

WORKSHOP ON DIGITAL MARKETING AT BELGAUM INSTITUTE OF MANAGEMENT STUDIES



Belgaum Institute of Management studies organized one day workshop on Digital marketing at the college premises recently. The guest speaker on this occasion was Mr. Mujahid and Mr. Irshad. The workshop was initiated under the leadership of Mr. R.B.Kadannavar, Principal, Belgaum Institute of Management Studies. The objective of the workshop was to provide students a platform to gain hands on experience and exposure to every aspect of digital marketing.

The workshop highlighted the important aspects such as digital marketing fundamentals, website creation, social e mail marketing and analytics. Addressing the students Mr. Mujahid explained the evolution of digital marketing and its incredible growth in providing job opportunities in India. He said that to make your business stand out from the crowd you need a real strategy that puts potential customers first and use all the available tools to acquire them. The intensive program was dynamically structured to prepare students comprehensively for any digital marketing role.

The workshop gave practical experience to the students which involved few activities and games. The workshop was coordinated by Mr. Girish. Mr. Quiser Khatib, HOD, BCA Department was also present during the event.