



MSS's
College of Engineering & Technology
Nagewadi, Jalna (MS) 431203
Department of Management

EVENT REPORT

Date of Event : 15th October 2018
Name & Type of Event : Alumni Lecture Talk on 'Digital Marketing'
Venue : MBA Seminar Hall, MSSCET Jalna
No. of participants : 25
Class of Participants : MBA Students

BRIEF OUTLINE OF EVENT

MBA Department of MSS College of Engineering & Technology, Nagewadi Jalna, organised Alumni Lecture Talk on “**Digital Marketing**” to MBA students by our meritorious Alumni Ms. Aishwarya Deshpande. The session was very informative. The lecture was conducted to provide the students with an opportunity to get knowledge of digital marketing, which is an emerging domain in the marketing specialization.

The Alumni lecture talk began with welcome address by the Head of the Department, MBA, Prof. Qureshi Riyaz ahmed. He has introduced and welcomed Ms. Aishwarya Deshpande, as an Alumni to deliver the lecture.

OUTCOMES OF EVENT

She highlighted the different digital media used for marketing, their important features and benefits. The talk was well received by the students. Over 25 students belonging to Department of MBA benefitted from the session. The session was enriching for the students and it ended up with question and answer session.

Attachments:

1. Photos of event
2. Attendance

HOD

Prof. Qureshi Riyaz Ahmed

Principal

Dr. S. K. Biradar



