

## **DAY 2- MDP WORKSHOP**

20th February 2024 marked as the second day of 5-day workshop on Digital Marketing. The aim of this workshop is to make students understand the significance of digital marketing, the strategies involved and the implementation of strategy using digital marketing tools.



The day started by counselling and guidance of honourable Dr. Sharda Gangwar (HOD, BBA Department).



Dr. Narendra Kumar Pankaj (Founder-SEOSURFER & DIGENIUS) explained Strategies used in digital marketing, Market research, search engine optimization (SEO) with the help of case studies. He ensured that each and every student be able to understand the topics very well. The speaker reflected his years of experience through his meticulous and lucid teaching and kept the whole session very synergetic which was followed by interactive questions and discussion.



The feedback of the students was very positive and likewise enthusiastically looking forward for the upcoming sessions.