



**RAJ KUMAR GOEL INSTITUTE OF TECHNOLOGY,(RKGIT)**  
**GHAZIABAD,UTTAR PRADESH**

Institution Innovation Council (IIC 4.0) IC201810409

***QUARTER II (Self-Activity)***

**Report on Workshop on 'Digital Marketing'**

“Good Marketing makes the company look smart. Great marketing makes the customer feel smart.”

Department of Management Studies in association with the M/S Alliance Ghaziabad organized a 16 hours Value-Added Workshop on 'Digital Marketing' from 21st Feb 2022 to 28th Feb 2022 to impart new technological skills among students. This workshop helped the students to learn about engagement tactics and SEO activities through text, videos, and content. Apart from Digital Marketing, this workshop also provided students an opportunity to understand the concepts of [#Social\\_Media\\_Marketing](#), [#Email Marketing](#), [#Video Marketing](#), and [#Search\\_Engine\\_Marketing](#)

Dr APJ Abdul Kalam Technical University, Uttar Pradesh, Lucknow

✓ SOME PICS OF THE EVENTS-











