

One Day Seminar on
“DIGITAL MARKETING”

Organized by

SMIT – CSI Student Branch

Program Schedule: 12th February, 2016 (Friday)

Time	Program	Resource Person
9:00 A.M. to 9:30 A.M.	Registration	
9:30 A.M. to 10:15 A.M.	Inauguration	
10:15 A.M. to 10:30 A.M.	Tea Break	
10:30 A.M. to 12:30 P.M.	Session-1: Digital Marketing - Introduction to Digital Marketing - Role of Website in your business - Search Engine Optimization	Mr. Jayesh Khandor
12:30 P.M. to 1:30 P.M.	Lunch Break	
1:30 P.M. to 3:30 P.M.	Session-2: Digital Marketing - SEM, Online Advertising - Social Media Marketing - Digital Marketing Mix	Mr. Jayesh Khandor
3:30 P.M. to 3:45 P.M.	Tea Break	
3:45 P.M. to 5:15 P.M.	Session-3: Case Study on Digital Marketing	Mr. Jignesh Gohel
5:15 P.M. to 5:45 P.M.	Valedictory	