

Delhi School of Professional Studies and Research

Affiliated to G.G.S Indraprastha University

(NAAC Accredited "A" Grade Institution)

DOSSIER

MDP on "Prospect of Digital Marketing"

On

February 21, 2020

Title	MDP on "Prospect of Digital Marketing"
Date and Time	February 21, 2020
Venue	DSPSR Premises
Resource Person/Facilitator	Mr. Shahnawaz Khan
No. of Participants	40
Summary	Considering the flourishing opportunities and demand for digital and social media, Delhi School of professional Studies and Research, provided the platform to give the participants an insight into how these platforms can be used for business growth, by organizing a Management Development Programme on "Prospect of Digital Marketing" on February 21, 2020. The Resource Person, Mr. Shahnawaz Khan, highlighted that our professional life has changed dramatically in the last few years. The most significant change, though, was how social media became the go-to platform for learning, finding new job prospects, and growing our companies. The session saw a participation of 40 students. Moreover, the speaker made the audience aware about digital marketing tools, effective digital and social media marketing programmes, and ways to measure digital marketing plans effectiveness.
Winners	Not Applicable

