

Dr. Akhilesh Das Gupta Institute of Professional Studies

Department of Computer Science & Engineering

Dated: 30/01/2024

REPORT

On

“WORKSHOP ON DIGITAL MARKETING AND META ADS”

Date of Event: 30th January 2024 (10:00 am-02:00 pm)

Venue: Smart Room- 4106, Department of CSE (Block-4)

Objective: The workshop will focus on emerging digital technologies relevant to startup business and entrepreneurial ventures.

Key Takeaways:

The workshop took place in the in department of CSE (Room No. 4106) by Mr. Shubham Tehariya Expertise in Digital marketing and Meta Ads. Digital Marketing is an exciting area of marketing practice. The workshop will focus on emerging digital technologies relevant to startup business and entrepreneurial ventures. Hands on experience with efficient and frugal strategies for customer engagement and market development is among the core deliverables of the workshop.

Outcomes: Faculties from CSE and IT department registered for the workshop.

Beneficiaries: CSE, IT, AI&DS, AI&ML Faculties.

Photographs of event with title: Workshop on Digital Marketing”









Ms. Vaishali Sharma
Ms. Pratibha Dabas
Event In-charge

Prof. (Dr.) Saurabh Gupta
Head of Department