

## **ABOUT THE UNIVERSITY**

Uka Tarsadia University (UTU) was established with a vision to become a preeminent education hub that is responsive to the changing needs of a knowledge-based global society. Academic programs across the disciplines of Management, Computer Science, Engineering and Technology, Biotechnology, Micro Biology, Pharmacy, Commerce, Nursing, Physiotherapy, Architecture, Institute of Sports, Fashion Design, Interior Design and Center of Humanities were established in the campus.

## **ABOUT THE INSTITUTE**

UTU started a self-financed engineering college "Chhotubhai Gopalbhai Patel Institute of Technology (CGPIT)" in the year 2009 with the view of educating and training future professionals to lead in today's competitive environment and to meet the needs of globalization and industrialism. CGPIT offers Diploma, B. Tech., M.Tech. and Ph.D. programs in various disciplines. CGPIT has well equipped research laboratories, library and published a Journal of Engineering and Technology.

## **ABOUT THE DEPARTMENT**

Department of Information Technology was established with the objective of imparting quality education in the field of Information Technology. The department offers Under Graduate and Post Graduate courses in Information Technology.

## **ABOUT THE WORKSHOP**

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email and their websites to connect with current and prospective

customers. This can also be referred as 'online marketing', 'internet marketing' or 'web marketing'. In simple terms, any form of marketing that exists online is called as Digital Marketing.

Digital Marketing process broadly involves the following steps:

- Research
- Plan and Strategize
- Implement
- Measure and Audit
- Optimize

Digital marketing focuses on evolving marketing roles, artificial intelligence robots, transformation of omnichannel marketing strategies which includes deep analytics and data mining such as machine learning. It focuses on account based marketing which is a key differentiator between B2C and B2B organizations in 2018 and is beyond.

Digital Marketing industry in India is a booming career today. Digital Marketing provides better reachability, better customer satisfaction and customer services. It requires less need of infrastructure for business start-ups. Professional skills through E-Mail marketing can be developed. Applications of E-Marketing are shopping and order tracking, online banking, payment systems and content management.

The topics are as follows but not limited to:

- Search engine optimization
- Marketing through E-Mail
- Search techniques
- Advanced search engine techniques

- Paid advertising– (Google AdWords & Google AdSense)
- Data Analytics

## **SPEAKER**

Mr. Nikul Patel  
Co-Founder & CEO,  
Digital Media Group of Companies,  
Ahmedabad, Gujarat, India.

## **CHIEF PATRON**

Dr. D. R. Shah, Provost, UTU

## **PATRON**

Dr. R.V Patil, Dean and Director, CGPIT

## **CONVENER**

Ms. Palak V. Desai, Head, IT Dept., CGPIT

## **ORGANISING COMMITTEE**

Ms. Aayushi Shah, Asst.Prof., I.T Dept., CGPIT.

## **ADDRESS FOR COMMUNICATION**

Ms. Monali Gandhi(7359421136)  
E-mail: [monali.gandhi@utu.ac.in](mailto:monali.gandhi@utu.ac.in)

Ms. Krishna Delvadia (9429576004)  
E-mail: [krishna.delvadia@utu.ac.in](mailto:krishna.delvadia@utu.ac.in)

Department of Information Technology,  
C. G. Patel Institute of Technology,  
Uka Tarsadia University, Bardoli,  
Dist. Surat-394350.  
Gujarat,India.

**Application Form**  
**Two Days Workshop on**  
**“ Digital Marketing”**  
**24<sup>th</sup>-25<sup>th</sup> January-2020**

Name of the applicant: \_\_\_\_\_

Institute: \_\_\_\_\_

Gender: \_\_\_\_\_

Qualification: \_\_\_\_\_

Department: \_\_\_\_\_

Experience: \_\_\_\_\_

Designation: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Email ID: \_\_\_\_\_

Accommodation required? Yes/No: \_\_\_\_\_

**PAYMENT DETAIL (DD/CASH)**

DD No. \_\_\_\_\_ Date \_\_\_\_\_

Rs. \_\_\_\_\_ Bank Name: \_\_\_\_\_

\_\_\_\_\_  
**SIGNATURE OF THE APPLICANT**

The applicant will be permitted to participate in the above program. Further I have personally talked with the applicant and the applicant seemed to be sure to attend the workshop, if selected.

\_\_\_\_\_  
Signature of HOD/ Principal/Director with Seal

**REGISTRATION DETAILS**

- Registration fee is 300/- Rs.(For CSI Member)
- Registration fee is 350/- Rs.(For Non-CSI Member)
- The seats are limited up to 50 participants.

Payment can be done by D.D. or cash. In case of D.D., it should be drawn in favour of “**Chhotubhai Gopalbhai Patel Institute of Technology**” payable at ‘**Bardoli**’ and sent along with the completely filled application forms to the official address for correspondence.

The registration fees include workshop fees, tea, breakfast and lunch. The participants would not be paid TA and other expenses are to be borne by participants. The fees will be refunded in case your participation is not confirmed. The selected participation fee is non-refundable. Selected participants will be informed via email.

**The last date of reaching applications is 20<sup>th</sup> January, 2020.**

**Notification for selection through E-mail by 22<sup>th</sup> January, 2020.**

Here is the link for online registration:  
<https://docs.google.com/forms/d/e/1FAIpQLSfScAdNaf5tZwslcnmagvArj6-EwYSdQGlrQvMI2pVxVlgXnw/viewform?vc=0&c=0&w=1>

After online registration, it is necessary to send the Registration Form and DD to the official address for correspondence.

**ACCOMODATION**

Suitably furnished accommodation will be made available, if requested in advance in Hotel/Guest House of Uka Tarsadia University on nominal payment basis.

**ELIGIBILITY**

1. Faculty members from academia
2. UG students



**Two Days Workshop**  
**on**



**“DIGITAL MARKETING”**

**24<sup>th</sup>- 25<sup>th</sup> January-2020**

**Sponsored by**



**COORDINATORS**

Ms. Monali Gandhi

Ms. Krishna Delvadia

(Asst.Prof.,Department of I.T,CGPIT)

**Organized by**

Department of Information Technology  
C. G. Patel Institute of Technology  
Uka Tarsadia University, Bardoli, Dist. Surat.