

Workshop on Digital Marketing

Saturday, 08th April 2023

The Placement Cell of Era University, Lucknow organized a Workshop on Digital Marketing for the students of Bachelor of Liberal Education, Bachelor of Pharmacy, Diploma in Pharmacy and Bachelor of Computer Application.



Mr. Pushpendra Dwivedi, the managing director of the Barrownz Group in Lucknow, spoke on the potential and merits of digital marketing. He additionally pointed out that students might use the digital marketing platform's e-marketing and social media marketing to advance their professions. Given that it is a widespread industry, digital marketing as a career option demands extraordinarily high levels of professionalism. In addition to the academic route, students can pursue a career in digital marketing.

Five students passed an online test with multiple-choice questions that The Barrownz Group administered to the participants. All of these qualified pupils received rewards from Mr Dwivedi.