



"Techno - Social Excellence"  
**Marathwada Mitra Mandal's  
Institute of Technology (MMIT)**



Accredited with "A" Grade by NAAC

Survey No. 35, Vadgeon Shinde Road, Lohgaon, Pune - 411 047

Approved by AICTE, New Delhi, Recognised by DTE, M.S. Mumbai, Affiliated to Savitribai Phule Pune University

Email : principal@mmit.edu.in

Website : www.mmit.edu.in

Tel No. : +91 7447786623 / +91 7447786624

**DTE Institute Code : 6203**

Date: 02/01/2020

**NOTICE**

All the students from Computer Engineering department are hereby informed to attend the Seminar on "Digital Technology".

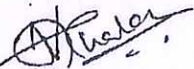
Details are given as:


Date: 03-01-2020

Time: 1.30pm

Venue: Class room E-104

Note: Attendance is mandatory for all SE and TE students.

  
Coordinator

  
HOD



HOD  
Computer Engg.  
Marathwada Mitra Mandal's  
Institute of Technology (MMIT)  
Lohgaon, Pune - 411 047

Marathwada Mitra Mandal's  
INSTITUTE OF TECHNOLOGY(MMIT)  
Lohgaon, Pune-47

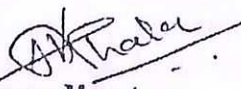
Department of Computer Engineering  
(Academic Year 2019-20)

Report

On

One day seminar on Digital Marketing

Held on  
3<sup>rd</sup> January 2020

  
Coordinator  
Mrs. S. T. Shinde

  
HOD



## Seminar Details

**Subject:** Digital Marketing

**Attendee:** SE ,TE and BE Computer Engineering

**Organized By:** Department of Computer Engineering, MMIT, Lohgaon-411 047

**Date:** 3<sup>rd</sup> January 2020

## Contents of Seminar

The Seminar is arranged for digital marketing has following objectives

- Traditional Marketing versus Digital Marketing
- Digital Marketing Platforms
- B2B & B2C Digital Media Platforms with Live examples
- Future of Digital Marketing
- Scope of Digital Marketing
- Soft Skills needed in the corporate environment.

In today's generation, with the advent of Social Media, Geo Tagging, and smart phones, your target audience however niche or secluded is online. Touching your untapped potential target audience becomes the game-changer for the companies that wish to survive and thrive with the winds of change. Because if you don't reach out to them, sooner or later your competitors will. And this decision has given a number of companies an edge over the others. Expert also explained about Website: Your website is the face of your company, thus the most important aspect of your online marketing. Structuring and designing a responsive website as per Google crawler navigation, breaking your products and services and a categorically relevant way, makes it easier for clients to access your website. Researching your competitors' website plays a huge role here, as it will help you design and display your company's value-added services or highlight your USP. Having a website professionally conventionalized and designed is your long-term marketing investment. The first trust factor being Google, if your website results on the first page of Google that means you have won the basic trust of the consumer. Next is the look and feel of your website. Thirdly if you're available on platforms where he or she is such as social media platforms and finally do you address his or her issues, an active blog that is informative plays the final winning card here. Online Marketing is an extensive and detailed procedure with long term benefits which include branding, marketing, sales, and after-sales customer relationships. In the age of millennial, reaching your target audience in time and closing sales should be the only concern for any business owner that wants to thrive in the current scenario with an Interactive Global Audience.

## Enclosure

1. Event photos



Photos



Expert delivering lecture to students





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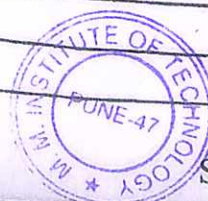
"Towards Ubiquitous Computing Technology"

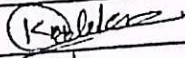

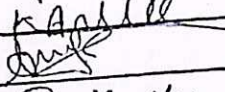
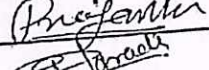
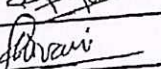
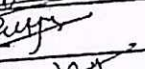
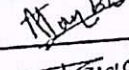
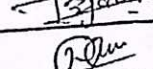


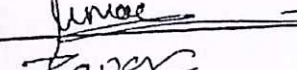
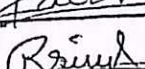
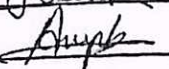
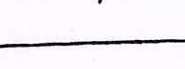

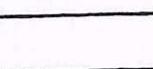
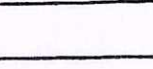
Department of Computer Engineering



Expert Lecture: Digital Technology  
Class: SE and TE  
Date: 10/01/20

Sr. No	Name of the Student	Sign
1	Yash Dhamdhare	Yash
2	Pratiksha Bagal	Pratiksha
3	Ayush Dixit	Ayush
4	onkar Dorge	Onkar
5	viJay Bizardar	viJay
6	Akansha Deshmukh	Akansha
7	Aishwarya Hannure	Aishwarya
8	AISHWARYA CHAVAN	Aishwarya
9	Dixit Sanchit	Sanchit
10	Shobukh Ali	Shobukh
11	Dudhade Laxman	Laxman
12	Akash Anpat	Akash
13	Prem bhosale	Prem
14	Davale Bhoji	Bhoji
15	Rutvik Bhojane	Rutvik
16	choare vaibhav	Vaibhav
17	Chopde Rohan	Rohan
18	maadar Bizardar	maadar
19	Gondkar Adheesh R.	Adheesh
20	Gulkaod Kephay	Kephay
21	Dattatraya Biraodkar	Dattatraya
22	Vishakha Jadhav	Vishakha
23	Hardik Kulshreshtha	Hardik
24	shubham Jadhav	shubham
25	Shreyas Malhade	Shreyas
26	Siddhi Khaire	Siddhi
27	shreya Deshmukh	shreya
28	ZUNZURWAD devki	devki
29	Mrunal sul	Mrunal
30	Prachi Ghugarkar	Prachi



	Name of the Student	Sign
	Ketaki Gadekar	
	Sonal Jagtap	
	Kajol A. Hulawale	
	Alkita Arsure	
15	Priyanka Lone	
36	Parade Prajakta D.	
	Shivani Shinde	
37	Rutuja More	
38	Arshwini Jaybhay	
39	Adhav Bojd	
40	Hannure Aishwarya	
41	Pratiksha Ghorpade	
42	Aishwarya Chavan	
43	Umar Sheikh	
44	Pradip Pawar	
45	Rohit Singh	
46	Anup Shedge	
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