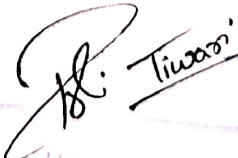


Digital Marketing and its Importance (Workshop)

1. Name of the Organising Department/Cell/Committee: BBA
2. Name of the Event Conducted: Digital Marketing and its Importance (Workshop)
3. Name of the Collaborating Organisation/Cell/Department/Committee (if any): IQAC
4. Mode: Offline
5. Date of the Event: 06-04-2023
6. Time: 11am – 12:45 pm
7. Place/ Venue/ (Platform -in Case of Online Programme): K.C. Das Commerce College
8. Objectives of the Event (Please describe point-wise):
 - a) Focused on the importance and contribution of digital marketing in the contemporary era.
 - b) Highlighted the issues such as making a brand, design, different social media platforms like Google Ads etc.
9. Name of Resource person(s) with their Position and Organisation Name (if any):
 - a) Yasaswi Sharma ({Director, THE TREEVENT}, Digital Marketing Trainer)
 - b) Shakshi Jain ({Director, THE TREEVENT}, Digital Marketing Trainer)
10. Title of the Topic(s) delivered by the Resource person(s) (if applicable):
 - a) Digital Marketing uses in Indian business.
 - b) Making a Brand Design.
11. Total No. of Participants:
 - a. Students: 134
 - b. Teachers: All faculty members of BBA Department
 - c. Others (Please Specify):
12. Total No. of Beneficiaries (in case of extension activities):
13. Outcome of the Event (Please describe within 200 words):

The event foregrounded the importance of digital marketing in today's competitive world and focused on theoretical stance in the areas like Google Ads, online shopping apps etc. It also emphasis on the processes and procedures associated with the study of digital marketing and internships.


P. Tiwari
Head (i/c)
BBA Department
K.C. Das Commerce College

List of Students Participants

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06/04/23 11:20 AM GMT +05:30



 GPS Map Camera



 GPS Map Camera

Guwahati, Assam, India

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