Ref: XIMI/ACAD/2025/2475 　　　　　　　　　　　　　　　　Date: 21.04.2025

NOTICE

Bootcamp on Digital Marketing

This is to inform all the MBA & MCA Students that Institution-Industry Cell and IIC of Xavier Institute of Management & Informatics is organizing a **3-day Bootcamp on Digital Marketing** with a specialized focus on **Shopify** for MBA (Marketing Specialization) students, from **21st April 2025 to 23rd April 2025.** The primary aim of this Digital Marketing Bootcamp is to equip students with hands-on knowledge and practical skills in e-Commerce marketing using Shopify, one of the world's leading platforms for online business.

Details of the Program:
Date: Monday 21st April 2025 till Wednesday 23rd April 2025.
Timings: 12:00 Noon to 2:00 PM
Venue: Indovation Centre, XIMI-City Office, Hathroi Fort Road, Jaipur
Certificate: E-certificates will be provided

Note:
1. **Attendance for MBA Marketing Specialization students is Mandatory as it forms part of the hands-on practical learning under the Major Functional Lab (Marketing) for Semester IV.**
2. **All the students should carry their own laptops for having a detailed learning.**

Workshop Coordinator:
Dr. Shikha Arora Bakshi- HOD, Dept. of MBA

Student Coordinators:
Melvin Jude Maclean- 7878999815
Vishal Agarwal – 8619681540

Director

Ref: XIMI/ACAD/2025/2476-2478

Copy forwarded to the following for information and necessary action:
1. Director, Office XIMI, Jaipur
2. All Staff, XIMI, Jaipur
3. Website Coordinator, XIMI, Jaipur

'To create men and women for and with others'