

MADANAPALLE INSTITUTE OF TECHNOLOGY AND SCIENCE

DEPARTMENT OF MANAGEMENT STUDIES

Report on webinar on
“Digital Marketing Opportunities”

on 18.01.23



MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(UGC-AUTONOMOUS INSTITUTION)

Department of Management Studies
Organizing
Webinar on
"Digital Marketing Opportunities"

Date:
18th
January
2023

Resource person
Mr. Santhej Kallada
CEO & Founder
Kallada Academy, Bengaluru

Chief Patron
Dr. N. Vijaya Bhaskar Choudary
Secretary & Correspondent

Patron
Mrs. N. Keerthi
Executive Director

Program Chair
Dr. C. Yuvaraj
Principal

Program Chair
Dr. Sremmant Basu
Professor & Head, MBA

Convenor
Dr. K. Srinivasa Krishna
Asst. Professor

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Submitted by: Dr. K. S. KRISHNA, Assistant Professor, Department of Management Studies.

Resource Person: Mr.Santhej Kallada
Founder& CEO,
Kallada Academy, Bengaluru.

Participants: II-year MBA, Major and Minor Marketing Students.
Attendance: 75 participants
Mode: Online
Venue: Seminar Hall-A

Department of Management Studies has organized webinar on “DIGITAL MARKETING OPPORTUNITIES” on **18.01.2023**(Wednesday), from 3:00 PM to 5:00 PM.

Objective: The objective of the webinar on digital marketing is to develop strong and innovative strategies to promote the business brand, products, and services. A digital

marketing professional is expected to effectively use all marketing tools and techniques like PPC, SEO, SEM, email, social media, and display advertising.

The Programme Started at 3:00 PM with a welcome address to all the students by the **Dr. K. S. KRISHNA, Assistant Professor, convener of the programme, Department of Management Studies, MITS, Madanapalle.**

Professor and Head of the Department, Program chair Dr. Sremmant Basu spoke about Digital marketing is now the new 'normal' of marketing. Being one of the most effective and distinguished ways to create brand awareness, it is how one can reach out to potential customers and stay connected with the existing ones. HOD congratulated Dr. Krishna for organizing the webinar on "Digital Marketing Opportunities" and spoke how it could be useful to the students in their career and the benefits to attend to the webinar.

The resource person and the founder & CEO of Kallada Academy Mr. SANTHEJ started the session 3.30 P.M by extending his hearty thanks to the participants, Dr.Krishna, HoD, Principal and Management of MITS Madanapalle for giving opportunity to share his knowledge and experience in "**DIGITAL MARKETING OPPRTUNITIES**".

The resource person delivered lecture on the following topics:

What is digital Marketing

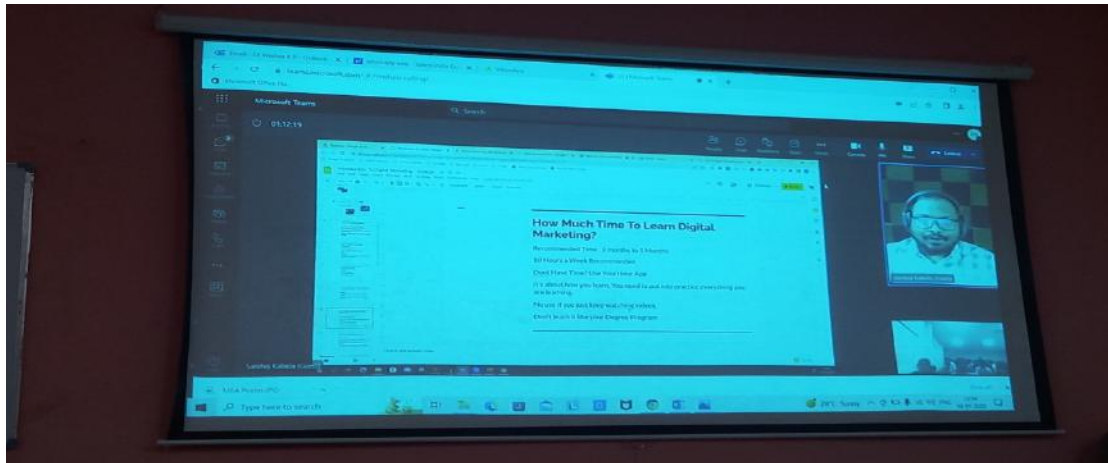
Top advantages of Digital Marketing

Why digital marketing as a career and top digital marketing careers

Discussed about different online certification programmes like Google, Microsoft, Hubspot, SEMrush and more focused on enlighten the ways to learn how to do digital marketing, how to earn from home, how to get digital marketing job. How these certificates could build their career path.

Takeaway from the session

- What is digital marketing
- The importance of Digital Marketing
- He has distinguished Brand with Digital marketing strategy and Brand without digital marketing strategy
- Types of Digital Marketing
- Does digital marketing work for all businesses
- How to do digital marketing
- Opportunities for digital marketing
- Prerequisites to get into the digital corporate world



Query session: session started by 4.40 p.m. to 4.50 p.m. Students have asked the questions like how to enrol and time required to complete the online certification programme

VOTE OF THANKS: The session was concluded at 5:00 PM followed by a vote of thanks, given by **Dr. Krishna**, Assistant Professor, Department of Management Studies.