



Sarvajani Education Society
Sarvajani College of Engineering & Technology, Surat.
Master of Computer Application Department

Date: 07-Apr-16

A Report of Workshop on “Digital Marketing”

We are glad to inform you that M.C.A Department had organized the workshop on “**Digital Marketing**” as Post Kshitij’ 2k16 . The main goal of this workshop is to bring awareness of Digital Marketing & how it used in Social Media.

Digital Marketing workshop was designed and planned for student of today to gear up for real-industry based case scenarios in the field of Digital marketing and social media.

Speaker:	Mr. Gaurav Chopra
Designation:	Co-founder of Sociomeet , Surat
Date & Time:	5 th April, 2016 Tuesday 1:00 pm to 4:00 pm
Venue:	N. J. Seminar Hall, SCET.
Targeted Audience:	Faculty Members and Students from M.C.A. Dept.
Coordinated By:	Ms Jayana Ahuja & Mr.Shitanshu Parekh, M.C.A. Department
Participants:	75+ Students and 15+ Faculties of Inter-disciplines

Prof. (Dr) S V Patel Sir welcomed Mr. Gaurav Chopra and facilitated with flowers.

Mr. Gaurav has covered topics like

- ✓ What is Digital Marketing?
- ✓ Why use Digital Marketing?
- ✓ Importance of Digital Marketing?
- ✓ Difference between offline and online marketing
- ✓ Digital marketing strategies
- ✓ Overview of all modules of digital marketing
- ✓ Opportunities in digital marketing

Mr. Gaurav Chopra shared his in-depth and inspirational experience with students about the Digital Marketing, he also explained **Google Adwords & Google Analytics Tools**. **Google AdWords** is an advertising service by **Google** for businesses wanting to display ads on **Google** and its advertising network. **Google analytics** service offered by **Google** that tracks and reports website traffic from different region.

This workshop will really help them to build their career in this field.

Ms. Jayana Ahuja presented a vote of thanks and gave summary of the workshop.

A few glimpses are attached here...

