



SANDIP INSTITUTE OF TECHNOLOGY & RESEARCH CENTRE, Nashik Department of Management Studies

Name of the Program: - Guest lecture on “Digital Marketing”

Day & Date:- Monday , 18th Jan 2016

Objective: - 1.To make Students aware of Digital marketing
2:To guide students on career options in Digital Marketing

Resource Person: - Mrs Mohini Modak (Director ,Web Master key)

Mr Subhash Gore (Director ,Web Master key)

About The Program: Department of Management studies organized a guest lecture on “Digital Marketing” for MBA I & II year . Speaking about the topic the speaker first explained what is Digital Marketing & how it is different from the traditional Marketing. How it can be used to take the business to another level . Adding further she also told how digital marketing is more cost effective than traditional Marketing. and in upcoming years digital marketing will become an Life Blood of any Business. She also briefed about digital marketing as an career option

Outcome:- 1. Students came to know about the Importance of Digital Marketing in Business .

2. students also got aware about digital marketing as an career option.

Photographs -



