

A Report on Guest lecture
“Digital Marketing: Career Opportunities and Challenges”
Organized by
Department of Management Studies
on 06.11.2024



MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(UGC-AUTONOMOUS INSTITUTION)
Madanapalle - 517325, Annamaya Dist., Andhra Pradesh, India

Guest Lecture
on
“Digital Marketing: Career Opportunities and Challenges”
Organized by
Department of Management Studies

Date : 06-11-2024 Time : 02.00PM to 03.00PM Venue : Seminar Hall - B, South Block

Resource Person
Dr. Ahamed Basha Shaik
CEO, AIM Academy and Eduflip Technologies Pvt Ltd company

Chief Patron: Dr. N. Vijaya Shankar Choudary, Secretary & Correspondent
Patron: Mrs. Koorthi Nalinda, Executive Director
Co - Patron: Dr. C. Yamaaj, Principal
Convener: Dr. K. V. Gantha Devi, HOD/ Dept. of MBA
Coordinator: Dr. K. S. Krishna, Assistant Professor/MBA
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Report Submitted by: Dr. K. S. Krishna, Associate Professor, Department of Management Studies.
Resource Person: Dr. Ahamed Basha Shaik, CEO, AIM Academy and Eduflip Technologies Pvt Ltd Company, Kadapa.
Venue: Seminar Hall-B
Time: 2.00 P.M to 3.00 P.M
Participants: All the Marketing Students
Attendance: 75 students of Marketing Specialization
Mode of Conduct: Offline
Report Received on 14.11.2024

The Department of Management Studies organized a guest lecture on **“Digital Marketing: Career Opportunities and Challenges”** on November 6, 2024, from 2:00 PM to 3:00 PM in Seminar Hall-B. The session focused on exploring the various career opportunities available in digital marketing, providing students with valuable insights into the growing field and the challenges they may encounter. It was an informative event aimed at helping students understand the potential in digital marketing careers.

Objectives of the Programme:

- To Explore Career Opportunities in Digital Marketing
- To Highlight Industry Trends and Growth Areas
- To Discuss the Challenges in Digital Marketing Careers
- To Equip Students with Knowledge for Career Planning
- To Foster Networking and Industry Connections

Inaugural Session Report:

The inaugural session commenced promptly at 2:00 PM with a warm welcome address by Dr. K.S. Krishna, who introduced the guest speaker, Dr. Ahamed Basha Shaik, CEO of AIM Academy and Eduflip Technologies Pvt. Ltd., Kadapa., The session was designed to provide valuable insights into the various career paths within digital marketing, including search engine optimization (SEO), social media marketing, content strategy, digital analytics, and more.

Key Highlights of the Inaugural Session:

1. **Introduction to Digital Marketing Careers:** The guest speaker provided an overview of the digital marketing industry, emphasizing its rapid growth and the increasing demand for skilled professionals. The speaker highlighted the diverse roles that exist within the field and outlined the qualifications and skills required for success in these careers.
2. **Exploring Emerging Trends:** The session also focused on the latest trends in digital marketing, including the rise of artificial intelligence, automation, data analytics, and personalization techniques. The expert shared real-world examples and case studies, illustrating how businesses are leveraging these technologies to reach and engage with their target audiences.
3. **Challenges in Digital Marketing:** The speaker discussed the challenges professionals face in this ever-evolving industry, such as staying up-to-date with changing algorithms, dealing with data privacy concerns, and managing customer expectations. The session provided insights into how professionals can navigate these obstacles while building a successful career.
4. **Career Guidance:** Students were given valuable career advice, including tips on how to build a portfolio, the importance of continuous learning, and ways to enhance employability by gaining hands-on experience through internships and certifications.
5. **Interactive Q&A Session:** The session concluded with an engaging question-and-answer segment, where students interacted with the guest speaker and clarified their doubts regarding career paths, skill development, and job opportunities in digital marketing.



Outcomes of the Programme

- Increased Awareness of Career Opportunities
- Insight into Industry Trends
- Enhanced Knowledge of Career Challenges
- Practical Career Guidance
- Networking Opportunities
- Greater Awareness of Global Opportunities

Vote of Thanks:

Vote of thanks proposed by Miss Sivani.S student of III semester, Department of Management Studies.

We would like to express our sincere gratitude to Dr. Yuvaraj Sir for his invaluable support in facilitating the event. His efforts in ensuring all arrangements were made seamlessly, along with his unwavering assistance to the coordinators, contributed significantly to the success of this Guest Lecture.

Our heartfelt thanks to Dr. K.V. Geeta Devi for her constant support and cooperation, which played a pivotal role in making this program a success.

We are also deeply grateful to Miss Poonam Sahoo and Dr. Akhilesh Kumar for their participation in the felicitation of the resource person. Their presence added both significance and a special touch to the event, making it truly memorable and impactful.

We would like to extend our sincere thanks to Maruthi Prasad, PRO, for his timely support in arranging the memento for the guest speaker and for effectively publicizing the event in leading newspapers.

Finally, we extend our sincere gratitude to Dr. K. S. Krishna, the coordinator of this program, for his exceptional leadership in organizing and ensuring the smooth execution of the guest lecture. His dedication to nurturing students' interest in the Digital Marketing specialization has been truly commendable. We look forward to more such insightful events under your guidance, Sir.

