



## Webinar on “Digital Marketing”

### Year 2020-21

**Name : Digital Marketing**  
**Place : Online Webinar on Webex**  
**Date : 12/05/2020**

### Activity Details

Department of Management Studies, J D College of Engineering & Management organised a Webinar on 'Digital Marketing' for the students of MBA on 12<sup>th</sup> May 2020. The resource person for the session was **Mr. Chetan Wanjari – Founder and Director of Royal Webtech Pvt. Ltd.**

Ms. Shikha Sakhare from first year MBA introduced the speaker. Mr. Chetan Wanjari has a professional experience of more than 6 years in the field of digital marketing, web developing and corporate training. He explained the concept of digital marketing and how it helps different organisation to promote their product in the virtual world. He also explained how SEO works and motivated the students to increase their knowledge in this emerging field of digital marketing. He emphasized that technology is constantly changing and the students should be well equipped with skills and technical knowledge to keep pace with this change.

The Objectives of the webinar:

- To make student aware of the importance of Digital Marketing in the changing scenario.
- To guide students about Internship and placement opportunities in Digital Marketing.

Dr. Anjali Chandak coordinated the webinar. Students of the department enthusiastically participated and interacted with the guest speaker. They were thankful to the expert as well as all their faculty members of the department, HOD Dr. Swarnalata Philip for arranging this wonderful and informative session.



**JAIDEV EDUCATION SOCIETY'S**  
**J D COLLEGE OF ENGINEERING & MANAGEMENT**  
**POST: VALNI, AT: KHANDALA, KATOL ROAD, NAGPUR - 441 501**  
**Department of Management Studies**  
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