

"Education for Knowledge, Science and Culture"  
- Shikshanmaharshi Dr. Bapuji Salunkhe



Shri Swami Vivekanand Shikshan Sanstha's

## **VIVEKANAND COLLEGE, KOLHAPUR (Autonomous)**

(NAAC Accredited 'A' with-CGPA 3.24 in 3rd cycle.  
College with Potential for Excellence )

Website : [www.vivekanandcollege.org](http://www.vivekanandcollege.org)

**One Day National Workshop  
on  
Digital Marketing  
3rd March, 2020**



**Organized by  
Department of B.Sc. (CS Entire)  
& B.C.A.  
VIVEKANAND COLLEGE, KOLHAPUR  
(Autonomous)  
In association with makeintern and  
Kshitij IIT Kharagpur**

Registration Link :

[https://docs.google.com/forms/d/18t8qy40cHbPN4UK400\\_0xaKOEdujstzwtPgA-6qcUKE/edit?usp=drivesdk](https://docs.google.com/forms/d/18t8qy40cHbPN4UK400_0xaKOEdujstzwtPgA-6qcUKE/edit?usp=drivesdk)

Dear Sir/Madam,

It gives us immense pleasure to cordially invite you to participate in One Day National workshop on "Digital Marketing" organized by Department of B.Sc. (Computer Science Entire) & B.C.A. Vivekanand College, Kolhapur (Autonomous).

#### Theme of Workshop

Digital Marketing is a part of marketing that uses the internet and online based digital technologies such as personal computers, mobiles, TAB's and other digital media to promote products and services. There are various ways how brands can use digital marketing to benefit their marketing efforts. The use of digital marketing in the digital era allows all brands to market their products and services, and also allows for online customer support through 24/7 services. The use of social media allows brands to receive both positive and negative feedback from their customers as well as to know what media platforms work well for them. It is now common for consumers to post feedback online through social media sources, blogs and websites on their experience with a product or brand.

Digital Marketing is the promotion of products or services through various digital channels to reach the target audience. It ensures that the right message reaches the right person at the right time. The increased usage of internet has a great influence on the education sector. The Internet has become the major search

platform for all, starting from courses, schools or colleges, study material and even fee payment method has become online. This indicates that the educational institutions must mark their presence online to reach more students, existing as well as prospects.

In today's era of competition, institutions need to adapt to effective digital marketing strategies to go through new changes. Educational industries should keep this in mind and work on their digital presence to reach a large number of students & parents with ease.

#### About College

Shri Swami Vivekanand Shikshan Sanstha, the second largest educational institution in Maharashtra was established in 1954 by Shikshan Maharshi Dr. Bapuji Salunkhe. The sanstha with its headquarter at Kolhapur started functioning by opening 5 secondary schools. Now after 64 years it has grown up to 373 educational units from preprimary to post graduates level in various streams including Education, Nursing, Law, Engineering, Pharmacy, Hotel Management and vocational courses along with conventional streams.

Vivekanand college, an institution of academic excellence and achievements is one of the best colleges in Maharashtra. Last few years have been extremely successful and satisfying in terms of academic, sports and culture. The college has been topping the University in the field of Academics for last 18 years by obtaining

maximum number of merit scholarship. The college has a tradition of excellence in sports and extra-curricular activities. The college has been identified twice as College of Excellence by U.G.C. and also included in the list of scheme of star college by D.B.T. It is reaccredited with "A" grade by N.A.A.C., Bangalore.

The department of B.Sc. (Computer Science Entire) has been Established in the year of 2000. The Department of B.C.A was started in the year 2008.

#### PROGRAMME SCHEDULE

Tuesday 3<sup>rd</sup> March 2020

9.00 a.m- 10.00 a.m	Registration and breakfast
10.00 a.m- 11.00 a.m	Inaugural Session
11.00 a.m.- 1.30 p.m	Session-I
1.30 p.m.- 2.30 p.m	Lunch Break
2.30 p.m- 3.30 p.m	Session-II
3.30 p.m- 4.00 p.m	Tea break
4.00 p.m- 5.30 p.m	Session-III
5.30 p.m-6.00 p.m	Valedictory Session

#### Registration Fees

For teachers- Rs. 500/-

#### Address for Communication

Convener – Miss Pallavi M. Dessai  
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