

EVENT TITLE: Guest lecture on "Digital Marketing"

PHOTOGRAPH OF THE EVENT:



CAPTION: GUEST LECTURE ON DIGITAL MARKETING

Description of the event:

Information Technology Department organized **Guest Lecture on Digital Marketing**

Information Technology Department of GHRCEM Pune organized guest lecture on Digital Marketing on 15/12/2018 at 1.00 pm to 3.00 pm for SY Information Technology Students. The Program was Started in the Presence of Ms. Simran Khiani H.O.D IT, Mr. Avinash Phatak from Profound Edutech Pvt. Ltd. Pune, Ms. Poonam Dhamal activity coordinator and Ms. Apashabi Pathan Activity In charge.

Program was Started by welcome Speech given by Ms. Apashabi Pathan. Mr. Avinash Phatak in his lecture explained the concepts of Digital Marketing. Further he explained about industry requirement for Digital Marketing, digital marketing channels , How its work, types of digital marketing, Digital marketing methods such as search engine optimization (SEO), future scope and its applications. The program was concluded with vote of thanks given by Ms. Poonam Dhamal.

Total 37 students were present in the lecture & Overall program was successfully carried by the effort taken by Teaching & Non-Teaching Faculty of Information Technology Department.

Details of the News Coordinator:

Name: Ms. Apashabi Pathan

Organization: GHRCEM Pune

Department: Information Technology

Guest Name: Mr. Avinash Pathak

Date: 15/12/2018

HOD (IT)