal for enhancing the admissions of MBA & BBA programmes” on the proposal cover.

**For more details please contact: 0821-2500981 / 9844010407 during office hours.**

By Order

Registrar