



Two Days Workshop on Soft Skill Development & Digital Marketing

6th & 7th February 2024
Time: 09.00 am - 5.00 pm

Organizer

**Department of B.B.A. & B.B.A.(C.A.)
RJSPM's Arts, Commerce &
Science College,
Landewadi, Bhosari Pune-39**

Venue

Seminar Hall

Resource Speakers

Day 1: 6th Feb.2024

Mr. Anand Joshi

Management Trainer at BVG Group

Day 2: 7th Feb.2024

Mrs. Rutuja Sathe

CEO-Infeanet

Digital Marketing and Web Media

Convener :

Dr. K. G.Kanade

Principal

Coordinators :

Prof. Sarika Jagtap

(HOD BBA Dept.)



Prof. Rupali Mane

(HOD BBA(CA) Dept.)

ABOUT THE WORKSHOP

Department of BBA and BBACA jointly aim through this Workshop to explore Student's knowledge in Soft skill development and Digital marketing which are topics of current interest in the market

This workshop will help

- To develop effective communication skills (spoken and written), time management and overall personality management
- To understand Digital Marketing and identify opportunities in digital marketing

SCHEDULE OF THE WORKSHOP

Day 1 6th Feb 24 09.00 a.m. to 5.00p.m.	Soft skill development	Level 1 : Profiling Level 2 : Team Building Level 3 : Time Management Level 4 : Customer Level 5 : Experience Centre
Day 2 7th Feb 24 09.00 a.m. To 1.00p.m.	Digital Marketing	Introduction, Concept, examples of Digital Marketing , Channels, Use of Various Medias in Digital Marketing, future scope and job opportunities in Digital Marketing

Patrons

Hon. Mr. Vilas V. Lande
(President, RJSPM)

Hon. Mr. Sudhir Mungase
(Secretary, RJSPM)

Hon. Mr. Ajit Gavhane
(Treasurer, RJSPM)

Hon. Mr. Vikrant Lande
(Trustee, RJSPM)