



G.NARAYANAMMA INSTITUTE OF TECHNOLOGY & SCIENCE (For Women)
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Shaikpet, Hyderabad – 500104



Entrepreneurship Development Cell (EDC)

Report on “Digital Marketing” Online Training Program held from 7/5/21 to 8/5/21

Date: 15/05/2021

ED Cell, GNITs organized two day online training program on “**DIGITAL MARKETING**” in association with award winning digital marketing company SEVEN BOATS INFO-SYSTEMS PVT.LTD from 7/05/2021 to 8/05/2021.

The response for training program was very good with total number of 97 participants from different departments of B.Tech II, III & IV years students of GNITS participated in this training program. This training program covered topics ranging from Introduction, career opportunities, Fundamentals to Online Ads, Web Analytics.

Digital marketing is one of the most essential skills one would need in today's digital world. In the present circumstances, this event created an opportunity to budding engineers who are interested to learn and grow in the aspect of entrepreneurship. Total four speaker from seven boats, Prof. Debajyoti Banerjee , Prof. Biplab Das, Prof.Vijay Mishra and Prof. Dip Maitra trained our student through online platform.

This event helped students to acquire knowledge with much ease in this area of digital marketing. By attending this training program, students improves Critical thinking, Listening skills, Confidence levels & getting new ideologies of digital marketing and much more.

Student were happy with training program with live examples. The feedback received from participants is analyzed and received very good response from maximum participants, by seeing the feedback response, such event has to be conducted every year to enhance the knowledge of students with respect to digital marketing as per current trends.

Dr. Rajkumar L. Biradar

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