



**A Report on Guest lecture**  
**"Digital Marketing: Insights and Opportunities"**  
**Organized by Department of Management Studies**  
**on 11.09.2025**



**Event Coordinators: Dr.K.Venkateswarlu, Assistant Professor Department of Management Studies; Mr. Sameer Kumar, Placement officer, MITS Deemed to be University.**

**Resource Person Details: Mr. Hitesh Segu, Digital Marketing Strategist, Nitiz Sharma Global Tech pvt. Ltd, Bangalore.**

**Time: 11AM**

**Venue: KKB Lab**

**Total No. of Participants: 70**

**Mode of Conduct: Offline**

**Report Received on 12.09.2025.**

In the age of globalization and technological transformation, digital marketing has emerged as a vital strategy for businesses to connect with consumers, build brands, and sustain competitiveness. To provide advanced insights into this dynamic domain, a special session on Digital Marketing: insights and Opportunities was organized for MBA II Year Marketing specialization students. The event was held on 11th September 2025 at 11:00 AM in the KKB Lab. The session was delivered by Mr. Hitesh Segu, popularly known as Digi Hitesh on Instagram, who is a reputed digital marketing strategist and trainer from Nitiz Sharma Global Tech pvt Ltd, Bangalore. The session was started with the formal introduction of guest speaker Mr. Hitesh, by Ms. Vaishnavi of II MBA to the audience.

Mr. Hitesh began the session with the fundamental principle that marketing means communication. He explained how marketing has progressed from traditional methods (offline, without internet) to digital marketing (internet-based communication and promotion), which allows businesses to target specific audiences effectively. This distinction enabled students to appreciate the shift in strategies that modern businesses adopt to stay competitive.

The speaker then elaborated on the career opportunities in digital marketing, highlighting roles such as SEO Specialist, SEM Analyst, Social Media Marketing Manager, Affiliate Marketer, and Paid Media Strategist. He emphasized that digital marketing is a multidisciplinary career path combining creativity, analytical thinking, and technological expertise—making it highly relevant for MBA students specializing in marketing.



Participants were introduced to several important digital marketing tools, including The Ant Media, Google Search Console, Meta Ads, Google Trends, Nameflick, and Looka.com. Each tool was explained in terms of its practical application—whether analyzing website performance, running ad campaigns, identifying customer trends, generating brand names, or creating professional logos. Mr. Hitesh stressed that a logo is not merely a design but a defining element of brand identity that communicates a company's essence and values. One of the most engaging parts of the session focused on AI-based creativity and the use of prompts in generating immersive content. To illustrate, Hitesh described a scenario where a hand holds a miniature store model, making subtle micro-movements while tiny people inside interact with products. This imaginative prompt demonstrated how businesses can create ultra-realistic and engaging digital experiences using AI tools.



Further, Boalt.AI was introduced to the students as a powerful tool integrating artificial intelligence into marketing and design. Through a live demonstration of designing a company landing page, the speaker highlighted how AI simplifies complex tasks, saves time, and enhances the efficiency of digital campaigns. A total of 70 students benefitted from the session and enriched their digital marketing practical knowledge. Dr. Bhanu Sree Reddy, HOD–MBA, thanked and felicitated the trainer, Mr. Hitesh Segu, for delivering an insightful session and appreciated the coordinators for their commendable efforts. The event was coordinated by Dr. K.Venkateswarlu, Assistant Professor, Dept of MBA and Mr.Sameer Kumar, Placement officer, MITS Deemed to be University.

### **Program Outcomes:**

The session enabled MBA II Year Marketing Specialization students to understand the transition from traditional to digital marketing and the growing career opportunities in the field. They gained practical exposure to essential tools such as Google Search Console, Meta Ads, and Looka.com, along with insights into the importance of branding and logos in defining identity. Students also learned how AI applications like Boalt.AI and prompt-based content creation can enhance creativity and efficiency in modern marketing practices.



### **Conclusion**

The Digital Marketing session by Mr. Hitesh Segu, conducted at KKB Lab on 11th September 2025 at 11:00 AM proved to be a highly valuable learning experience for MBA II Year Marketing Specialization students. The session successfully blended fundamental concepts with practical applications, exposing students to advanced tools, AI-driven creativity, and career-oriented insights. By linking classroom knowledge with real-world practices, the event empowered students to adapt to the ever-changing digital marketplace and equipped them with the skills required for successful careers in marketing.