

TITLE OF THE EVENT: Digital Marketing course
ORGANIZED BY- Udyamita, The Entrepreneurship Cell
DATE: 5th April,2017
Number of participants- 39
REPORT:

Technology has become an imperative part of our life. In today's world of digitization, learning tricks of the digital world is a must. Digital marketing is deemed as the future for marketing. Digital marketing is often deployed in conjunction with traditional marketing to support the company's goals, helping the brand expand its reach, identify leads and capture the market share at a much affordable cost.

Skills are very important to stay ahead in today's competitive world. Skills such as social media marketing, equip one with the right knowledge to map out one's online career.

Udyamita- The Entrepreneurship Cell of SGND Khalsa College took up the initiative of educating the students about digital marketing, providing hands-on experience to them through a short-term certificate course in digital marketing fully sponsored by our college.

Our eminent faculty member Ms Gurneet Kaur who is also a digital marketing trainer taught the students digital marketing. Social media is an ideal place for brands looking to gain insights into their audience's interest and tastes, so our trainer taught the students to market through these channels and different facets of digital marketing like Twitter marketing, Facebook marketing, Instagram marketing, email marketing was taught.