

Guest Lecture on “Digital Marketing”

Post Graduate Department of Computer Science at Sri Guru Teg Bahadur Khalsa College, Sri Anandpur Sahib, organized an insightful Guest Lecture on "Digital Marketing" on October 11, 2024 under the aegis of DBT Star Status. The event was graced by the esteemed Principal, Dr. Jasvir Singh, who welcomed the resource persons, Er. Balram Singh and Er. Love Kumar Sharma from Think Next Technologies Pvt. Ltd., Mohali.

During the lecture, the speakers provided an engaging overview of digital marketing, illustrating concepts with practical examples. They also demonstrated how to create advertisements on various social media platforms and discussed the numerous job opportunities available in the field of digital marketing.

Approximately 150 enthusiastic students and faculty members participated in this engaging session. They appreciated the interactive presentation slides that enhanced their learning experience. At the conclusion of the lecture, Dr. Surender Kumar, Head of the Department, expressed gratitude to the resource persons for their valuable insights.

The event was successfully coordinated by Prof. Amandeep Kaur, Prof. Kamaldeep Kaur and Prof. Harpreet Kaur. Overall, it was a productive and informative session that left a lasting impact on the attendees.

