

School of Commerce & Management

Report on Digital Marketing Guest Lecture

G H Rasoni University's, Department of School of Commerce & Management has recently organized an guest lecture cum workshop on "Introduction to Digital Marketing" for BBA,MBA & Engineering Students to teach the basics & introduction of digital marketing and its implementation in real life scenarios. 35 students attended the program on 29.09.2018.The objective of the lecture was to tell how to enhance digital skills at all stages of life that will help to ensure that the benefits offered by new technology can be accessed by all time to time.

To enlighten the students on the same topic, resource person for the session was Miss. Rani Belekar, (Director,CapturousInfotech), a company that offers solutions in Digital Media and Digital Marketing Skill Training. Prof. AbhijeetJaiswal, HOD of School of Commerce & Management introduced and welcomed the resource person.

Miss Rani Belekarintroduced the students to the concept of Digital marketing and its importance in today's digital age. He also highlighted the different digital media used for marketing, their important features and benefits. Shehad given deep knowledge to students on the topics like "Web Presence", "SEO", "Paid Search Marketing", "Social Media Marketing", "Web Analytics", "E-mail Marketing", "Content Marketing", "Mobile Marketing", "conversion optimization" any many more.

It was followed by a Ques-Answer session between the speaker and students, where students have actively asked questions to solve their queries.

The guest lecture was well organized under the guidance of Dr. RajanWelukar (Vice-Chancellor, GHRU), Dr. Sophia Ansari (Registrar, GHRU) , Prof. AbhijeetJaiswal (HOD, School of Commerce & Management, GHRU) and with the contribution of teaching staff Prof. PriyankaDeshmukh , Prof. ShwetaChourasia , Prof. AdheerGoyal, Prof. SushilGirhe and Prof. Priyanka Mishra

Overall the seminar ended on a high note as all the students had gathered immense knowledge about "Digital Marketing".

