



“येथे बहुतांचे हित”

**MARATHWADA MITRA MANDAL'S COLLEGE OF COMMERCE  
PUNE 411 004**

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**Name of the event:** Guest lecture on “Digital Marketing ”

**Date:** 27th August 2019

**Time:** 9.30 am to 10.30 pm

**Venue:** Dnyaneshwar Hall

- The topic of discussion was “Digital Marketing ” This program was organized for all the students
- The guest speaker for the program was Dr. Pallavi Vadera from IBS
- A detailed explanation of digital marketing various concepts , search Engine Optimization , Advertising techniques are given
- Speaker has explained the digital marketing concept in a vary innovative way by giving examples
- Guest speaker's introduction and Vote of thank given by Prof. Kalpana Vaidya

  
Event -Incharge

  
BBA Coordinator

  
BBA- IB Coordinator

  
HOD





Dr. Joe Lopez felicitating Dr. Pallavi from IBS



Prof. Kalpana Vaidya introducing guest