

Master Class on Digital Marketing

Department of Commerce and Business Administration in collaboration with International Collaboration cell organized II series of Master class on Digital Marketing - Conducting a Social Media Audit of your Business on 21 February 2024.

The speaker Prof. Craig Leith, Principal Lecturer,

Robert Gordon University enriched the participants on the leveraging social media and networking platforms for marketing. About 60 participants were present. Mr Arjun Prakash and Mr Ayush Kottary coordinated the program.

