



Industrial visit at Tops Technology Pvt. Ltd

No. of Participants: 36

Date: 21.3.2018

Faculty members accompanied: Prof. Janki Kansagra and Mahendra Kagathara.

Outcomes: Students gained knowledge about:

- What is Digital Marketing?
- What is the Importance of Digital Marketing?
- Meaning of various terms used in Digital Marketing.
- What are the Various methods for Digital Marketing?
- What is SEO?
- How we can perform SEO in Website?
- What is Google AdWords and Google AdSense?
- How we can create google Ad using Google AdWords?
- How to Use Google Analytics.

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