



**B.V. Patel Institute of Management,  
Uka Tarsadia University**



**Date: 09/09/2021**

**Expert Session on Digital Marketing: Boot Camp**

Objectives of Session: The main aim of the session was to create awareness about digital marketing.

Outcomes of Session: At the end of the session students will get how to promote digitally.

|                  |                                |
|------------------|--------------------------------|
| Date             | 09-09-2021                     |
| Time             | 09:30am to 11:00 am            |
| Venue:           | Shrimad Hall                   |
| Class:           | TYBBA                          |
| No. of Students: | 144                            |
| Coordinator:     | Dharmaraj Solani & Nisarg Shah |
| Speaker Detail:  | Bhautik Seth                   |
| Category         | Entrepreneurship Cell          |

B.V.Patel Institute of Management has organized a session for Third Year BBA Students on “Digital Marketing: Boot Camp” in association with iVivipanan digital marketing firm.



The session was organized to aware the students about unique opportunity for the students to understand the use of social media platform, and opportunities in the field of Digital Marketing. During the session importance of content development, things to be taken care of while design the content were discussed.

Mr. Bhautik Sheth also emphasis on various myths related to the digital marketing servcing his talk. He has also cover the various techniques of digital marketing like search engine optimization, content marketing and many more.

Session was end with the question and answer round, in which stundets has rised varieties of question which make session more fruitful.

