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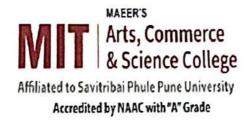
#### Arts, Commerce & Science College

Alandi (D), Pune - 412105

#### REPORT ON

## Two days District Level Workshop on Digital Marketing 2023









#### Department of Computer Application & Student Development Cell

organizing Two Days District level Workshop

on

## "DIGITAL MARKETING"

Sponsored by Student Development Board, Savitribai Phule Pune University.

3rd March, 2023

4th March, 2023

Day - 1st Speaker

Day - 2<sup>nd</sup> Speaker

Sushank Dahiwadkar

Rupali Memane



### TWO DAYS DISTRICT LEVEL WORKSHOP ON DIGITAL MARKETING 2023



# OBJECTIVE OF THE EVENT

Digital marketing is an exciting area marketing practice. of The workshop will focus on emerging digital technologies relevant startup business and entrepreneurial ventures. Handson experience with efficient and frugal strategies for customer engagement and market development is among the core deliverables of the workshop.

### ESCRIPTION OF THE EVENT



Department of Computer Application of MIT ACSC, Alandi had organized "Two Days District Level Workshop on Digital Marketing" on 03rd and 4th March, 2023 in association with Board of Student's Development, SPPU. Total 80 students were benefitted from the Workshop.

The first day Mr. Sushank Dahiwadkar was given the introduction of Digital Marketing domain and the necessity of digital marketing in current competitive world. The students experienced the practical usage of various Digital marketing bols. Two speakers were shared their knowledge

continuation of the first day practical exposure, second day also Mrs. Rupali femane practically explained how to optimize website's pages to achieve the best sition possible on search engine result pages (SERPs) and how to design a cebook Marketing Campaign to increase website traffic, engagement, brand areness etc.

otal 80 students from BCA(Sci), BBA, BBA-IB, MSc(CA) First and Second year nded the workshop and gained practical knowledge about Digital Marketing cepts. Participants received there certificates and The workshop ended essfully with a vote of thanks by Ms.Dipali Tawar.

## COMIL OF THE EVENT

of this workshop has made us realize that Digital marketing has allowed us gemove all sorts of geographical barriers. This has led to an increase in global Judience reach. The speaker also told us about the Digital marketing universe that involves social media marketing, search engine optimization, doing marketing research and analysis and paid marketing. We also got to know about the ways celebrities and influencers use the digital marketing for their business and content promotion on their social media and websites.





rs. Kanchan Rathi

Coordinator

Dr. Mangesh Bhople

Student Development Officer

Dr. Vikas Mahandule

HOD, Computer Application

Principal

