

Department of Commerce

“Digital Marketing”

28th September 2018

A special lecture on “Digital Marketing” was organized by the Department of Commerce, S.S.Khanna Girls’ Degree College on 28th September 2018. Mr. Rahul Pandey and Mr. Shahbaz Hasssan Directors of NDMIT (National Digital Marketing Institute of training) were the guest speakers of the session. They discussed about the digital marketing, the various ways in which it could be done. Various avenues of employment through digital marketing were also explored. The session was welcomed by Dr. Neeraja Sachdeva. Dr. Lalima Singh, Principal of the college motivated the students on this occasion. Dr. Ritu Jaiswal, Dr. Tahira Parveen, Dr. Aditiya Kumar Tripathi and the members of Commerce faculty were present on this occasion.

