



☎ 040-66414455/63
Fax : 040-6678122

AVANTHI DEGREE & P.G. COLLEGE

(Affiliated to Osmania University & Recognized by Govt of Telangana)

3-4-875/a/1, Barkatpura, Hyderabad-27.(BLOCK- I)

ESTD-1992 Road No.12, Above Honda Show Room, (BLOCK- II), Narayanaguda, Hyd-29.

Event Organized Report 2019-2020

Name of the Department	Department of Commerce with IQAC
name of the event organized	A Two day Workshop on Digital Marketing
Date of Event Organized	28 th & 29 th August 2019
Name of the coordinator of the Event	Mrs. Deepthi Singh, Mr. Aleemuddin
Name of the Expert	Mr. Amit Goel, Technospirit
No. of Participants	104(Students)+ 03(faculty)
Objective of the Event	To create awareness about the fundamental and basic concepts of advertising and communication, how the internet has transformed the way brands engage with the customers....
Outcome of the Event	The Workshop was conducted by the expert and helped the students to understand the basic concepts of digital marketing and gain sense of how advertising works.

