

SRIMCA-MBA, Uka Tarsadia University Organized an Industrial Visit to i-Vipanan, A Digital Marketing Agency at Surat

Name of the Resource Person: Mr. Bhautik Sheth

Designation/ Affiliation: Founder , I- Vipanan Agency

Participants (Class, Sem., Number): SYMBA _Marketing_ Semester- III

Date: 15-09-2021

Time & Duration: 11.30 A.M. to 2.30 P.M.

Coordinator: Dr. Divya Gadaria

Venue: i-VIPANAN, 401, Shiven Shoppers, opp. Gangeshwar Mahadev Temple, beside SMC School Children Hall, Adajan, Surat, Gujarat 395009

SRIMCA _MBA organized an Industrial visit to i-Vipanan, A digital Marketing agency at Surat for its Second-year MBA marketing specialization students on 15-09-2021. A Purpose of this visit is to have a practical understanding of various concepts of digital marketing. Students learned various concepts of digital marketing and its importance. They also practically saw how a digital project is designed and executed.



