

Kisan Shikshan Sanstha's
Krantisinh Nana Patil College, Walwa.
(NAAC Grade: B++ (CGPA: 2.87)
Name of the Committee: **ADD ON COURSE**
Academic Year: 2022-23

REPORT

To,
The Principal,
K. N. P. College, Walwa

Sub:- Completion Report on “Digital Marketing” Course.

In the academic year 2022-23 a course entitled **Digital Marketing** was organized for the students of B.Sc.III.

There were 71 students of B.Sc.III, present for the Add On Course on **Digital Marketing** and all these students successfully completed the course. On behalf of Add On Course Committee the resource person Hon. Ravindra Sadashiv Khaire, a business consultant from Kolhapur conducted the course from 19/3/2023 to 20p/04/2023 to guide the students about the successful career in the field of marketing. In all the sessions there was focus on types of digital marketing, social media marketing, market, current trends in market, new technologies, platforms, strategies, hurdles , risks , mind set, financial aids , self realization, need of contemporary community or public demand. An MCQ Test carrying 40 marks and oral exam having 10 marks was conducted as a part of evaluation.

Thus, this Add On Course was fruitful for students to make them aware of digital marketing and seek for a bright path in the world of marketing as a career. Similarly, they realized their own potential and mental blocks which may be an obstacle in their future career.


The Coordinator




The Principal
PRINCIPAL,
KRANTISINH NANA PATIL COLLEGE
WALWA, DIST. SANGLI.