

INSTITUTE OF PROFESSIONAL STUDIES

DEPARTMENT OF MANAGEMENT

ONE DAY WORKSHOP

ON

EXPERIENTIAL WORKSHOP ON OVERVIEW OF DIGITAL MARKETING

RESOURCE PERSON

MR. KRISHNAKANT CHATURVEDI

CEO – INNOPRENEURS, LEMON IDEAS NAGPUR, INDIA

CO-FOUNDER, WORKSHOPOPEDIA, GWALIOR, INDIA

A one-day experiential workshop on digital marketing was held on 18th October 2019. The title of the workshop was “EXPERIMENTAL WORKSHOP ON OVERVIEW OF DIGITAL MARKETING”. Mr. Krishnakant Chaturvedi was the resource person. Session was held in conference hall of management building in IPS College of Technology and Management. Students made aware to what is digital marketing and given an overview on what are the benefits to a business by digital marketing. He also described the benefits of digital marketing through the social media.

Participation certificate were distributed by Dr. Rama Tyagi, Principal, Institute of Professional Studies and CAO, IPS Group of Colleges.

Dr. Vinod K. Bhatnagar, Head, DOM, Mr. Kaushal Sahu, Founder of Workshopopedia and all the faculty members were present in session.

28 students of MBA first and second year were present in the session.

List of students who were present in the session:

1. Abhishek Shrivastava	9. Himshri Shrivastava	19. Rishavsharma
2. AhemedRja	10. Kiran verma	20. Shadabahmad
3. Ankit sharma	11. Mansi gupta	21. Shahenoor khan
4. Artipatel	12. Meghnabhakar	22. Shilpisahu
5. Ashibharadwaj	13. Neha Kushwah	23. Shivamrathor
6. Deepikakosti	14. Nikhil vijayvargiya	24. Shubham Savita
7. Govindgupta	15. Niketa Prajapati	25. Sonaligoyal
8. Himanshushivhare	16. Prayagverma	26. Soniya
	17. Taniya Sharma	27. Suraj
	18. Krishna Mittal	28. Swati Kushwah

