

DAY – 3 MDP WORKSHOP

On 21st February 2024, which marks as the third day of MDP Workshop on Digital Marketing organized by the Business Administration and Management department of the Institute for Excellence in Higher Education, which aimed at providing students with practical insights into the dynamic field of digital marketing. The workshop was conducted by Dr. Narendra Kumar Pankaj (Founder-SEOSURFER & DIGENIUS)



He started by explaining google ads followed by an activity to identify the target market and consumer, He Fostered the students with the deep understanding of digital marketing strategies and how the advertisements are made through practical exercises and case studies. The instructor also took a test and rapid-fire quiz to evaluate the students.

The workshop session was interactive and engaging , students were encouraged to ask questions and share their experiences, fostering a collaborative learning environment. The instructor effectively used multimedia presentations, real-life case studies, and practical exercises to illustrate key concepts and techniques.



Feedback from participants was overwhelmingly positive, with many expressing appreciations for the practical insights gained during the workshop. They found the content relevant, engaging, and beneficial for their academic and professional pursuits.