**DEPARTMENT OF B. B. A.**

ORGANIZES ONLINE WORKSHOP ON

Application of Digital Marketing in today’s Managerial Decision Making

**Lead College Scheme**

**(Deshbhakta Ratnappa Kumbhar College of Commerce, Kolhapur Cluster)**

 **Shivaji University, Kolhapur**

**Schedule of the Workshop**

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| **Inaugural Function :** |
|  **Introduction** Asst. Prof. Mrs. S. S. Benade **Address by Chief Guest** Adv. V. N. Patil **Presidential Address** Prin. Dr. V. A. Patil | 10:30 am to 11.00 am |
| **Session I (Keynote Address) :**  |
|  **Dr. Dipti Barge**Gourishankar Institute of Management,Satara **.** | 11:00 am to 12:00 noon\* |
| **Session II :** |
|  **Dr. P. S. Jadhav**Asst. Prof., KIT IMER Kolhapur | 12.00 noon to 01.00 pm\* |
| **Session III :** |
|  **Asst. Prof. Mrs. Madhuri Wadkar** Department of Commerce D. R. K. College of Commerce, Kolhapur | 01.00 pm to 02.00 pm\* |

**Friday – February 4th, 2022**

\* 40 minutes talk followed by question answer session