

**PACHHUNGA UNIVERSITY COLLEGE
DEPARTMENT OF MANAGEMENT**



Brief Report on Digital Marketing Workshop

Date: 24th and 25th February 2021

Time: 10 a.m to 3 p.m

Venue: Online Via Zoom App

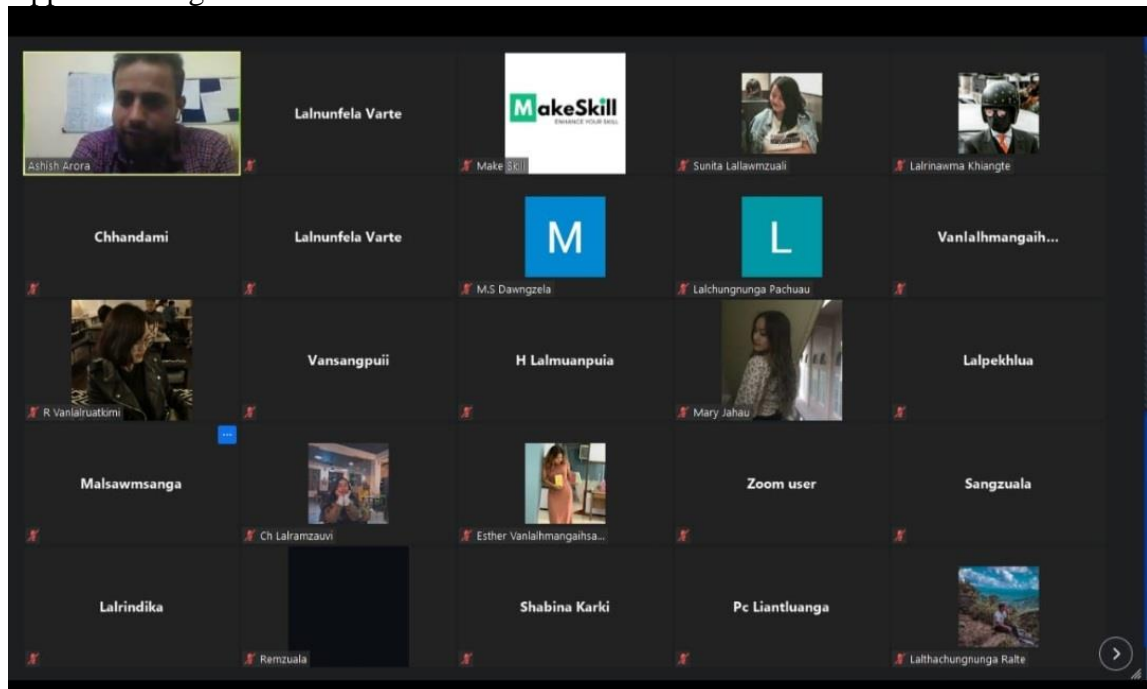
Organizer: Make Skill India

Trainer: Mr. Ashish Arora , Google Certified Digital Media Trainer

The Department in collaboration with Make Skill India organized a Two Day Workshop on Digital Marketing for the students of the Department. 1st Sem, 3rd Sem and 5th Sem Students attended the workshop. In total 90 students participated. All students were provided with a participation certificate.

The topics discussed were:

- a. Uses of Ads on Social Media
- b. Basic Web designing skills
- c. Investment through social media ads
- d. App Marketing



(Dr. C. Vanlalkulhpuia)
Head, Dept. of Management
Pachhunga University College