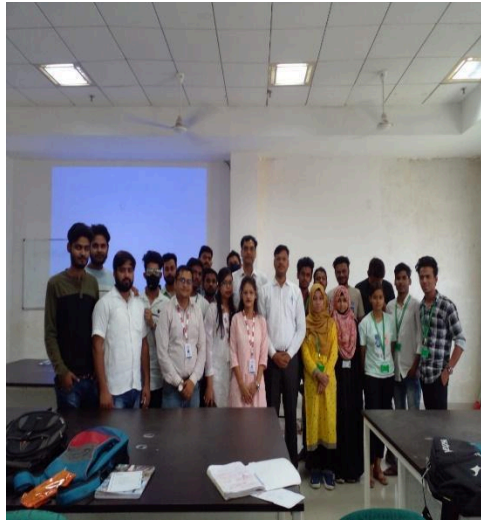


DETAILS OF ACTIVITY / WEBINAR/ SEMINAR/CONFERENCE/EVENT

NAME OF ACTIVITY WEBINAR/ SEMINAR/CONFERENCE/EVENT	Seminar on “DIGITAL MARKETING” And its scope as alternative career
DATE OF ACTIVITY	20/04/2022
NATURE OF ACTIVITY	a) BASIC OF DIGITAL MARKETING b) SCOPE IN DIGITAL MARKETING c) DIFFERENCE BETWEEN DIGITAL /TRADITIONAL MARKETING d) SALARY PACKAGE IN DIGITAL MARKETING e) ROLE OF DIGITAL MARKETER f) INTERNET USER IN INDIA g) Career Aspects in Digital world
NUMBER OF PARTICIPANTS	34 CANDIDATE

BRIEF INTRODUCTION OF THE EVENT (NOT MORE THAN HUNDRED WORDS)	<p>At 20 April 2022 Department of Business Administration KMC Language University Lucknow had organised a” Digital Marketing And its scope as alternative career” seminar. Key speaker welcomed by Prof. (Dr) Syed Haider Ali (DSW KMC Language University) . And in this seminar Key speaker Deepak kumar Yadav and Zama Abbas founder UDFC Digital Marketing training institution discussed the importance of digital marketing for making new digital India. And the scope of Digital Marketing as an alternative career. It was an amazing interactive session with the students.</p>
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Raghvendra (Guest Faculty Dept. of Business Administration)