

## **WORKSHOP ON DIGITAL MARKETING**

A two day workshop on digital marketing was held in Christ College on the 29<sup>th</sup> and 30<sup>th</sup> of August, 2019. The program revolved around giving an insight about the emerging trends of digital marketing in the business community, the speaker for the program was Mr. Adit Chauhan, an Author, Entrepreneur, Digital Marketer and a Professional Emcee.

On the first day of the program, we were introduced to the basic fundamentals which included making websites on wordpress, about the domains and servers also included quiz around, the entire session was an interactive one. The next day of the program we were given insight about how digital marketing works on google and how one can advertise their brand on the same and attract more viewers and customers. On the last day of digital marketing course he took a test and choose the first five candidates to participate at a higher level and represent our college.

The course was a complete package that had all the possible amount of information which gave us the management students a base and a consideration while working in an office or the ones who are willing to open a new business. This workshop also helped to know what exactly it takes for businesses to maintain their position in the competitive market and how useful the information gained would be.

*J. Johnson*





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(Workshop Partner with E-choes IIM -Kozhikode Event)

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Confirmation Letter

Sub: Confirmation letter for Training Centre

Dear  
Sir/Madam,

This is to bring under your kind Notice that our college confirms Makeintern (Workshop Partner with Echoes IIM -Kozhikode Event) Training Centre will be held in our campus

Name of the Institute: Christ College- Pune  
Topic Name: Digital Marketing  
Workshop Dates: 29/08/2018 and 30/08/2018

This is a confirmation that our college will be the Training Centre for technical training as mentioned above and provide the infrastructure support as required for the Session and registration charges are 1150 INR - student.

We are appointing two student coordinators and one faculty coordinator to coordinate the entire event at our campus. Name and Contact Numbers of two coordinators & one faculty Coordinator are given below.

Name	Coordinator	Number	Email ID
<u>Deepa Sujale</u>	Faculty Coordinator	<u>9890109429</u>	<u>deepa.sujale@christcollegepune.org</u>
<u>Dona Thejas</u>	Student Coordinator	<u>7887315079</u>	<u>bjwjdly@hotmail.com</u>
<u>Judith Abraham</u>	Student Coordinator	<u>919657094925</u>	<u>judithab138@gmail.com</u>

Yours sincerely  
Makeintern.com

College Authority  
Name: Sonu Chinnaiyan  
Designation: M.Sc. Edu Director  
Christ College  
Pune

**Notes:**

- All promotional materials used by college schools have to be approved by Makeintern.
- Makeintern.com is workshop partner with Echoes which is the event of IIM-Kozhikode so there is no role and responsibilities of IIMK.

Contact us: Mr. Sonu +919212615394 Mr. Mitra +91110138092

*J. Johnson*





# International B-Plan Championship

(Partner with Echoes 2k18-19 IIM- Kozhikode Event)



### Workshop Details

Topic: Digital Marketing

Dates: 29<sup>th</sup> & 30<sup>th</sup> August 2018

Registration Fee INR 1150/-



### Mode of Selection :

1st Round :

Christ College, Pune

2nd Round :

Echoes  
(IIM - Kozhikode)  
Event

### Benefits

1. Industry expert as Trainers.
2. All participants will receive the certificates.
3. Inter college competition in your college.
4. Five selected students would be participating in final round at Echoes IIM-K.
5. Internship assistance to all participants.

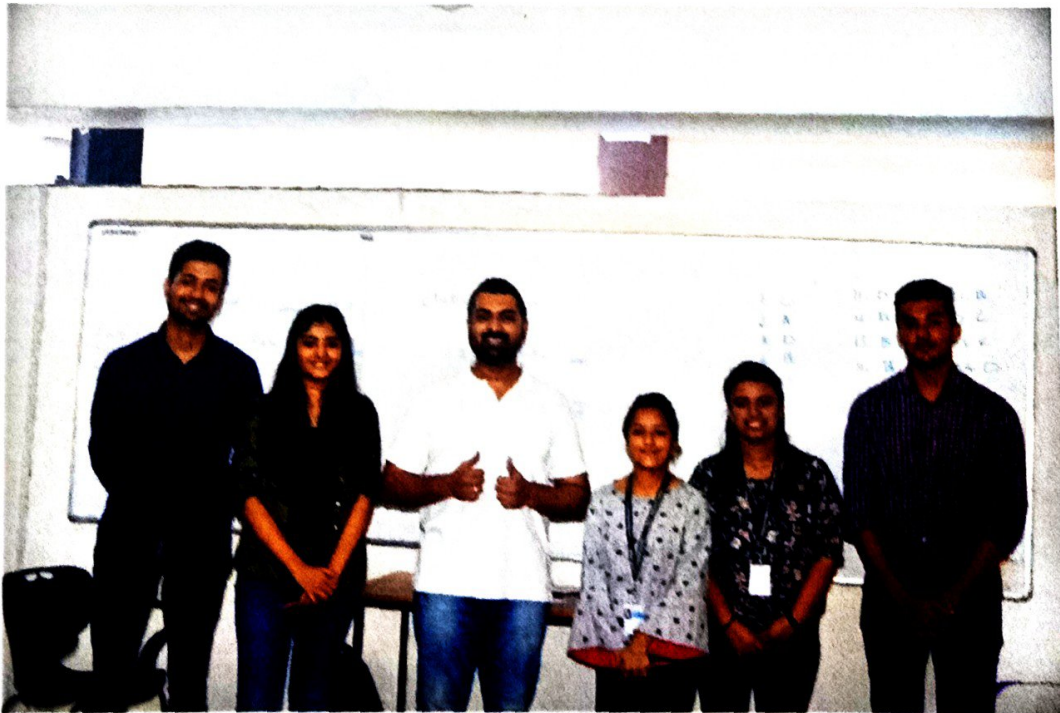
Venue: Christ College, Pune

Co-ordinators: Prof. Deepa Sujith (9890109429)  
Miss.Dona Treesa (7887315079)  
Miss. Judith Abraham (9657064835)

1 Lakh Prize  
Distribution



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*J. Johnson*





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