



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

Date: 25th January 2022

“Report on 1 Week virtual workshop on Digital Marketing Trends:2022”

Department of B.Voc Retail Management was organized a One week virtual Workshop on “Digital Marketing Trends:2022” for students all UG & PG faculty from Monday, 17th January, 2022 to 24th January 2022. This virtual workshop was conducted to make the students to understand the nuances of Digital Marketing.

Honourable Principal Dr. Chandrashekhar V. Murumkar Sir was welcomed expert Mr.YogeshMahamuniPathshala.Com, Pune and briefed about the aim and objective of this workshop. In his introductory speech he focused on importance of digital marketing in competitive business and inspired all the participants through his speech. The guest inculcated the students on the impact towards the role of Digital Marketing, its keywords and its indispensability and the techniques to select Facebook & Instagram marketing.

Zoom link was circulated, and more than 500 students participated. The slot of time was daily 2.30 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 various apps such as Brand booster, Photo Lab, Website Creation, Logo Creation & designing, Pinterest, social Media Photo Maker, Background Remover and Video Editor and it were briefed by the guest speaker.

Students gained knowledge on technical aspects of Digital 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 Digital Marketing.

We express our special thanks to Honourable Principal Dr. Chandrashekhar V. Murumkar Sir, for permitting us to organize one day workshop on Digital Marketing Trends:2022. We also thank to Honourable Vice Principal Dr.AjitTelave sir for his kind support and valuable guidance.



Prof. Mahesh S. Phule
Coordinator

