



Krantiveer Vasant Rao Naik Shikshan Prasarak Sanstha

**LOKNETE GOPINATHJI MUNDE**

**INSTITUTE OF ENGINEERING EDUCATION & RESEARCH**

Approved by AICTE, Accredited 'B' Grade By NAAC



## Department of AIML Engineering

### Activity Report

Title of Program / Activity	Seminar on Digital Marketing
Date & Time	Tuesday, January 30, 2024 from 10:00 am to 05:00 pm
Details of Activity Coordinator	Prof. A S Nalge
Name of Expert	Mr. Abhay Gaidhani
Program / Activity Objectives	The session aimed at enlightening the students about various aspects of Digital Marketing.
No. of Participants	36
Summary/Particular	It provides Training and Skill Development Programs along with opinion and analysis on Digital Marketing. He discussed various modules including Digital Marketing Fundamentals, Website Planning, Blogging, Search Engine Optimization, Google Adwords, Social Media Marketing, E-mail marketing, Web Marketing, Youtube Marketing, Affiliate Marketing, E-commerce marketing and Online Reputation Management. Students were encouraged to utilize technology in a better way. The event ended with an interactive session with students where many students actively participated and asked doubts which were cleared satisfactorily.
Location	College campus

Photographs	
-------------	--

--	--

Prof. A S Nalge  
Activity Coordinator

**Prof.N.V.Kapade**  
H.O.D. AIML Engineering