



Rayat Shikshan Sanstha's
Arts Science & Commerce College Ramanandnagar(Burli)

Department of BCA Report

Report on One Day Workshop (Digital Marketing - A Glimpse in Future)

Date-10/01/2020

The department of Commerce, Department of BCA & IQAC jointly organized one day workshop on "Digital Marketing- A Glimpse in Future" on **10th January, 2020**. The purpose of this workshop is too aware the students about Traditional & Digital Marketing. Resource person of this workshop Dr.R.D.Kumbhar and Mr.Madhav Tilve sir guided how to work with Digital Marketing in 21st century and discuss benefits & drawbacks of Digital Marketing.

Outcome-

- To know about the students for new technology and how to adopt it.
- To know about the students different ways to uses of Digital Marketing for both of sellers & buyers.

Beneficiaries -60



Chief Guest of session I- Dr.R.D.Kumbhar



Chief Guest of session II-Mr.Madhav Tilve


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