



LIVE

WEBINAR



**MAHARAJA AGRASEN
INTERNATIONAL COLLEGE**



NAAC Accredited " B+ "

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IQAC with Commerce & Management Department
Organizes

NATIONAL WEBINAR

DIGITAL MARKETING :

Challenges & Prospects in Pre & Post
Pandemic Period

SATURDAY 31 JULY 2021 • 11:00 AM



Chief Guest :

Dr. K.L. Verma

Vice Chancellor

PT.RSU ,Raipur (C.G.)



Keynote Speaker :

Dr. Vinayak Deshpandey

Vice Chancellor (Acting),

EX. Pro Vice Chancellor

RTM Nagpur University



Chief Patron :

Shri Rajesh Agrawal

Chairman

MAIC



Patron :

Dr. Jyoti Janswamy

Principal,

MAIC

National Webinar on Digital Marketing

A Webinar on Digital Marketing -Challenges and Prospects in Pre and Post Pandemic Period was conducted by the Commerce and Management department of the college. The Chief Guest of the event was Dr. K.L.Verma, Vice Chancellor of Pt. Ravishankar University. The Keynote speaker of the webinar was Dr. Vinayak Deshpande, Vice Chancellor RTM Nagpur University. The speaker Introduced the participants to the concepts of Data Scientists Unmarket, User generated data, Privacy and personalization of data and emphasized being authentic with information. He reiterated the importance of the Vernacular medium of education that will be demanded in the future. More than 200 participants took part in this webinar and they were provided E certificates.

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डिजिटल मार्केटिंग पर वेबि

पत्रिका **PLUS** रिपोर्टर

रायपुर ◆ समता कॉलोनी मेक में डिजिटल मार्केटिंग विषय पर वेबिनार का आयोजन किया गया। डिजिटल मार्केटिंग चैलेंजेस एण्ड प्रोस्पेक्ट्स इन प्री एण्ड पोस्ट पेडमिक टाईम विषय पर चर्चा करने हेतु विषय विशेषज्ञ डॉ. विनायक एस देशपाण्डे थे।



है वहाँ हमें लेन-देन प रखना होगा। विषय देशपाण्डे ने डेटा अनमार्केट शब्दों का