REPORT ON THREE DAYS WORKSHOP ON DIGITAL ADVERTISEMENT FOR SOCIAL MEDIA MARKETING.

A three days workshop has been successfully completed by the Department of E-Commerce and Digital Marketing. The workshop was held on 2nd Feb to 4th Feb. 2023. The theme of the workshop is Digital Advertisement for Social Media Marketing.
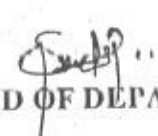
The workshop was inaugurated by Dr. Wajid Khan, Head, Food Technology of the institute. He guided students during his President's address to launch their own new ideas of Digital advertisements for Social media marketing and for mobile applications & platform for Digital Marketing.

The program was hosted by Ms. Mrunal Hendre, first year student and the welcome and introductory speech were given by organizing secretary of workshop and Head of department Prof. Siddharth Sorate.

We were invited Mr. Karan Atole, Founder of Morya Arts, Daund (Pune) as a resource person, who is an Digital Marketer specializing in consultation of digital media strategy. He conducted workshop on Digital Advertisement for social media marketing fundamentals, Video editing softwares like Kinemaster & Filmora; For basic and rough work he taught Image Searchman, Lightroom, PicArt, PixelLab, Indian Font converter and many more applications were covered by the resource person.

The workshop will help attendees use Digital Advertisement for social media marketing fundamentals to connect with their customers on the Social media platforms. It will help students to increase the visibility of business and hence attain an online reputation for business. The workshop will prove especially advantageous to those who seek to make a career in the field of digital marketing.

A total of 60 students were registered for this workshop and each of them was actively participated and presented their of Digital Advertisement at the valedictory session.

HEAD OF DEPARTMENT