

One Day Workshop on Digital Marketing on November 13, 2024

The Department of Commerce and Economics at B.A.M. Khalsa College, Garhshankar, in partnership with the Institutional Innovation Council (IIC) and under the leadership of Principal Dr. Amandeep Heera, organized an impactful one-day workshop on Digital Marketing on November 13, 2024. Organized under the guidance of HoD Prof. Kanwar Kulwant Singh, IIC President Dr. Ajay Dutta, and IIC Convener Prof. Deepika, the event engaged both students and faculty in an immersive exploration of the latest digital marketing trends.

The workshop's keynote address, delivered by Prof. Gurpreet Singh Kalsi, captivated attendees with a dynamic presentation on modern digital marketing strategies.

Esteemed faculty members, including Dr. Gurpreet Singh, Prof. Gurjinder Kaur, Prof. Deepika, and Prof. Ankush, actively participated, further enhancing the event's success and contributing to a collaborative learning environment.

Babbar Akali Memorial Khalsa College, Garhshankar (Hoshiarpur)



Institution's Innovation Council (IIC)

in collaboration with

Department of Commerce & Economics

is organizing an

One Day Workshop

on the topic of

Digital Marketing



13th November, 2024 at 10:20 AM in the M. Com. Seminar Hall

Key Speaker: Prof. Gurpreet Singh Kalsi

Dr. Ajay Dutta
President, IIC

Organizing Secretary:
Prof. Gurjinder Kaur

Dr. Amandeep Heera
Principal

Prof. Deepika
Convener, IIC
Prof. Kanwar Kulwant Singh
HoD