

# Google ad-words workshop

Date : 18 January 2018

Venue : Sri Guru Nanak Dev Khalsa College

Online advertising has become a very essential part in today's world of intense competition where every advertiser wants to earn the greatest exposure.

Keeping this in mind, Udyamita - The Entrepreneurship Cell organised a 2 day workshop on the basics of Google Adwords in the college premises. The workshop was given by one of our eminent faculty members Ms. Harchitwan Kaur Lamba.



The workshop helped the students to learn about the roots of google adwords and how it is being used by advertisers all over the world. This was accompanied by a small quiz round at the end of each session. Students who successfully completed the workshop received a certificate of completion.

