

Event Title: **Workshop on “Digital Marketing”**

Department: Bachelor of Computer Application (BCA)

Date and Time: August 28, 2019, Timing: 10:00 am-1:00 pm

Venue: B.Ed Building, MP Hall (AB-5), Second Floor, JIMS Engineering Management Technical Campus, Greater Noida U.P. 201308

Conducted by (Resource Person): Mr. Mukteesh Sharma, Trainer

Company: Mapping Skills Pvt. Ltd., C-12, Ground Floor Eldeco Residency Green, Sector Pie, Greater Noida, Gautam Buddha Nagar, UP- 201306

The event started with HOD BCA Dept., Dr. Ruchi Agarwal welcoming the guest with a sapling and momento. The workshop was on the topic “**Digital Marketing**”. BCA 2nd and 3rd year students attended the same. With more than 1 billion users, Digital media is creating a significant effect on the day to day lives and as the technology is revolving on each day, organizations are waking up with the new opportunities right from the sales to research. Keeping this in mind, an effective one day session was being introduced for the students to acknowledge them about the current industrial trends sharing them the careers and scopes related to the digital media. The workshop was very beneficial and provided an insight on the various challenges associated with Digital Marketing.





Dr. Ruchi Agarwal
HOD-BCA