BABA FARID COLLEGE OF ENGG. & TECHNOLOGY

Workshop on Digital Marketing and its importance for Business and Entrepreneurship

Date: 23-02-2018
Number of students participated: 27
Name of Resource Person: Mr. Pankaj
Name of Collaborative Institutions: SkyCon Technologies, Bathinda

The Department of Information Technology (IT), Baba Farid College of Engineering and Technology successfully organized a workshop on "Digital Marketing and its importance for Business and Entrepreneurship" in association with SkyCon Technologies, Bathinda. Mr. Pankaj was cordially welcomed by the Head of the Department of IT and a total of 27 students of the 4th and 6th semesters attended this workshop.

The workshop was organized to describe the implementation of digital marketing in business to enhance resources by making it cost-effective. Mr. Pankaj from SkyCon Technologies was the keynote speaker of the workshop. He described the importance of digital marketing in achieving the goal in the business sector by managing time and money.

BABA FARID COLLEGE OF ENGG. & TECHNOLOGY

Brochure of Workshop

Workshop was organized successfully. Mr. Pankaj explained Digital marketing and its valuable role in shaping e-commerce in today's world. He also discussed how it positively impacts businesses. In the end, the speaker was thanked for his valuable knowledge sharing. The head of the department gave a thanks speech for the expert.

Workshop on Digital Marketing and its importance for Business and Entrepreneurship