



10-07-2026



VIDYAVARDHAKA SANGHA(R), MYSURU
VIDYAVARDHAKA FIRST GRADE COLLEGE
Sheshadri Iyer Road, Mysuru – 570 001



**IQAC & Skill Development Training,
Career Guidance and Placement Cell**
In association with WizzyBox Pvt.Ltd. Organizing

WORKSHOP ON

“DIGITAL MARKETING”

Resource Person

Mr. Sanjay Gowda

Digital Marketing Lead

Prof. Chaithra S
Placement Officer

Dr.S.MariGowda
Principal

DATE: 10-07-2026 | TIME: 10AM | VENUE: SRI P.M. CHIKKABORALAH HALL



The IQAC & Skill Development Training Cell and the Career Guidance and Placement Cell of Vidyavardhaka First Grade College, Mysuru, in association with WizzyBox Pvt. Ltd., organized a Workshop on “**Digital Marketing**” for III Year B.Com and B.B.A. students on Friday at Sri P.M. Chikkaboraiah Hall.

The programme commenced with a warm welcome by Ms. Meghana, who welcomed the Principal, Resource Person, faculty members, and students. Mr. Sanjay Gowda, Digital Marketing Lead, served as the resource person and delivered an informative and interactive session on the fundamentals of digital marketing, career opportunities, social media marketing, search engine optimization (SEO), content marketing, and the latest trends in the digital industry. He encouraged students to develop digital skills to enhance their employability and career prospects.

The workshop witnessed enthusiastic participation from **more than 100 students**, who actively interacted with the resource person and clarified their queries during the session.

The programme concluded with vote of thanks by Ms. Meghana, who expressed her gratitude to the Principal, The Resource Person, faculty members, and students for making the workshop a grand success



