**Name of Activity:** Digital Marketing Training

**Category:** InvitedLecture

**Organising unit:** NSS in collaboration with IQAC

**Date:** 24.3.23

**Time:** 1.45 pm - onwards

**Venue:** Swamiji Bhavan

**Name of Resource person/s (with designation):** Smt. Mitali Purkait Ghosh. Co-founder and CEO of Digital Concepts.

**Number of participants:** 49

**Brief description of the Event:** “Digital Marketing Training” was explained by Smt. Mitali Purkait Ghosh. She is the co-founder and CEO of Digital Concepts. This training is an initiative to educate students in the areas of Digital Marketing. Digital Marketing and Social Media have changed marketing and business practices across the world. This training provides an understanding of the growing digital landscape and examines the role of the digital marketing process and tools in designing overall marketing strategies. The students were excited after learning about Digital Marketing. They understood that Digital Marketing was a chance for them to make themselves stand out as best with a perfect financial career ahead.

**Programme Outcome:** The programme equips participants with skills in areas like social media marketing, SEO, email marketing, content creation, analytics, and online advertising. This can lead to improved job prospects, career advancement, or better performance in one's current role in marketing or related fields.

 

