

CRITERIA 3

'Digital Marketing'

25th January 2023-27th January 2023

Three days online workshop on 'Digital Marketing' was organised by our college in collaboration with MGNCRE (Mahatma Gandhi National Council of Rural Education) Department of Higher Education, Ministry of Education, Government of India. The keynote speaker for this workshop was Mr. Ajay Tanwar who is an educationist, a motivator and a counsellor. At present, he is working with MGNCRE, Ministry of Education. According to New Education Policy, there should be skill based revolution in education sector. So keeping this in mind, this workshop was organised. Many students of the college join this workshop and learnt the concept of digital marketing with keen interest.

Mr. Ajay Tanwar explained the whole process of Digital Marketing as it is one of the top skills to learn . He taught the students how Google , youtube , Instagram, WhatsApp, Facebook and Twitter are helpful in digital marketing . He also talked about content marketing, social media marketing, mobile marketing, viral marketing, influencer marketing etc

