

## WORKSHOP ON DIGITAL MARKETING



Belgaum Institute of Management studies organized a one day workshop on “Digital Marketing & Android” recently. Keeping in mind the increasing scope of digital marketing, the college organized the workshop that would enable the students to utilize all digital platforms to get the conversions, leads and business. The guest speakers on this occasion were Mr. Omkar Dalvi and Mr. Abrar Kotwal from CFC institute.

Addressing the students Mr. Omkar Dalvi explained Digital marketing techniques such as search engine optimization, search engine market, influencer marketing and e-mail direct marketing. Further he said that direct marketing is the next big thing in present world and there is a huge competition going on the oversight. He urged to concentrate on present growing technologies. Mr. Omkar distributed MCQ paper to solve which was based on software and programming.

Mr. Abrar Kotwal gave a presentation on Android. Explaining to students he said that android is a mobile operating system based on Linux kernel and designed primarily for touch screen mobile. He further explained the features, services and its applications. The workshop was organized for BCA students of the college. the event was coordinated by Prof. Quiser Naveed Khatib and supported by Mr. R.B.Kaddannavar, Principal, Belgaum Institute of Management Studies. The event concluded with vote of thanks proposed by Mr. Girish.