



Anekant Education Society's
TuljaramChaturchand College of Arts, Science & Commerce, Baramati
Department of B.Voc Retail Management

Date: 14th February, 2022

“Report on 10 Days Virtual workshop on Facebook & Instagram Marketing”

Department of B.Voc Retail Management was organized a 10 days virtual Workshop on “**Facebook & Instagram Marketing**” for students all UG & PG faculty from Wednesday, 02nd February, 2022 to 12th February 2022. This virtual workshop was conducted to make the students to understand the nuances of Facebook & Instagram Marketing.

Honourable Vice-Principal Dr. Ajit Telave Sir was welcomed expert Mr. Darshan Sonar DSD, Pune and briefed about the aim and objective of this workshop. In his introductory speech he focused on importance of Facebook & Instagram marketing in competitive business and inspired all the participants through his speech. The guest inculcated the students on the impact towards the role of Facebook & Instagram Marketing, its keywords and its indispensability and the techniques to select Facebook & Instagram marketing.

Google Meet link was circulated, and more than 180 students participated. The slot of time was daily 1.30 hour per day, students were offered to contact speaker for further consultation via online.

From the workshop the students had the opportunity to educate themselves on how to use Facebook & Instagram Marketing for advertising and promotion & it were briefed by the guest speaker.

Students gained knowledge on technical aspects of Facebook & Instagram Marketing. Students also participated enthusiastically and clarified their doubts relevant to subject.

This webinar will help to implement practical aspects in our syllabus and students will be gets benefits from it. Prof. Mahesh Phule, Prof. Sudhir Taware, Prof. Amruta G. Bapat from B.Voc Retail Management were participated in this workshop.

The workshop was very interesting and gave the opportunity to learn many issues and opportunities regarding Facebook & Instagram Marketing.

We express our special thanks to Honourable Principal Dr. Chandrashekhar V. Murumkar Sir, for permitting us to organize 10 days workshop on Facebook & Instagram Marketing. We also thank to Honourable Vice Principal Dr. Ajit Telave sir for his kind support and valuable guidance.

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Prof. Mahesh S. Phule
Coordinator

Facebook Business Manager interface showing Campaigns for 'DSD Course (3419047728194107)'. The interface includes a search bar, a resource selection dropdown, and a table of ad sets.

Resource Selection:

- Darshan Sonar Digital
- DSD Course (Selected)
- Ad account ID: 3419047728194107
- Aditya Dhote
- Aditya Dhote
- Ad account ID: 759495858020759

Table:

Delivery	Bid strategy	Budget	Attribution setting	Results	Ree
Off	Using ad set bid...	Using ad set bu...	7-day click	-	On Facebook lead
			7-day click	-	On Facebook lead

