

Workshop on Digital Marketing

A workshop on Digital Marketing was held at IU HP on 14 June 2019.

The workshop was conducted by Hon'ble Vice Chancellor, Prof. (Dr.) H P Singh, VSM and attended by Registrar IU HP and all IGID team members from Chandigarh, Baddi, Hamirpur, Solan and Bathinda region. Hon'ble Vice Chancellor discussed the techniques, integral technologies & benefits of using digital marketing to enhance the enrolments & improve the visibility of the University. A video was also played during the presentation about step by step learning of digital marketing strategies. Search Engine Optimization and Social Media marketing were the focus areas discussed during the presentation. All members showed keen interest in the workshop & committed to accelerated adoption of the Digital Marketing strategies.





