

## LITTLE FLOWER DEGREE & PG COLLEGE

UPPAL, HYDERABAD-500039

The Department of Mass Communication and Journalism organised an online National Webinar in collaboration with St. Xavier's College, Mumbai, on 8 August, 2023, from 10:00 a.m. to 11:00 a.m. The topic for the webinar was "Introduction to Digital Marketing" The guest speaker was Mr. Saurabh Kanwar, a digital entrepreneur and adjunct faculty member of St. Xavier's College. Almost 120 staff and students took part in the session. The objective of the program was to enhance the knowledge of students in the field of Marketing and Public Relations. The speaker spoke how Web 2.0 is influencing everyday life and why it is important for Mass Communication students to learn Online Marketing. It was very informative and enhanced the knowledge of students about digital marketing.



*Figure 1 St Xaviers Students Listening to the session*



*Figure 2 Students participating in the session*

**Students of St Xavier's College Mumbai, attending the webinar**



*Figure 3 Students of LFDC attending the webinar*



*Figure 4 Active Participation of students from LFDC*



**Students of Little Flower Degree College attending the Webinar.**