

DR.AKHILESH DAS GUPTA INSTITUTE OF TECHNOLOGY & MANAGEMENT

BBA DEPARTMENT

Digital Marketing Workshop on 04 August, 2021

BBA Department in association with Digital Dronacharya (DD), organized Digital Marketing workshop on 04 August, 2021 using online platform 'Skype'. The topic of the workshop was “**Digital Talks**” which consisted of Graphic Designing, email tracking and Facebook ads etc. Year after year digital marketing as a skill is listed among the top most sought after skills in the world. That is primarily due to boom in Internet economy in India and the world. The objective of this workshop was to make students understand various fundamentals of Digital Marketing and to teach them various tools related to it. Digital Dronacharya team was represented by **Ms. Gauri Kapur**, the founder of Digital Dronacharya Academy, **Mr. Akash Sharma**, the co-founder of Digital Dronacharya Academy and **Ms. Nancy Dilawar**, a Google Certified Trainer of Digital Marketing.

The program started at 10.30 AM with permission of respected **Director (Prof.) Dr. Sanjay Kumar Sir**. Then the welcome address was delivered by **Mr Asim Sahore**, DI (BBA Department). Firstly, Ms Gauri Kapur discussed the concepts, scope and how the revenue is generated using digital marketing. Then, Ms Nancy Dilaver conducted a practical session for students about graphic designing using Canva and Email Tracking. It was followed by a practical session by Mr Akash Sharma who discussed about Facebooks ads and taught students about how to post ads on Facebook, Instagram and other social media platforms. He also conducted two case studies related to reach, target audience and frequency of Facebook Ads.

This workshop was attended by BBA, MBA and B.Tech students. It was a very informative and interactive session and the students were able to understand the importance of Digital Marketing. They also came to know various kind of job opportunities in this filed. The effective use of Digital Marketing is the need of the hour for any business to grow and gain success. This was very well explained in the session. The programme came to an end with vote of thanks by Ms Teena Agarwal, BBA faculty.