



PRAKASAM ENGINEERING COLLEGE

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A Report of workshop on Awareness on Digital marketing

(1 Feb 2017)

Work shop on “Awareness on Digital marketing” **was** held from 1 feb 2017 organized by ECE Department Prakasam engineering college, kandukur, where students of Engineering, and Management Sciences were present. The main objective of the workshop to have a gander at present educational framework and to give the quality and quantity output with the help of the some educational modules structures. Dr. Harikrishna, CEO_ Red ribbons pro ltd, was invited by the institution as speaker for two days work shop.

The event started on 1 feb 2017 with an overwhelmingly warm welcome address delivered by Dr.Ravikumar, followed by words of motivation by Dr. LAKSHMANA RAO, Principal of PEC, welcomed our resource person Dr. Harikrishna. One of the students, sang a melodious rendition to invoke the blessings of the Goddess of Enlightenment. The other students were inspired by the motivating words of Dr. LAKSHMANA RAO followed by the interesting talk by Dr. Harikrishna.

Dr.Harikrishna, conducted the workshop with power point presentation. This workshop could help the students to a great extent in respect of their doubts in their respective fields, as number of students are facing lots of problems in the field of Awareness on Digital marketing. This workshop helped the students to enhance their knowledge in the area of Awareness on Digital marketing as these days there are lots of cases of Awareness on Digital marketing. We are quite sure that this interactive workshop would make the students aware in this particular segment .

At the end of the programme, few students gave their feedback, how they were benefited. At the end Dr. Harikrishna, was presented with token of appreciation by Principal Dr. LAKSHMANA RAO for attending this programme.