

Press Release

A one-day workshop on "Digital Marketing" has been organized on 16 March 2018 by the computer science department in Aggarwal College, Ballabgarh. The workshop was organized for the students of BCA and B.VOC.(S.D). The workshop was organized under the guidance of Principal, Dr. Krishan Kant Gupta. The workshop has been arranged with the collaboration of Digital School Of Delhi and under the supervision of Dr. Sachin Garg, Head of Department Computer Science. The objective of this workshop was to aware about the latest tools and modules of Digital Marketing. The speaker of the day was Mr. Gurpreet Singh from Digital School Of Delhi. He motivated and gave knowledge about Digital Marketing modules like Website Designing, E-Commerce website creation, Advance Search Engine Optimization, Search Engine Marketing, Social Media Optimization, Content Marketing, Affiliates Marketing Email Marketing, Mobile Marketing, Online Reputation Management, Professional Blogging, Event Blogging etc. The students also took keen interest in this workshop. Students also asked questions from speaker, and got satisfactory answer from the speaker. All the faculty members of computer science department were also present.