

A REPORT ON 'DIGITAL MARKETING : PROGRESS AND PROSPECTS'

The seminar on 'Digital Marketing : Progress and Prospects' in AVPS's Adarsh College Of Arts and Commerce was held on 13th July 2017 with participation of 250 students from Adarsh College and Pragati College (E).

The objective behind this seminar was to help students to understand new techniques in marketing and working of E-Commerce, from well-known professionals.



The seminar began with lighting of the lamp in front of Saraswati Goddess. The guests were greeted with gifts and tulsi saplings. Thereafter they were welcomed with classical songs. The programme was well anchored by Miss Namrata Singh, the co-ordinator and other colleagues from Self Financing Department.

Dr. Vaidehi Daptardar, Principal of the college, felicitated Dr. Kanchan Fulmali and Prof. Kadambari Hindurao. The Chief Guests, students, teaching and non-teaching staff emphasized upon the significance of Digital Marketing among the students.

The seminar was held in two sessions. First session was conducted by Dr. Kanchan Fulmali wherein she began with showing Digital Advertising Videos and explained how to promote the Products and Services in such manner that would attract customers in E-Commerce. Following this, she elaborated about SEO (Search Engine Optimization), SEM (Search Engine Marketing) and SOTAC Model during Planning and Analytical Session.



Second session conducted by Prof. Kadambari Hindurao was equally interesting and she spoke about importance of E-mail Marketing giving a gist of Career Opportunities in it. Thereafter she expressed her thoughts about SMM (Social Media Marketing) and its use as a tool in Business. Both the sessions were interactive.

The programme ended by expressing gratitude towards the speakers. The seminar received huge appreciation from the students and staff. Every person attending these sessions carried with them worthwhile Knowledge and Information.

- By Sheetal Shinde