

Workshop On Digital Marketing

Global Institute of Management in collaboration with IIM Kozhikode organized a workshop on Digital Marketing for its management students. The workshop was conducted by Mr. Neeraj Kheria, a Google certified professional. Mr. Neeraj Kheria discussed the various factors behind Digital market growth and how a multinational company displays its ad on facebook, yahoo and other social media platforms. After the two day workshop, a test was conducted. Ms. Jaskirat, Ms. Shivangi and Mr. Mohit bagged the top 3 positions. The winners will be competing at the National level competition going to be conducted by IIM K. Addressing the participants, Dr. R K Ghai, Director, mention the importance of such kind of workshops as same enhances the knowledge level of the students apart from the class teaching.

Vice Chairman Dr. Akashdeep Singh said as Internet and mobiles phones have become part of a person's daily life, students should necessarily have awareness on their usage. Among those present were Head of Department Mr. Rajesh S Sharma, Placement Director Prof B.D Sharma & Coordinators Ms. Rubinder and Ms. Pallavi Sood.





