

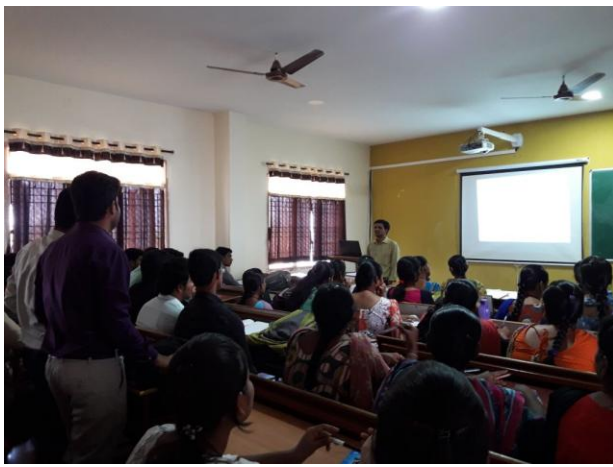
**G. PULLAIAH COLLEGE OF ENGINEERING & TECHNOLOGY, Kurnool**

**Department of MBA**

**A Report on One Day Workshop on Digital Marketing**

In today's world of modern technology, there is no denying the fact that internet marketing or Digital Marketing is on high demand. Hence a One Day Workshop on **Digital Marketing** by **Dr.K. Nagaraju**, Assistant Professor, G. Pullaiah College of Engineering and Technology was organized for IV semester MBA students on **28<sup>th</sup> February, 2018**. The students were taught various modules of Digital Marketing like Search Engine Marketing, Social Media Marketing, Search Engine Optimization, Affiliate & Ad-Sense Marketing, Email Marketing- growth, hacking etc. At the end of the session, an online test "Google Ad-words" certified by Google was conducted. The Certificates were awarded to the students who cleared the test.





**SNAPSHOTS OF THE WORKSHOP**