

# Report

## Workshop on Digital Marketing

<b>Date &amp; Time</b>	: Saturday, 08 <sup>th</sup> April 2023 from 10:30 AM to 12:30 PM
<b>Name of the Organization</b>	: Barrownz Group, Lucknow
<b>Eligible Courses</b>	: BA/BSc Liberal Arts, B.Pharma/D. Pharma & BCA
<b>Year of Passing</b>	: Pre-Final Year/ Final Year students (2023 & 2024 Passing out)
<b>Team Members</b>	: Mr. Phushpenrda Diwedi (MD), Ms. Sadiya Anjum (Head T&D) and Mr. Sahil Gupta (Expert)

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

Mr. Pushpendra Dwivedi, Managing Director of Barrownz Group, Lucknow has shared the power of digital marketing and its scope. He has mentioned that students can build their career through e-Marketing, Social Media Marketing under Digital Marketing platform. Digital marketing as a career option requires extremely professional skills and abilities, as it is one of the mainstream professions. Apart from your academics approach, you can choose digital marketing as career option.

Mr. Sahil Gupta has delivered the expert lecture on digital marketing and shared deep understanding about steps and technical values of digital marketing. He also shared that through Digital Marketing students can earn while they are learning or studying. During the workshop Ms Sadiya Anjum Head T&D elaborated that challenges of students and its limitations in career through one expertise and degree. Students should learn & develop new skills. It will support to choose a good career with healthy work life balance. New skills may work as a catalyst for your career or career growth.

In last session, Barrownz Group conducted MCQ based online test for the participants, 05 students qualified that test. Mr Pushpendra Dwivedi distributed the prizes to all these qualified students.

Vote of thanks delivered by Mohd Azharuddin, Placement Manager, Era University, Lucknow included "In this booming era of internet, digital marketing become the spine of every industry irrespective of genre".

Prepared by

(Mohd Azharuddin)  
Placement Manager

