



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



Date: 16/12/2021

### Celebration of Digital Marketing Day

50+ students of BBA has participated in digital marketing day celebration event organized by iVIPNNAN – Digital Marketing and Management Services, Surat in association with B. V. Patel Institute of Management on 16<sup>th</sup> December 2021 – A Digital Marketing Day. That's the wrap for the 4<sup>th</sup> Digital Marketing Day Surat. In that event 250+ participants who joined from different parts of the country, panellists have shared their ideas with to promote digitalization and its impact in the business. The panellists for the celebrations were Amit Panchal, Arbab Usmani, and Vinay Toshniwal, moderated by Mr. Bhautik Sheth.



Students were learn a lot about what is digital marketing exactly and how it helps for promoting business.

