

When :

Saturday, 27<sup>th</sup> February 2016

Where:

**Sinhgad Institute of Management,**

S. No. 44/1, STES Campus, Vadgaon (Bk.),

Off Sinhgad Road, Pune - 411 041

Ph. 020-24358360, Tele-fax: 020-24356592

Simply follow Google Map link to reach at the venue

<https://www.google.co.in/maps/@18.4643024,73.8346068,17z>

**Registration details:**

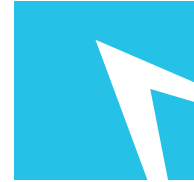
- ⦿ Registration fees: Rs. 500/- (Rupees five hundred) per participant
- ⦿ Registration fee includes breakfast, tea and working lunch. Each participant will also get registration kit and study material.
- ⦿ Participants can register online by filling Google form.  
<http://goo.gl/forms/oJyeudq92F>
- ⦿ Alternatively you can also fill registration form attached herewith.

For further details & queries if any, contact programme coordinators:

Dr. Ashok Tiwari: 9767726850, ashok.tiwari@sinhgad.edu

Dr. Ramkirishna Dikhatwar: 9922431626, d.ramkrishna@sinhgad.edu

Dr. Satish Pawar: 9766347359, satishpawar@sinhgad.edu



Sinhgad Technical Education Society's

**Sinhgad Institute of Management**

(Affiliated to Savitribai Phule Pune University, Approved by AICTE & Accredited by National Board of Accreditation, New Delhi)

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Sinhgad Institutes

Organized by

**SINHGAD INSTITUTE OF MANAGEMENT**

In Association with



**SAVITRIBAI PHULE PUNE UNIVERSITY**

One day Workshop

(Under Quality Improvement Programme)

on

**Digital**

**MARKETING**

27<sup>th</sup> February 2016



# One day Workshop on Digital MARKETING

27<sup>th</sup> February 2016

## Background

The massive and burgeoning Indian market is rapidly changing. Internet access is mainstreaming among consumers and the use of mobile is intensifying. The pace of change continues to be rapid with digital channels constantly growing its expanse and power. More people spend increasing time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. Marketers will only be successful by keeping themselves ahead of the digital curve and ensure their marketing strategies and touch-points mirror digital lives of consumers. In these days of digital explosion, it is paramount for marketers to acquire nuggets of digital marketing.

This one day workshop will sensitize participants about Digital Marketing. Workshop equips you in mobile, local, social and search marketing while understanding the principles required to develop an effective digital marketing and online content strategy.

## Key Benefits of attending

1. Increase awareness about latest digital trends
2. Basics of using various tools of digital marketing

3. Understands various ways to deliver digital content and its execution.

## Who can participate?

Whether you are an academician or student or small to medium business owner or simply an individual responsible for marketing duties but lack digital exposure then this workshop is definitely for you.

## About Us:

Sinhgad Technical Education Society (STES) was established by Prof. M. N. Navale in 1993. STES has more than 107 different educational institutes comprising Medical, Dental, Engineering, Architecture, Pharmacy, Management etc. SIOM is an accredited premier management Institute in the state of Maharashtra imparting quality education in management and is a major facilitator in the area of research. It is located on a green hilltop location, conducive for teaching, learning and research. SIOM has achieved several milestones, in the field of management education and research and has been a much sought after destination for students, academicians as well as industries. The high standard of education imparted at the Institute in the fields of Management and Computer Applications has proved to be the lifeline for many successful careers. Highly qualified, experienced and dedicated faculty is strength of the Institute. SIOM Research centre has 33 Guides associated to all the specialization of Management, 155 students are pursuing their Ph.D. and 22 students have been awarded Doctorate. For more details please visit our website - [www.sinhgad.edu](http://www.sinhgad.edu)

